

Torrance Herald

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\$1.00 PER YEAR

Full Speed Ahead On Membership Campaign

ALL OF TORRANCE OUT AT BIG TOWN MEETING

All of Torrance turned out to the Town Meeting at the Torrance Theatre last Monday night to launch the campaign of reorganization and expansion of the Torrance Chamber of Commerce. Completely filling the theatre, it was the largest Chamber of Commerce meeting ever held in the county outside of Los Angeles proper. Interest and enthusiasm were in proportion to the size of the audience.

From the organ prelude by Mrs. Randali to the final word of Dr. George Taubman of Long Beach, the program had not a dull moment.

When the curtains were drawn, the audience discovered in the background of the stage a huge American flag which showed all the more brilliantly because of the especially arranged lighting system. Seated on the stage were President Alfred Gourdir, Secretary A. H. Bennett, Chairman George A. Proctor, Chairman of the Budget Committee J. Wallace Post, and Campaign Director J. C. Stevenson.

Gourdir opened the meeting and explained why the Chamber was being reorganized. His remarks are printed elsewhere in this issue. Mayor George A. Proctor was chairman of the meeting and made a ringing speech in which he pointed out the need of a modern Chamber of Commerce in Torrance, and of the assistance it could be to the new city government.

"You citizens of Torrance have not shown by your presence at the City Hall that you really were aware that we have municipal government," he said. "You have neither complained against the Trustees, nor commended their work. We hope in the future you will take more interest, even if it is only to kick occasionally for while we are doing the best we know how, we would like to feel that the citizens of the town are at least conscious of what we are trying to do. In the near future, we are going to ask you for bond issues to improve Arlington street and to purchase land for sewage disposal. These steps are essential to the growth of Torrance and we hope the new Chamber of Commerce will back up 100% in taking these steps."

The Masonic quartet rendered two pleasing numbers and the crowd applauded for more. However, the chairman facetiously stopped the clamor for a return by saying that the boys didn't know any more songs. The quartet is improving noticeably, and there is no doubt that as time goes on they will be in great demand, not only in Torrance but in communities roundabout.

The next speaker was the director of the campaign, Mr. James O. Stevenson, who gave a brief history of Chambers of Commerce of the United States, and told how they had come to be indispensable agencies in every city for promoting industrial development, commercial expansion, civic welfare and good citizenship. The Torrance Chamber, he said, was being reorganized along standard lines, and was already assured of sufficient financial strength to make it one of the most useful organizations in Southern California. His talk was followed by a reel of motion pictures taken in Hollywood during a recent membership campaign. It was a humorous portrayal of the shortcomings of Hollywood, resulting from a growth that was not planned for nor accomplished by the proper expansion of school facilities, police protection, fire protection, provision of parks, playgrounds, hospital facilities, etc.

The next two numbers on the program consisted of two tenor solos by Mr. Earl Alexander of Los Angeles, and two soprano solos by Mrs. George W. Coleman of Los Angeles, and a duet by these two, all of which constituted a real musical treat. Interspersed between these two was a sport reel of pictures provided by the theatre, which was exceedingly interesting, and as Chairman Proctor said, was to give some idea of the speed at which the new Chamber of Commerce

would travel when the reorganization is completed.

The last number was the speaker of the evening, Dr. George P. Taubman, pastor of the First Christian church of Long Beach, who arrived late, following a meeting at his church in Long Beach, but everyone agreed that he was well worth waiting for. He aroused intense enthusiasm with his very stirring plea for a Chamber of Commerce that would pay attention to the welfare of the people of Torrance as well as looking after the development of industry and improving the real estate values. "Cities were made by men," said Dr. Taubman, "and unless you make Torrance the kind of a city where families can live and enjoy a minimum of sober happiness, no amount of wealth will make Torrance a success as a city. The time has come when the welfare of the man must be considered as above that of the machine, and the Chamber of Commerce must constantly keep this thought in mind."

He pointed out the number of signal successes achieved in Long Beach by united efforts since their great Chamber of Commerce was organized three years ago, and prophesied a great future for Torrance as a result of the present movement. At the conclusion of Dr. Taubman's address, W. T. Klusman, one of the captains of the membership campaign, asked recognition, and proposed that those present sign membership applications immediately rather than wait to be called upon at their residences or places of business by the membership solicitors. The suggestion was favorably received and 130 members were signed up, and their names, as those which constitute the reorganized Chamber, follow:

Speech By President Gourdir

The speech of Mr. A. Gourdir, President of the Torrance Chamber of Commerce, is of an illustrating character and exhibits the inception of the great movement of reorganization. Mr. Gourdir plunged at once into the center of the subject, saying: "Mr. Stevenson visited Torrance some eight months ago and looked the field over with the idea of seeking the re-habilitation of the Chamber of Commerce and talking the matter over with Mr. Bartlett and others. He was informed that on account of the lack of employment in the various plants and the extreme dullness of times in Torrance, things were not ripe for such a campaign and such was the case as you all know."

"Shortly after my nomination for President of the Chamber of Commerce, I was talking to Mr. Salm about Chamber of Commerce work and he stated that the reason he was never very much interested in the local Chamber was that he could not obtain the action desired, that was necessary to start or stem an idea or action that would either be beneficial or impervious to the community or plants that are collocated here, on account of the disorganized condition of the Chamber and lack of a definite head for quick action and through this conversation with Mr. Salm, I lay my first inspiration for reorganizing the Chamber of Commerce."

"My first thoughts about reorganization were along inorganic lines, that I have since learned have been tried in other places and dimly failed and on that account I am glad I did not try them here."

"About three weeks ago Mr. Stevenson again visited Torrance and (Continued on page 3)

REORGANIZED CHAMBER OF COMMERCE MEANS MORE TO TORRANCE THAN ANY PROJECT SINCE P. E. SHOPS WERE BUILT

It is estimated that 450 new factories were established in Los Angeles during 1921. Many others were also located in other communities about Los Angeles.

Not one new factory came to Torrance during 1921 although several parties looked over the ground.

It wasn't because Torrance hasn't the advantages, the facilities, the ground at reasonable rates. No place has better advantages of location, climate and other industrial advantages to offer than Torrance.

It is because our Chamber of Commerce has no one man or committee in position to place our advantages properly before prospective industrial site seekers—no one to follow up such prospects.

The city was founded by J. S. Torrance—the Dominguez Land Corporation—and they gave the most ideally planned city in the whole world and great factories, that if its employes all lived here, would give us a population of at least 8,000 to 10,000. They sank their money heavily in this great investment and have waited for over a decade before they have begun in any way to realize on this investment. They did great things for Torrance and their heart and will are still with us as evidenced by their liberal subscription to the Greater Torrance Chamber of Commerce budget fund.

We have had a Chamber of Commerce, it is true, but a Chamber meeting two or three hours some evening once or twice a month couldn't follow up these things.

That Chamber has had a secretary, it is also true, but although he has given unstintedly and unselfishly of his time, and without pay, he couldn't take any more time from his own business than he has, to follow up prospects.

It is the reorganized Chamber of Commerce with an executive Board of Directors, working through a large membership, many different committees to follow through the many phases of activity which such a Chamber will conduct, a paid, experienced secretary with the time and "know-how" to get results that will give Torrance more factories, more houses, more of everything that will make this a better community to live in and do business in.

That is why the campaign to reorganize the Chamber of Commerce is of such vital importance.

That is why men are giving of their time to furthering this great project. That is why business men who have been writing their profits in the red the past few months still are willing to vote an increased membership fee and also subscribe still further to the budget necessary to make the reorganized Chamber's work a success.

For the success of the greater Chamber of Commerce means more to Torrance than anything since the establishment here of the Pacific Railway shops.

And the reorganization will be of direct benefit to every man, woman and child in Torrance.

More factories, more houses and more people will mean more business for the business and professional men of Torrance, increased property values for the property owner, better opportunity for the wage and salary earner to find employment in Torrance. It will soon be no longer a one-job town. The workingman out of a job in one place stands a better chance of getting a job in Torrance when his own plant is not running or has reduced its operating force.

Therefore a reorganized Chamber of Commerce will benefit everyone in Torrance. Let us all work for the realization of this great movement for the betterment of Torrance!

TORRANCE THEATRE PROGRAM

MR. and MRS. J. C. McVEY, Managers

Monday, February 13, 1922

Will Rogers in

"GUILF OF WOMEN"

The kind of picture you can't forget

Tuesday, February 14

Wanda Hawley in

"THE LOVE CHARM"

COUNTRY STORE EVERY TUESDAY

Wednesday, February 15

Catherine Calvert and an all star cast

"THE HEART OF MARYLAND"

From the famous stage production by David Belasco

Thursday and Friday, February 16 and 17

SPECIAL PROGRAM

Priscilla Dean in "CONFLICT"

Stuart Paton's stupendous sensation of the big North Woods

Saturday, February 18

Constance Talmadge in

"A PAIR OF SILK STOCKINGS"

And the first episode of the big serial

"THE WHITE EAGLE"

Harold Lloyd in "Sad Sea Waves"

Sunday, February 19

Mary MacLaren in

"THE WILD GOOSE"

A picturization of the great novel by Gouverneur Morris, which was enjoyed by millions of readers when it appeared in Hearst's Magazine.

Pathe News and Comedy

Coming, Thursday and Friday, Feb. 23 and 24—Harry Carey in "The Fox." Some of the finest and most reckless horsemanship ever screened is shown in this feature.

March 8, 9, and 10—three days—THE SHEIK. Special music.

CHAMBER OF COMMERCE MEETING MONDAY TO ADOPT BY-LAWS

There will be a membership meeting of the Chamber of Commerce next Monday night, February 13th, to adopt by-laws and arrange a program of work. Chas. P. Bayer, manager of the Organization Service Department of the Los Angeles Chamber of Commerce and President of the California Commercial Secretaries' Association, will be here to speak and advise in the organization preliminaries. All members who will have signed up by Monday night and who expect to sign up, are requested to appear. The plan of election will be explained in detail and other important business transacted. The meeting will be held in the sales room of the Dominguez Land Corporation at 7:30 o'clock.

440 Enrolled at Torrance School

The new school term started Monday with the largest enrollment the school has ever had. The enrollment in the high school was 140 and in the elementary grades 300.

A new teacher was added to the high school faculty, Mrs. Myrick, and she comes very highly recommended.

Last Friday the Torrance high school basketball team met the Santa Monica team in a game at 8 p. m. The score for the game was 49 to 16 in favor of Santa Monica. Next Friday they will meet Huntington Park.

Monday evening the Torrance high school basketball team defeated the All-Stars. The score has not yet been revealed.

The seventh grade defeated the sixth grade Thursday at a game of basketball by a score of 14 to 2.

All parents who have children six years old should enroll them as soon as possible, if they are to enter this term.

The school children had a glorious time Monday throwing snow-balls and playing with the snow that Mrs. Van Patten brought to the school from Mint canyon. Quite a number of the children had never seen snow before, and it was a rare treat to them.

Torrance Theatre Is Giving Good Shows

Mrs. Gordon Groves will sing again at the Torrance Theatre Saturday night. Her singing is always a delightful feature of the program.

Another interesting announcement for that evening's program, for the kiddies, is the giving of a free souvenir to every child that attends the first episode of the great Ruth Roland serial, "White Eagle," beginning Saturday night of this week.

No cleaner, better, more interesting shows are given anywhere than at our own Torrance Theatre Beautiful, and not only are the pictures of the best, but one has the added pleasure of comfortable seating, restful, delightful surroundings of one of the most beautiful show houses outside the largest and best Los Angeles theatres, and at less than half the price of admission to these grand city theatres. And the equipment is of the very best and latest kind insuring the very best for Torrance.

The Torrance Theatre Beautiful is certainly a credit to Torrance and we are under great obligations to Mr. and Mrs. McVey for the high class theatre and pictures they are giving us—an obligation we can repay in part through a liberal patronage—something we certainly owe them.

When planning for an evening at the show always make it the "Home Show First" at the Torrance Theatre Beautiful.

MACCABEE SUPPER SUCCESS

The Maccabee supper Monday evening was a grand success and all attended enjoyed the lovely cooked dinner and hope that all favor Torrance with another dinner in the near future, and also a financial success. The manager wishes to thank all the who helped to make this dinner a success for their donations of time, and also wishes to the Dominguez Land Co. for courtesy in loaning them their room for that evening.

Trustees Begin Work On Street Improvements Bond Election to Be Held

ARLINGTON, CARSON, EL PRADO AND MARCELINA TO BE PAVED

CITY RECEIVES \$9000.00 FROM COUNTY ROAD FUNDS

The Board of Trustees met in regular session Tuesday evening, February 7th. On account of the many resolutions necessary to the beginning of proceedings for the improvements of certain streets and the calling of a bond election, it was a long drawn out session.

Written Communications

The California State Board of Health stated that the statute required a license from the State Board to operate a sewer farm. The letter stated that some improvements were necessary before the Board would probably grant a license. They suggested the erection of a treatment plant near the center of the farm.

Mr. Fitzhugh said the city force would clear out the tank.

The letter was referred to the sewer committee.

Oral Communications

City Marshal Anderson called attention to complaints on lights on certain streets.

Interprets Fees

City Recorder James King stated that two out of three cases that had come up recently the services of interpreters had been required and these had asked for the interpreter's fees. Mr. King stated he had inquired and found that the legal fee in the lower courts was \$3.00 per day or case. He also stated most cases occupied only half an hour to an hour.

The matter was left to the discretion of the Recorder; \$1.00 to \$3.00 was suggested according to case, etc. Motion to this effect was carried.

Reports of Standing Committees

Mr. Fitzhugh stated—Arlington would have to be gone over again on account of the rain.

The City Clerk called attention to the need of a filing case, typewriter and stenographer. Mr. Stevenson had suggested that the Chamber of Commerce would furnish the services of their stenographer in return for the use of the machine and the City Hall and a telephone.

The finance committee was authorized to secure a filing cabinet and a typewriter.

Mr. Stone suggested that he might secure the loan of a filing cabinet and save that expense.

Exchange With Chamber

The City Clerk was instructed to make the Chamber of Commerce an offer in writing: The free use of room; telephone at all times and lights in return for use of typewriter, desk and desk equipment and services or stenographer for such city work as required.

Mr. Proctor said he had heard complaint of collection of garbage in cottages below tree row. Referred to Mr. Fitzhugh.

Mr. Stone also referred to carrying away of garbage cans.

Mr. Burkhardt called attention to the deep sand and hole in the alley back of the Green Court, between Arlington and Portola. A half hour's work with scraper would remedy it. The alleys do not belong to the city, but it will be done as an accommodation to the public.

Mr. Stone spoke of the complaints of lack of service on street lights out of order. He suggested that our local electrician be engaged to attend to the lights and see what the Edison rate will be if the city does this work. The Edison people were not checking up the lights properly and it was suggested Mr. Houston's attention be called to the apparent negligence of employees.

The City Clerk was instructed to write the Southern California Edison Co., care Mr. Houston, Redondo Beach, complaining of service rendered, attention being called to lights on Plaza del Amo, 218th and Carson, Carson and Arlington, now out of service.

Mr. Stone, who had been present at the rate hearing of the Torrance Light, Water & Power Co. had entered protest against pressure for fire protection.

(Continued on next page)