

LIGHT COMPROMISE PROPOSED

700 Enthuse Over Beautiful Flower Show in Torrance

DEADLOCK BREAK AIM

Property Owners Recommend Dual Specifications as Council's Way Out

NO QUORUM ON TUESDAY

Bartlett Adjoins Meeting as Three Trustees Absent From City

With City Engineer Leonard, Mayor Dennis and Councilmen Raymond and Inman out of town, the movement for an ornamental lighting system in Torrance was at a standstill this week.

Only two councilmen were in the city Tuesday night for the scheduled meeting of the council and City Clerk Bartlett adjourned the meeting until Tuesday night, July 24.

Councilman Raymond is in Oregon and will not return for several weeks. Councilman Inman is on his vacation and is not expected back until about Aug. 1. Mayor Dennis is attending a meeting of the State Traffic commission at San Francisco, where officials from all over California are meeting at the request of Gov. Young to consider uniform traffic ordinances in all municipalities and to discuss the advisability for compulsory automobile liability insurance in this state. Mayor Dennis will return to Torrance Saturday.

Three Will Be There
A quorum of three will be on hand for the adjourned meeting Tuesday night. They will be Mayor Dennis and Councilmen Maxwell and Wolfe. Just what action they may take on the lighting question is undetermined.

During the past week a number of property owners have endeavored to find a way out of the deadlock which has gripped the council. At a recent informal meeting instigated by DeKalb Spurlin a definite recommendation was made to the council. It was recommended that the council initiate more than one proceeding for lights and pass more than one resolution of intention, each resolution to specify a certain type of post and lighting unit.

Under such a plan bids would be officially advertised for under different specifications and all bids under one of the proceedings rejected. Whether it is legally possible for a municipality to conduct such dual proceedings is a matter on which council must give an opinion. The plan was proposed merely as a compromise measure to break the deadlock which arose over the issue of price on the one hand and home-industry on the other.

O. K. with Mayor
Mayor Dennis who was the only member of the council present at the informal meeting said he would favor such a plan providing it would be legal. If such proceedings were legal and were approved by the Council the resolution now standing on the records for a committee to receive amended estimates from the several companies would have to be rescinded. Then the procedure would be for the council to instruct the city attorney, engineer and clerk to prepare specifications for more than one resolution of intention. A protest date would be set on each of these resolutions and if not protested out bids would be sought through official advertising.

In case such a plan is illegal, it is suggested that the council may so arrange its specifications that more than one type of post can be bid on.

U. T. Co. Installs Automatic Phones

Saturday a new automatic switchboard was installed in the offices of the Union Tool company by the telephone company. The fifty stations on the board were transferred to the new one, and with the new equipment, service will be greatly facilitated.

Observations

Fashions and Business Hazards—Garters and Marriage—Women Smokers and the Printed Page—Changing a People's Habits with Paper and Ink

By W. HAROLD KINGSLEY

WHIMS of fashion often blotch red ink over the ledgers of great industries.

Some years ago the basis of the corset business was the millions of young girls who grew into womanhood each year. Suddenly and without warning these millions of annual new customers stopped wearing corsets. It was a blow from which many great industries never recovered.

New England, humming with textile mills took a blow between the eyes when new cotton mills opened in the South. But that blow was a love tap compared to the one which followed. Rayon entered the picture. Women cast aside their cotton garments and took to real artificial silk. Great mills in New England have been silent ever since.

AT the same time the number of garments worn by the fair sex decreased as did the length of skirts. A cut of 25 percent in the material worn by each woman meant just 25 percent less production for the textile industry.

I notice now that the efforts of the mills to overcome this fashion are bringing results. Fashion now decrees that evening dresses shall reach the floor and already one sees sub-debs dancing in gowns which reach the soles of their shoes.

ONE day almost every well-dressed woman wore sheer black silk hose. The next day they changed to the flesh-colored variety. Mills, jobbers and retailers found themselves loaded with millions of dollars worth of black hose which nobody would buy.

Of all industries in the world none is so hazardous as that which must answer the dictates of feminine fashion. How manufacturers anticipate the whims of mimicry I cannot understand. Their business looks like the biggest gamble of modern life.

ONCE the business of making clothes for men was considered almost constant with changes gradual and safe. This is not true today. Thousands of men who once wore cotton now don rayon shirts each morning. Another blow to the cotton industry.

I note a new trend among the younger generation and one which is reflected in a newly launched advertising campaign.

YOU may have noticed that high school and college lads have cast off their garters. You have probably chuckled at the fad. Not so the garter makers.

We have no figures handy but I dare say that there are some ten million high school and college lads in the United States with couple of million entering high and college each year.

Let every high school or university lad go without garters and you can see what it would mean to the companies which make supporters for socks.

ONLY last week the shadow which the fad has cast over the garter industry was reflected in national magazines. A full page advertisement showed a swain gazing with loving but disappointed eyes at the lady of his choice. But she—delicate soul—had moved far to the other side of the davenport.

One gazed at the picture and the type. The reason for her departed ardor was plain.

His socks were hanging loose, wrinkled, ungartered. Well chosen words told the reader why she could not marry him. Neat, model of trimness that she was, she never could marry a man who allowed his socks to hang sloppily without support.

It will be interesting to note whether the advertising campaign will kill the fad.

ADVERTISING does start new customs in this idea-receptive land. An appropriation of a few million dollars can change a national habit.

How many of the millions who now goggle Listerine would be doing so if the Lambert Company had not warned the world in picture and letters about halitosis? Who but the florists initiated Mother's Day and made it a lasting red letter day on the American calendar?

Who but the necktie makers and cigar association followed suit with Father's Day?

The list is endless, of new habits born and reared through the use of paper and ink.

THE evolution and effect of cigarette advertising during the past two years has been amazing.

As Americans of the post-war period started tramping to Europe by thousands they became more and more accustomed to seeing women smoke in public.

Sensitive to trends agencies which prepare cigarette advertising seized this new opportunity. Billboards extolling the virtues of certain cigarettes showed men smoking in the company of women. Previously no cigarette ad had included anything but masculine appeal. Then came advertisements showing women with their hands hidden and one could only imagine whether or not these women held cigarettes. But one did wonder and the message began to go over.

WOMEN took more and more to cigarettes. As they did so the advertising became more bold. About a year ago pictures of women holding cigarettes appeared. And then the cigarette companies went still length. They began publishing testimonials of famous stage and screen stars praising the qualities of certain brands of smokes.

Ten years ago the woman who smoked in public was immediately branded. Today the sight is so common that nobody looks twice. Advertising. A new habit thrust upon the nation by the power of printers' ink.

And incidentally the market for cigarettes tremendously increased and on its way to be doubled.

DO people read advertising? Try to market a new product without it and see how much you sell.

Do people heed advertising? They do more. They adjust their personal habits to the suggestion of the printed page.

Without question the power of modern advertising is the greatest single force in the United States today.

SEA TAKES TORRANCE YOUTH

Wallace W. Gilbert Caught in Rip Tide on Sunday Drowns

FAMILY SEES TRAGEDY

Popular P. E. Electrician Struggles in Vain While Wife Watches

While his wife and daughter looked on helplessly and while life guards strove to avert the tragedy, Wallace W. Gilbert, aged 32, electrician at the P. E. Shops was carried to his death by a rip tide off Torrance Island Sunday afternoon about 2 o'clock.

Young Gilbert, son of Wallace Gilbert, of the real estate firm of Gilbert, Hansen and Page, was swimming with a friend named Young of Los Angeles. The two men had gone fairly far out from shore when they were both caught in a strong rip tide. Side by side they struggled against it while people on shore watched.

Suddenly, according to Young, Gilbert asked for assistance and Young seized him by the arm. The tide was so strong, however, that it tore the two men apart and young Gilbert was carried out to sea. While the struggle against the tide was going on life guards hurried to the rescue. They saved Young just in time, but could not rescue Gilbert.

Body Not Recovered

Wallace Gilbert, father of the unfortunate young man, was notified and every effort was made to recover the body but to no avail.

Wallace W. Gilbert, Jr. was born in Newport, Vt. He came to California about ten years ago with his bride, whom he had married in Worcester, Mass. For nine years he was a trusted employe of the Pacific Electric Railway at the Torrance shops. In addition to his widow he left a 10-year-old daughter, Muriel. He is mourned by three half-brothers, Francis, Merton and Stanley, Gilbert and a half-sister, Pearl Gilbert; his father and step-mother, Mr. and Mrs. W. H. Gilbert, all of Sonoma avenue.

All of Torrance was cast into mourning over the loss of the young man and words of the deepest sympathy for his bereaved family were on all lips this week.

Public Warned Against Faking Hosiery Seller

Torrance and Lomita residents and officials have been warned by the National Better Business Bureau to be on the lookout for a solicitor representing himself in the Southland as being employed by the Gotham Silk Hosiery company. This man, according to information reaching here, takes orders for Gotham and Onyx Point hosiery, stating that these lines have been taken out of stores and are now being sold from house to house. He offers premiums. Purchasers pay for the hosiery and never receive them. The company he says he represents sells its merchandise only through stores.

The salesman is described as follows: tall and slender; weighs about 160 pounds; has curly blonde hair and blue eyes. He is an easy talker with a Southern accent. One upper front tooth is broken.

Legion Auxiliary Elects Delegates

At the last meeting of the American Legion Auxiliary, the following delegates were elected to attend the Auxiliary convention to be held at Stockton, August 13-15.

Miss Corlita Reeve, Mrs. Ethel Bowler, Mrs. Annie Greiner and Mrs. Jessie Revere. Alternates are Mrs. Dorothy Harder, Mrs. Maude Deisinger, Mrs. Mary Harder, and Mrs. Annette Babcock.

Wednesday, the delegates held a Beach party at the Surf and Sand Club.

Development of Shoestring Strip With Attractive But Low-Priced Homes Plan of L. B. Company



H. P. SELOVER

ADOLPH HOHENSEE

Attracted to the Torrance district by the promise of vast industrial and residential expansion here the H. P. Selover Company, Long Beach realtors, today announced that they have taken over the sale of four new houses, erected in the Shoestring strip at 219th and Harvard streets by Corbuser and company.

The Selover company is one of the most substantial and progressive organizations of its kind in the great Harbor district and their enthusiasm over the prospects of Torrance is based on a careful survey of all facts.

The first four houses in the building campaign are rapidly being completed. The price range is \$2750 to \$3250, with \$250 down and \$35 a month, payments to include interest and carrying charges. The Corbuser representatives will be on the ground Thursday, Friday and Saturday.

The Corbuser organization has been extensively engaged in the building business throughout Los Angeles County for six years. H. P. Selover and Adolph Hohensee, executives of the company enjoy an enviable reputation as up-and-doing business men. That they have become interested in Torrance is regarded here with enthusiasm. Mr. Selover is the son of Sam Selover, well-known subdivider and developer. Mr. Hohensee was formerly manager of the California Mutual Investment Company. Both stood out prominently in Los Angeles business circles. Recently they merged their interests thereby widening the scope of their activities.

Studying various districts in the county they concluded that the prospects of growth in Torrance are unsurpassed and they stand ready to throw the weight of their large organization into the business of building homes here.

All the utilities including gas, electricity and water are provided home owners in the Shoestring strip.

Development of the Shoestring strip with homes which might be sold at reasonable prices has long been sought by Torrance business men. The Selover organization has come to answer this demand.

Homage Is Paid to Paul Dynes

Masons Present Building Treasurer with Ring at Banquet

Torrance Masons paid homage to Paul Dynes Wednesday night, when they gathered at the Masonic Temple to express their appreciation of his excellent and faithful service to the lodge in the post of treasurer of the Masonic Building Association.

"Paul Dynes" night began with a banquet in his honor, followed by a program given by the Grand Lodge. At the conclusion of this, E. N. Tomkins, senior warden, with high tributes to the praiseworthy work done by Paul Dynes, presented him with a beautiful Masonic diamond ring, a gift of the lodge.

Mr. Dynes has held the office of treasurer of the building association since its inception in 1921.

Vote Torrance Booth at Fair

Industrial Exhibit from Torrance Approved for Big Exposition

When the Pacific Southwest Exposition opens at Long Beach on July 27 the Torrance of the Modern Industrial City will be graphically told.

Directors of the Chamber of Commerce Monday afternoon contracted for a well-located exhibit space and appointed B. C. Buxton to arrange a display of Torrance manufactured goods therein.

The Torrance space is located in the main building and is a corner location.

The exposition will last until Sept. 3 and will be held open until October. It is regarded as the greatest exposition since the big fair at San Diego. Eighteen foreign countries are erecting buildings. The exposition grounds cover 60 acres. It is expected that several million persons will attend the event during the summer.

Vogue Women's Fashions and House and Garden

Beginning with this issue the Torrance Herald and Lomita News will bring to their readers the latest fashion hints from VOGUE, internationally famous women's fashion magazine; and interesting developments in home and garden from HOUSE AND GARDEN, another magazine recognized as an authority in its sphere.

In the weekly VOGUE articles will be found new and authentic style information, dressmaking lessons, etc., all illustrated.

In the HOUSE AND GARDEN section you will find a wide diversity of interesting data including: Home Decorating and Furnishing, Gardening, Care of Dogs, etc.

Turn now to the inside pages and read these added features of your home newspaper.

NEW CLUB IN AREA FORMED

Success of Legion Exhibit Followed by Garden Group Organization

DISPLAY AMAZES CROWD

Beautiful Blooms Bring Awards to Amateurs of Torrance District

That the people of Torrance are enthusiastic for any movement to beautify the city and that an annual flower show here bids fair to become an important Torrance institution became established facts Friday and Saturday when more than seven hundred persons attended and enthused over the First Annual Flower show sponsored by the Bert S. Crossland Post, American Legion.

Carleton Bell, chairman and other members of the committee would have been pleased had only 300 attended the show. The crowd which thronged the exhibition room in the Chamber of Commerce building exceeded their most enthusiastic expectations. That the show "started something" in the way of a permanent movement to beautify the city is shown by the fact that forty applications for membership in the newly created Torrance District Garden club were received. Exhibitors declared that next year's show would be bigger and even better than the one this year.

Show Is Praised

The show opened Friday afternoon. The room formerly occupied by the Bank of Italy was a veritable bower of beautiful blooms. Exclamations of delight issued from the lips of all who entered the room. Much enthusiastic comment was heard from commercial flower and bulb growers. Several of them requested that they be notified of the event next year so that they might put in large exhibits and thereby add to the beauty of the show.

Such well-known flower experts as Mrs. Bessie Aschenbrenner of Covina and Fred C. McNabb said they were amazed at the quality of the blooms entered by amateur gardeners in this district and added that the number of exhibitors at a community's first show proved the popularity of the event.

Given Publicity

The Torrance show had received much publicity in garden publications throughout the Southland and scores of out-of-town visitors attended.

The judges were Charles A. Brazeo, chairman, bulb and flower grower, Torrance; Mrs. Henry A. Buxton, chairman garden section, Women's Club, Santa Monica; D. M. Falconer of Howard & Smith florists, Los Angeles, and C. L. Milne, bulb grower, Van Nuys.

Barnard Wins

All prizes were given for flowers grown by amateurs with the exception of class seven, which was for professional growers.

D. A. Barnard of Torrance won the \$75 bronze and silver trophy cup given for the best general exhibit, including entries in all classes and sections. This cup is to be competed for each year and to become the property of the winner after having been won three times.

Other winners were Mrs. T. J. Price of Lomita, best general exhibit made by women eligible for membership in the Torrance Women's club.

Stanford Whiting, Torrance, best general exhibit made by anyone eligible for membership in the American Legion.

Jean and Jack Peterson, best general exhibit made by pupils of the Torrance Elementary School.

Eleanor Austin won first prize for the best general exhibit made by pupil of the Torrance Junior or Senior High School.

C. B. Bell Wins

Most artistic entire display, C. B. Bell, Torrance.

Best display made by a commercial grower, King's Nursery, Torrance, special award, H. & B. (Continued on last page.)

While the exorbitantly splendid Jimmie Walker, globe-trotting mayor of New York and satellite of Alfred Emanuel Smith was radio-casting in Hollywood and acting as speaker at the world premier, Socialist enemies in Manhattan were doing their utmost to kick the political props out from under him and at the same time to put the Democratic candidate for president in a hole.

Said Socialists presented to the governor a long communication charging irregularities in the conduct of the New York City administration under the Walker regime and requesting an investigation by the Albany executive.

Republicans were delighted at the move of the Socialists. "Follies" was the comment of pro-Smith Democrats.

For years railway executives have looked with envy upon the profits piled up by the American Express Company. Now this envy is translated into action. Big railroads have signed an agreement to purchase the express company 100 percent. Leaders in the movement are the Atchafon, Topoka and Santa Fe, the Union Pacific, the New York Central and the Pennsylvania, giants of the common carrier industry. Will the express company sell? Insiders say yes—because the railroads have agreed solemnly not to renew their contracts in February 1929 with the express organization unless the sale goes through. "We are entitled to the express company profits for we do all the work," say railroads. "High pressure methods" say express adherents.

"Destroyed by Teutonic fury, rebuilt by American generosity." Such was the inscription proposed for the balustrade at new University of Louvain (Belgium) library. Fro. Germans protested. The rector joined them. A great stir was created. The world took notice. Monday a workman, armed with a sledge-hammer destroyed the balustrade, knocking out all the pillars, hurling the pieces into the avenue.

Herbert Hoover blushed. He was a little sad to leave. Before him were newspaper men who have "covered" the secretary of the interior since his appointment by President Harding. The secretary was going west, starting out on a long journey which he hoped would bring him back to Washington with residence at the White House. He sought for words. They came not easily.

The next day Mr. Hoover took an important campaign step. He visited Vice President Charles Gates Dawes in Chicago. It has been an open secret that Dawes and Hoover have not been over friendly. Dawes is popular in the grain belt. Hoover is not. The peace-meeting was calculated to help Hoover with the agrarians.

The next day Mr. Hoover arrived at Erie, went fishing with President Coolidge. They each caught eight. Neither would discuss politics.

The first bombshell of the campaign swept the country when Al Smith named his manager who is also chairman of the Democratic national committee. He was John J. Rancob, chairman of the finance committee of giant General Motors and equally gigantic E. I. duPont de Nemours.

Politicians re-scanned the Democratic platform, read that under Smith's leadership the party has thrown free trade aside and is standing for protective tariff. By common agreement it was concluded on all sides that Smith is making a strong bid for support from big business. Both General Motors and duPont are listed among the so-called Morgan stocks. Are big financiers led by Morgan supporting the New York governor against Hoover? The public wondered.

With a General Motors executive in the political harness for Smith the Republicans got busy. Henry Ford was elected to and accepted the position of vice president of an organization of American engineers supporting Hoover, said he would be active in some degree.

Smith vs. Hoover. Rancob vs. Ford. General Motors vs. the Ford Motor Company. Chevrolet vs. the Ford car. Politicians wagged their heads. Political precedents were being knocked into a cocked hat.

Germany, France and Italy have definitely accepted the terms of Secretary Kellogg's treaty for the renunciation of war. Replies from Japan and Great Britain are being awaited by the state department. It is expected that they will be favorable.

Mexico mourned. So did America. Capt. Emilio Carranza, Lindbergh of Mexico, taking off in a thunder storm on a flight to Mexico City, was struck by a bolt of lightning over New Jersey and was found dead, sixty feet from his shattered plane.

Mrs. E. G. Bascom of Elgin, Ala. is a militant Democrat. She likes talking crows. She bought one. It was shipped from Daniel Furnish, Warsaw, Ky. Furnish is an ex-

(Continued on Last Page)

Four-hour drying enamel \$4.95 incl. Consolidated Lumber Co.—adv.