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TORRANCE

SPREAD THE NEWS. THE PROMISED LAND

Every effort should be made by the citizens of Torrance to spread the news of the coming Fiesta on the 15th to 19th of August. Persons should individually enclose folders copies of the "Herald" and post-cards to their friends who are accessible to this territory. It would be advisable to interest the thriving cities of San Bernardino, Pomona, Redlands, Riverside, San Jacinto, Hemet and Elsinore. There is a large population in the back country that does not realize the advanced position of Torrance, a city now fifty years ahead of fifty per cent of the entire urban population of the United States. Some and see.

THE POPULAR SONGS.

Our popular songs are punk, and a disgrace to the republic. They make a mockery of our proud claim that we are a civilized and enlightened people. It is hard to tell whether their grammar, their rhyme or their meter is the most impossible, but it is easy to tell that much more atrocious is their lack of true sentiment, of poetic feeling, of lyric form and, what is still more deplorable and disgracing is their suggestiveness, their vulgarity and often the downright smut and obscenity which makes up a large part of them. And, heaven save the mark! they help to "educate" our boys and girls. Perhaps not many realize how much they "help." They litter the piano in the homes, they are screeched from the phonographs and the young folks go about singing them—humming them at first—innocent of their meaning. But the meaning sinks and takes root. There are a great many bad things our young folks have to contend with, but, in our opinion, nothing more dangerous than these so-called "popular" songs.

GOLDEN DAYS.

The climate advantages of a residence in Torrance must be considered though one may have lived a score of years in each of several parts of the state whether in the immediate interior; not to mention the desert; or in the San Joaquin or in the Sacramento valleys. A summer in Torrance does not mean torridity; it means agreeable temperature. And climate, the school boy said, is composed largely of weather.

Mr. and Mrs. Robert Shriner leave in a few days for a month's camping trip in the North. They will be accompanied by Mr. and Mrs. Dorsey Shriner, of Los Angeles.

You never know where a politician stands. But you can always tell where he lies.

WATCH THESE FELLOWS

Uncle Sam is dismantling a number of world war encampments over the country and disposing of thousands of dollars worth of army blankets, shoes, sweaters, coats, etc. With this has come the "army store" in many cities and towns, stores in which reclaimed, soiled and even unused army goods are sold. In many instances these "stores" are fly-by-night concerns, operated by men who are only after getting a dollar quickly, regardless of how it is gotten. Again, many concerns are advertising "army goods" through mail order papers and offering in many instances goods that Uncle Sam never had anything to do with, but which are being turned out to meet this "army store" demand. We would caution the people to be very careful of these concerns. The prices look good—and in many instances they are. But even at that it still doesn't pay to take chances when there is a home merchant handy to supply the same thing—and to make it good if it doesn't come up to specifications.

G. L. Mowrey has let the contract to Herbert Black for the erection of a six room modern house on Carson Street.

After you have read this paper—pass it along.

KEYSTONE.

Mr. and Mrs. H. W. Wood of Vermont Avenue entertained on Thursday evening, a few friends in honor of their daughter, Mrs. Wm. Hart of Los Angeles. The evening was delightfully spent in dancing. Everybody had a fine time and Punch and cake were served for refreshments throughout the evening. Those present were Mr. and Mrs. Chas. Voegle, Mr. and Mrs. Harry Rouke, Mr. and Mrs. C. E. Chambers, Mr. and Mrs. Fred Cogswell, Mr. and Mrs. Geo. Bradford, Jack Wright, Frank Marlin, Paul Sleppy, Tom Watson, Mrs. Paul Morris, Miss Esther Feasel, Al Morrison.

The Keystone Croquet Club met at the home of Mrs. Berry on Dolorus Street, Thursday afternoon. There was a good attendance and an elaborate lunch was served, consisting of corn on the cob, cake and lemonade and sandwiches. All are in hopes of meeting there soon again to enjoy another spread.

Mrs. Harry Raynes entertained Sunday, it being her husband's birthday anniversary. Only the immediate relatives attended. A sumptuous dinner was served, consisting of fried chicken, ice cream and cake.

Torrance Fiesta, August 15-19.

The Fiesta Queen Contest is on!

There is going to be an old man dependent on you some day. He is not your father, nor your wife's father, nor an uncle, nor an elder brother, but **you yourself**. What are you laying by for his happiness, comfort and sustenance during the sunset days of life? The time to make provision for him is now while you are young and strong and prosperous. Later on it may be too late.



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