

# Torrance Herald

NINTH YEAR, NO. 7

GARDENA, CALIFORNIA, FEBRUARY 17, 1922

\$1.50 PER YEAR

## Nearly 400 Members and \$11,000 Budget for Reorganized Chamber

### Chamber of Commerce Adopts New Constitu- tion and By-Laws

The re-organization campaign of the Torrance Chamber of Commerce went over the top at the final meeting of the campaign workers Monday night.

To witness the final meeting, and participate in the reorganization activities, more than 150 members were on hand when Chairman Proctor called the meeting to order in the Dominguez Land Corporation's sales room at 7:30 o'clock.

The final spurt of the campaign brought up nearly 100 members, 50 of these coming from the Pacific Electric shop through Captain W. H. Gilbert. The next most successful "membership getter" was A. F. Thomas, a member of the team of Captain L. V. Babcock. Mr. Thomas, who is a rural mail carrier in the Keystone District, and the former President of the Keystone District Chamber of Commerce, brought in 44 members, the majority of whom live in the Keystone District. J. Wallace Post, chairman of the Budget Committee, reported a total of budget subscriptions actually signed of \$5500, with pledges yet to be obtained, but considered good, totaling more than \$1650, which will make the budget final total of \$7150, and the total income of the Chamber \$11,074 a year for three years. This exceeds the goal by \$2000, and gives Torrance the third strongest Chamber of Commerce in the Fourth District.

Following the report of the Campaign Committee, Chairman Proctor thanked the campaign workers for their successful efforts, and after prophesying a great future for the new Chamber of Commerce, he turned over the meeting to President Alfred Gourdiere. President Gourdiere proposed a new set of by-laws as a substitute for those heretofore in force. On motion of George A. Proctor, seconded by James L. King, the meeting voted to suspend the old by-laws, and to turn over to the reorganized Chamber all its assets in consideration of which the new Chamber assumes the liabilities of the Chamber up to date. After the by-laws were read by President Gourdiere, and explained in detail by the reorganizer, James O. Stevenson, they were unanimously approved by the meeting, with the provision that the time limit for the election should be waived on the first election, and the primary conducted during the present week and the final election next week.

The First National Bank was designated treasurer of the Chamber of Commerce, and instructed to proceed with the collection of dues and budget subscriptions, so that the newly elect-

ed directors will have funds on hand with which to begin operation immediately. Upon the adoption of the by-laws, President Gourdiere opened the meeting for general discussion, and called upon a number of those present for expressions. Among those responding was Mr. G. A. R. Steiner, formerly President of the Chamber of Commerce of South Bend, Washington, who recently moved to Torrance. Mr. Steiner made a very interesting talk in which he emphasized the great value to Torrance of the city plan, adopted by its founders. The first thing the new Chamber of Commerce had to do, he said, was to become thoroughly familiar with the plan as conceived by the founders, and see that the growth of Torrance proceeds in harmony with the plan. This proposition was applauded enthusiastically, as were many other striking statements by the speaker.

Mr. A. F. Thomas emphasized the importance of improving Carson street and Arlington avenue, and urged that all streets entering Torrance be kept straight, and that we proceed now to eliminate all "death curves," and insure a smooth, slow path of traffic through Torrance streets for all time to come.

Mayor Proctor explained the purpose of the forthcoming bond issues and urged all members of the Chamber of Commerce to support them. "It is absolutely necessary," he said, "for the welfare of Torrance to have Carson street and Arlington avenue paved, and to purchase the land required for sewage disposal." He said that Willite paving material had been adopted by the City Trustees for use on the new paving, as the history of that material demonstrates its superiority in this environment.

There were a number of talks by other members of the Chamber, all in an enthusiastic vein, indicating a serious determination on the part of all to co-operate to the fullest extent in community work hereafter.

### CARD PARTY

Mr. and Mrs. P. F. Brown had a delightful card party last Saturday evening. Five hundred was played early in the evening, and later dancing was enjoyed. Those winning the prizes were: Mr. and Mrs. Von Hagen, the two first prizes, and Mr. Fess and Mrs. Watson the second prizes. The boobies were won by Mr. Louis Bennett and Mrs. Miller. At the close of the evening delicious valentine refreshments were served. Those invited to their party were: Mr. and Mrs. Louis Bennett, Mr. and Mrs. J. H. Fess, Mr. and Mrs. Geo. Watson, Mr. and Mrs. Walter Von Hagen, Mr. and Mrs. Joe Stone, Mr. and Mrs. Nash, Mr. and Mrs. Miller and Mr. and Mrs. Jack Guyan.

### A GREAT TREAT TO THE PEOPLE OF TORRANCE AT THE AUDITORIUM

Thursday Evening, February 23—Chautauqua Patron's Evening and Entertainment—Two Fine Shows Combined Into One Big One  
AN EXCELLENT PROGRAM ASSURED

- 1 A short address by W. T. Klusman, Chairman of the Executive Committee, Torrance Chautauqua Assembly.
- 2 Song selections by the Union Tool Co. Glee Club of twenty-five members. It's great. Don't miss this. Mr. C. H. Van Hellen, Director.
- 3 Symbolism of our Country's Flag by Rev. Thomas P. Swift, of the Torrance Episcopal Church.
- 4 Community Sing, led by the Union Tool Glee Club, directed by Mr. Van Hellen—"Sunny, Golden California."
- 5 Piano selection, Miss Griffin Torrance H. S. Music Teacher.
- 6 Solo by Mrs. L. F. Bennett.
- 7 Selections by the Union Tool Glee Club.
- 8 Something very unusual and interesting.

### COME, SEE AND HEAR

- 9 Community Sing by Glee Club and Audience.
- "Flag of the Free, long may it wave o'er the Land of the Free"
- 10 A fine Motion Picture donated by Mr. and Mrs. McVey of the Torrance Theatre, "The Fox." You never have seen such fine horsemanship.

Admission for Adults—25c Children—10c

ENTERTAINMENT STARTS 7:00 O'CLOCK SHARP

### THE HIGH COST OF WINTER

Let the man who lives in New England, or the Middle West, or Utah, or Wyoming, set down in black and white his whole budget of expense, and analyze it, month by month.

WINTER takes two-thirds of the money. His home must be built with thick walls, heavily insulated, to resist the cold draughts of Old Boreas. The doors must be strong enough not only to hold themselves up, but to carry the seasonal load of snow and ice and sleet.

Overhanging eaves must be braced against the sudden wrenches of Old Man Winter.

And all this, and many other construction requirements add largely to the cost of the home and all building, and the interest on these added costs must be carried all the year through.

And compare the winter's coal bill with the summer's ice cost. Three for one, at least.

Compare winter's prices on butter and vegetables and eggs and fruits.

Compare the winter's garments—furs and waterproofs, woolens and mufflers, great coats and arctics, caps and muffs, heavy gloves and overshoes, heavy underwear and heavy blankets—with the flimsy wear of summer days.

Winter—where winter comes—is the shut-in season, and it is the closed doors that bring so much of illness to the human race.

Summer days bring the red cheeks, the fresh outdoor air and sports, good health and happiness.

To TORRANCE real winter means roses bloom in January, in fragrant clusters finer than the gems of Tiffany. The Poinsettia and other plants and the green trees delight the eye.

The sun shines brightly through air washed clear by gentle showers. There is just enough crispness in our winter air to give a tang to life. Blankets, not too heavy, prove a comfort all the year long.

In January as in June the gardens are producing, trees are bearing golden fruit, and the grass grows green.

This absence of real winter is one of the elements of the low cost of living in Southern California.

It adds greatly to the lowering of cost of production and the efficiency and comfort of work in the industries of Torrance, "The Modern Industrial City" and "America's first garden city."

—Adapted for the Torrance Herald.

### "FOR 10 YEARS I'VE WANTED TO MAKE THIS PICTURE"

DEAR FRIENDS:

For ten long years I've wanted to make this super-production. Now Universal has given me the opportunity. "THE FOX" is a rugged, powerful super-drama of the Golden West. It is a gripping, heart-punch, action-western. I sincerely believe that it is one of a thousand and I know that it is my best production.

Whether you prefer westerns or not here is one picture true that I know that you like; it is the FIRST SUPER-WESTERN EVER MADE. You'll enjoy every moment of it. I hope you will come to see me in this—my greatest production, at the Torrance Theatre, Thursday and Friday, February 23d and 24th.

Yours truly,

HARRY CAREY.

### TORRANCE THEATRE PROGRAM

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

Monday, February 20, 1922

Conway Tearle in

"THE MAN OF STONE"

Tuesday, February 21

Alice Lake in

"THE HOLE IN THE WALL"

and "COUNTRY STORE"

Wednesday, February 22

Lillian ("Billie") Dove and William Collier, Jr. in

"AT THE STAGE DOOR"

A tale of little Old Broadway. A picture that everybody will like.

Thursday and Friday, February 23 and 24

Special Program—Harry Carey in

"THE FOX"

Some of the finest horsemanship ever screened is shown in this feature

Harold Lloyd in "TAKE A CHANCE"

Saturday, February 25

Sessue Hyakawa in

"WHERE LIGHTS ARE LOW"

Ruth Roland in "THE WHITE EAGLE"

Comedy and Scenic

Sunday, February 26

EXTRA! EXTRA!

Will Rogers and big all star cast in

"A POOR RELATION"

If you miss this one you will be sorry

Pathe News and Comedy

Coming Thursday and Friday, March 2 and 3, Harold Lloyd in "NEVER WEAKEN"

Wednesday, Thursday and Friday, March 8, 9 and 10, "THE SHEIK" Special music.

### Street Improvements Bonds and Sewer Farm

The many beautiful streets of the city of Torrance excite the admiration of all who have availed themselves of a visit here, and the care bestowed upon the streets adds materially to the attractiveness of the city. For some time Mr. Wm. Goscogne has been engaged with a force of men in grading both Arlington and Western avenues, within the city limits, and this work has been a great improvement of conditions for benefit of highway travel by vehicle. And now it is resolved to improve and pave Carson avenue from a point west of the school house, at Madrid avenue, to the city boundary, the center, of twenty feet, to be of asphalt, and either side to be graveled, rolled and oiled. It is intended to grade out the full width as far as the residences extend. The policy of the city government, in case of a great thoroughfare, is to assess one-half of the expenses to the abutting property owners and the other half to be spread over the city by a bond issue. Carson street will be re-surfaced from Madrid to Cabrillo and this will place this thoroughfare in splendid condition for travel.

Arlington street will be paved the full fifty feet in width and curbed to the boundary line of the city which is below Long Beach boulevard. Another improvement is that of El Prado, which will be re-surfaced on both arms which encircle the Pacific Electric depot and to the east boundary of the city.

There will be a bond issue called, probably by the first of April, to raise the funds necessary for these several improvements and to also provide funds for the purchase of property for a sewer farm in order that the city may be safeguarded as a continuation of the policy in that respect since the foundation of the city.

### Chamber of Commerce Election Now Under Way

Ballots for the nomination of Directors for the reorganized Chamber of Commerce were mailed to all members Wednesday. Each ballot carries the name of all who signed membership applications up to 6 o'clock Tuesday night. Members are instructed on the ballot to vote for twelve, and the twenty-four receiving the highest vote in this primary will be the nominees. It was planned to hold the primary Thursday, but to aid voters in identifying members whom they desired for Directors, it was necessary to put addresses and occupations on the ballot, and an additional day was required for the printing of the ballot. Ballots are to be returned in the special envelope mailed with the ballot. Anyone joining the Chamber up to 5 p. m. Friday, February 17th, will be permitted to vote in the primary. The final election of Directors will be held next Tuesday. The following committee was named by President Gourdiere to conduct the election. If any of these are nominated in the primary, their place on the committee will be declared vacant, and some member who is not nominated will be appointed in their place to serve in the final election.

GEO. A. PROCTOR, Chairman  
H. H. DOLLEY  
W. H. GILBERT  
CHAS. LE BOUEF  
E. H. NASH  
H. E. PAIGE  
J. WALLACE POST  
SAM RAPPAPORT  
W. C. VON HAGEN

### Torrance Chamber Host to McKinley Home Boys

Weather permitting the boys of McKinley Home will be the guests of the Torrance Chamber of Commerce at the Torrance Theatre Saturday afternoon. Transportation will be furnished by the members of the Chamber.

### LADIES' AID MEETING

The Ladies' Aid of the M. E. church will hold their regular quarterly meeting Tuesday, Feb. 21st, at 2:30 o'clock, at the home of Mrs. E. T. King on Andros street. All ladies are welcome. They will be glad to have any strangers in town come and get acquainted.

### Fourth District Meeting Chamber of Commerce

The big Fourth District meeting of the Chamber of Commerce met in the Women's Club house, Gardena, on Thursday evening, February 9th, at which time a lobster dinner was served by the Gardena organization. The Van Riper orchestra, composed of Ms. H. Van Riper, saxophone; Miss Lucile Dorse, violin, and Miss Isabel Pitman discoursed melodies, medleys, classical and popular music throughout the repast and were applauded heartily time and again in appreciation of the musical treat. The meeting proper was called to order by President Proctor, who said:

"It is always a pleasure to call a meeting in Gardena for Gardena was one of our charter members. After the momentous questions which will be brought up for consideration I am sure, no matter how we may differ on some points we shall agree that we have received a splendid welcome to Gardena."

Secretary A. Gourdiere read the minutes and called the roll to which response by the different delegations present was made.

### Colden Resigns

The secretary read the resignation of C. J. Colden from the Vermont avenue committee. The reasons ascribed that he, being from San Pedro, and they having no particular preference for either the east or the west side, at Gardena, he thought someone on the local ground should serve. Dr. C. Litton was appointed in his place.

### Order of Business

The secretary read a communication from W. E. Mellinger, of Hermosa Beach, urging that the meetings should commence at 6:30, with the dinner; call to order at 8, or earlier, transact the business at once and introduce the speaker of the evening as early as possible as an act of justice to the speaker. The suggestion, in the form of a motion by Secretary Gourdiere, carried unanimously. The secretary then read the ordinance enacted by the county Board of Supervisors January 16th and which became effective thirty days thereafter, for the weights of truck freighters and loads on the county highways and bridges and assessing severe penalties for violation.

### Truck Ordinance

The vital part of the prohibitive ordinance makes a maximum limit of 650 pounds upon any inch width of tire when the vehicle is equipped with solid rubber tires or other than pneumatic, "nor shall any object be moved upon any public highway or bridge in the county of Los Angeles, outside of municipal corporations—in excess of a load of 24,000 pounds—equipped with four wheels—or in excess of a total weight, including vehicles and load of 32,000 pounds, when said vehicle shall be equipped with six wheels—three axles, not less than ninety-six inches apart, provided that the aggregate of any load drawn by any one motive power shall in no case exceed 40,000 pounds in weight—or having attached—not more than one trailer.

Another provision is "It shall be unlawful—to drive a motor or other vehicle—equipped with solid rubber tires, the outer circumference of which—has a flat surface—extending across the entire width of such tire, it being the intention to prohibit the use of flat wheels.

Special permits to carry heavier loads may be issued by the county Road Commissioners.

The provisions of the ordinance refers to county, and not to city roads and bridges. The penalty for violation is a fine not to exceed \$500, or a jail sentence of six months, or both.

Secretary Pomeroy, of Redondo Beach, then read the suggestions of his organization urging the adoption of resolutions on legislative reapportionment which the Redondo Beach body had adopted. The resolution follows:

### Windrem Plan Scored

To the Fourth District Chamber of Commerce, Gentlemen: The Redondo Beach Chamber of Commerce recommends the adoption of a resolution similar to the following:

Whereas, The constitution of the state of California provides for the re-apportionment of the legislative

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