

Torrance Herald

NINTH YEAR

TORRANCE, CALIFORNIA, SEPTEMBER 1, 1922

NO. 35

ORGANIZE CITY BAND IN TORRANCE

Would Earn Handsome Amount, Advertise Home Town Also

With from thirty to fifty professional and semi-professional musicians playing all sorts of instruments, located in Torrance, those who are anxious to see the formation of a band here that will be a credit to the city, are wondering why enthusiasm seems to be lacking and why the rehearsals that are called by H. E. Paige are sometimes so poorly attended.

Mr. Paige, in deploring the lack of interest and in searching for a remedy, said today that perhaps the incentive to meet and practice from a monetary standpoint has not been sufficiently impressed on the local musicians. He pointed to the fact that had Torrance a band, uniformed and capable of playing en-masse, the members of the organization would have been able to have earned a total of more than \$300 during the five days of the recent Torrance fair.

"Outside musical organizations," said he, "were paid \$140 for five days' playing; \$72 for the parade; and when the Pacific Electric band failed to keep its appointment for the last night of the fair, the Redondo band was hurriedly engaged at \$125. Following our fair a Torrance band could have been permanently engaged at the big Los Angeles Exposition during the entire fifteen days it lasts, besides earning each summer a large amount of money for intermittent engagements at the beaches in the evening.

"This is only the commercial side of the proposition," said Paige. "There is the other, and equally important one of civic affairs. With Torrance the acknowledged industrial city of the Southwest, it must strike the visitor as strange that there is no well organized musical society here for all cities where large numbers of men are employed and closely associated as in Gary, Ind., Pittsburgh, and other industrial centers there is always to be found a band or orchestra that is a credit to the city."

Mr. Paige, whose success years ago with the city band at Redlands, where he formerly lived, is well known. There he secured an appropriation by the city council of \$1000 for needed instruments and uniforms, and within twelve months so successful was the organization, that the debt was repaid and there was more than a thousand dollars in the band's treasury.

"The same thing can be done here," said he, "for I have never seen a place where there was so much native and professional talent as in Torrance."

M. W. A. NEWS

The Modern Woodmen and Royal Neighbors held a joint social meeting at the Legion Hall Wednesday evening. The refreshments consisted of plenty of watermelon. District Deputy George Gadadi and his officers and Royal Neighbors from San Pedro, numbering 25, were there, making a total of about 50 present. Five Hundred and Whist was played. Mr. Morris and Mrs. Cample won the first prize in Whist, and Neighbor Bob Shriner and Neighbor Laura McFarland won first prize in Five Hundred. Every one was given five chances toward a thousand dollars in an automobile, or \$1,000 in cash.

The Royal Neighbors will hold their next regular business meeting September 6th. Ballotting and initiation will take place, and all members and officers are urged to be present.

District Deputy Josephine Hedge is visiting Torrance this week, in connection with the lodge.

4th District C. of C.

The next meeting of the Chambers of Commerce in the Fourth Supervisorial district will be held in the newly erected Chamber of Commerce building at Ocean and Elm avenues in Long Beach, and in addition to being an important one from a strictly business standpoint will be in the nature of a housewarming for the Long Beach organization.

At this meeting, at which it is hoped the directors of the Torrance chamber and the Board of trustees of the latter city will attend, the matter of concentrating the efforts of the meeting on the completion of the Western Avenue project, will be paramount. At present the energy of the various bodies is divided between the projects of completing Western, Normandie, and Vermont.

It is the intention of Secretary Pottenger to ask the meeting to concentrate on the first of these and have this one project finished before taking up the others.

Great Novel By Churchill Is Screened

Every reader of current literature will recall the sensation caused by the publication several years ago of Winston Churchill's powerful novel, "The Inside of the Cup." The story attacked the alleged hypocrisy of certain clergymen and men of wealth identified with churches as vestrymen. The philosophy of the book was criticized by churchmen in this country and in England as an unwarranted attack upon religion and the cloth.

The picture rights having been obtained by Cosmopolitan at great expense, the story was pictured by Albert Capellani, a famous director and the film version will be shown at the Torrance Theatre next Sunday. The essential features of the story, which is one of great dramatic force, have been retained while the anti-hypocrisy philosophy of the author necessarily has been subordinated to the general theme.

The story deals with the Rector of a fashionable church who turns upon his wealthy parishioners when he discovers them parading under a mask of hypocrisy and invites the common people to attend his church. Eldon Parr, a vestryman, unscrupulous and tyrannical, alienates his son and daughter and is finally killed by a man whom he has ruined. There is a pretty love romance between the Rector and Parr's daughter which ends happily. The leading roles are played by William P. Carleton and Edith Hallor.

TWO NEW RIGS NOW GOING UP IN OIL FIELDS

Torrance Well No. 1 Has Fine Showing At 3900 Feet

With four producing wells, a fifth about to be brought in, two boring at a depth of from 500 to 1500 feet, two wells about to begin drilling and the establishment of a third rigging west of Santa Fe No. 1, it looks at the present moment as though Long Beach, Huntington Beach or any other oil-bearing section would not long hold a monopoly of production.

Word was received yesterday that Torrance No. 1 is down to a depth of approximately 3900 feet and that the setting of perforated casing, preparatory to "bringing it in" was under way. Every indication points to oil in large quantities from this well and it is within the range of possibilities that before this item is read by residents of this section another epoch-making well will become a fact.

One of the two new wells is being put down by the Standard and the other as an offset by the Santa Fe. Predictions by those "in the know" are that within thirty days at least ten more wells will be sunk and that several if not all, those now down will be "brought in."

BIG HOUSING COMPANY TO BUILD HERE

Word was received yesterday at the chamber of commerce in this city that the Security Housing Corporation, whose representatives recently visited Torrance for the purpose of making a personal survey of the housing situation, would establish a branch office here on the receipt of five applications for houses.

The plan of the company, that is capitalized at several million dollars, is to supply seventy per cent of the money necessary to erect homes for those unable to pay cash. Their plan, it is said, differs from other concerns of a like character, in that aside from supplying the material for the house, which they buy in large quantities and can therefore sell for less than others, they have no other interest in the building, leaving the property owner free to choose his own architect and contractor.

On a recent visit to this section the company's representatives informed Secretary Pottenger that they stood ready to erect from one to two hundred homes in this section for workmen now employed in Torrance, but who through lack of ready cash, were unable to provide themselves with homes in this city, and that they are now preparing to establish a branch office here in which they hold property values in this section.

TORRANCE MAY BE HOME OF THE FORD

If Telegram Sent Automobile Manufacturer Is Considered

How would you like to wake up some fine morning and discover that Torrance had been selected by Henry Ford as the future home of his immense automobile factory, now located in Detroit.

That such a project, that would focus the eyes of the entire world on this city and make of it the real industrial center of this country, is within the range of possibility, according to Secretary Pottenger of the local chamber of commerce.

As told in another column, Pottenger never neglects an opportunity to get Torrance on the "front page" and when Ford recently issued his ultimatum that on September 10, he would close his factories in the east and cancelling all orders for supplies from hundreds of iron steel and other plants, the Torrance secretary realized that if Ford moved his plant he might better move to Torrance than any other spot on earth.

After consultation with various members of the chamber of commerce and business men of this city, he sent a wire yesterday morning to Mr. Ford, setting forth the advantages of Torrance over any other city in this country in the matter of fuel oil, climate, accessibility to the sea routes of shipments as well as the fact of the probable entry of the Santa Fe road into this district and other matters that are of the most vital importance to a concern of the magnitude of the Ford interests.

The fact that Mr. Ford has made three visits to Torrance within the past few years and is thoroughly familiar with conditions here and the further fact that he now owns a large piece of property in Torrance, is indicative of the interest he has taken in this section.

Following so closely on the heels of Ford's statement that he will not pay tribute to the coal barons, and will not be dictated to or made to pay even a slight increase in the price of coal he uses, the Pottenger telegram will at least call marked attention to his former visits and the desirability of Torrance as an ideal location for his plant.

It is well known that since the issuance of the Ford ukase, several communities in different parts of the United States have made the manufacturer similar offers. These have been immediately turned over to the press for broadcasting throughout the land and if the Torrance telegram serves no other purpose its publication in the east will at least call the attention of the public to the fact that there is no spot on earth so suitable for the establishment of a plant such as the Ford automobile factory as Torrance.

Keeping Tab On Us

The following appeared in the San Pedro Daily Pilot last Tuesday, and shows the keenness others are displaying over improvements in this section:

Too Much Courtesy, written to the chairman of the board of supervisors asking for information concerning the closing of the unpaved gap on Western avenue, which lays partly in the city of Torrance and partly in Los Angeles county outside the city. No report of the answer of the supervisor chairman is at hand, but it likely was something like this: "After you, my dear Alphonso." It would seem to an outsider that no place on the line needs this route as badly as Torrance and that the way to pave is to pave. Paving is a dirty job at best and some of the amenities of life have to be eliminated while the work is being done.

O. P. Stone Drops Dead on Way to Los Angeles

Word reached the Herald office just at press hour that O. P. Stone, former proprietor of the Big 3 Laundry, had died suddenly this morning when on his way to Los Angeles, where he was to take a train for Michigan to visit his father, who is critically ill. Mrs. Stone was with him when he passed away. The laundry was sold last week to A. H. Strasburger.

His health caused Mr. Stone to give up his business which he started three months ago.

KING LOSES ELECTION BY ONLY 3 VOTES

Popular Young Attorney Makes Splendid Run for Justice

Yesterday's vote in Torrance, Lomita and West San Pedro demonstrated in no uncertain way the popularity of James L. King, present police judge of Torrance, when he gave Judge Hunter the hardest run of his political career at the primaries, for Justice of the Peace of Lomita Township. The vote was so close that its final count showed King had lost the election by only 3 votes. Some talk of a recount was discounted by Mr. King last night, as he did not particularly care to incur that extra trouble as he feels that the count was accurate anyway.

One peculiarity was brought forth yesterday when it was pointed out that it was the people who are friendly and satisfied with the City Government here that really defeated King. It is always true that many voters who are perfectly satisfied with present conditions are the ones who stay away from the polls. It's the dissatisfied ones who get out and vote. Compare the total registration with those who voted, and notice the tally sheets, and you will readily determine that it was the "stay-at-home" voters who really defeated "Jimmy" King for Justice of the Peace.

Election Board of Precinct No. 1, John's Garage.
H. E. Paige, Ray Moran, Bertha Brennan, L. A. Woods, Joseph Bradshaw and Mrs. Wheaton.
Election Board of Precinct No. 2, W. C. Von Hagen's house.
H. H. Dolley, Mrs. Edna Stone, Mrs. Helena Miller, Mrs. Dorothy Harder, W. C. Von Hagen and I. G. Anderson.

How Torrance Voted

	H.	K.
Torrance	133	296
Lomita	277	125
San Pedro	69	55
	479	476

GOVERNOR—

Richardson	129
Stephens	143
Jones	31
Woolwine	28

LIEUT. GOVERNOR—

Rominger	96
Young	118

U. S. SENATOR—

Johnson	167
Moore	93

ASSEMBLY—

Batley	23
Bread	10
Burke	37
Carter	20
Colden	34
Horn	67

SHERIFF—

Smith	28
Traeger	32
Kelley	22

Every Auto to Carry a Sign

"H. D. P." stands for "H. D. Publicity," as well as for "H. D. Pottenger," in the estimation of the board of directors of the Torrance Chamber of Commerce and outsiders who are being continually startled at the myriad of schemes the genial and hustling secretary conceives to get Torrance "on the front page." There are two outstanding features of his ideas—they are practical and they "get over."

The latest is to have everyone who lives in this city and who owns or drives a car, carry prominently displayed, a metal, cloth, or even paper pennant with the word "Torrance" thereon, in prominent letters. According to Secretary Pottenger, curiosity is a dominant characteristic of the human race, especially so with those who drive cars and he is of the opinion that the constantly recurring slogan on the highways will attract more attention and result in more comment than any other form of publicity.

The secretary is also working quietly on a community center scheme that is being successfully carried out in other towns no larger than Torrance.

Along the lines of the Palo Alto plan, where all organizations, social, political and business have one meeting place, Mr. Pottenger is enthusiastic over securing a central location in Torrance, where a suitable building could be erected.

Here could meet the Modern Woodmen of America, the Masons and other fraternal societies, who are each now endeavoring to raise funds for a building of their own, while all social gatherings of whatever nature, could take place in this civic center auditorium.

Congratulates His Opponent as Well As The Voters

I wish to express my sincere thanks and appreciation to the voters of Lomita Township for their hearty support on last Tuesday, election day. Particularly do I wish to thank those who so freely gave their personal assistance. I also wish to commend the voters and residents of this Township upon their good fortune in obtaining a high caliber man for their Justice of the Peace. I know that Mr. Hunter has the knowledge and ability to properly hold the office and I believe him to be a fair and impartial Judge. The election campaign was a heated one, but I am glad to say, was clean and straight throughout, on both sides. I shall do everything in my power to cooperate with Mr. Hunter and I extend to him my hearty congratulations.

JAMES L. KING.

LOCALS COP FIRST GAME LAST SUNDAY

Good Hitting and Fielding Responsible for First Victory

The Torrance Merchants last Sunday christened the new ball diamond by winning the first game in the Managers' Association from the Don Cann's Chevrolet's by a score of 7 to 2. It was an ideal day for a ball game, and was almost an ideal ball game, but the locals wanted to see how strong they were and they found out.

The score was 3-2 in the fifth inning, in favor of the newly organized merchants, but was only kept at such until the lucky (?) seventh, when they scored four more for their total of seven. Don Cann's Chevrolet nine was let down with but three hits, an all they could score was two, one in the first and the second and final in the third. McClain, chucking for the local nine had the opponent's at his mercy all through the remainder of the game.

The Merchants collected a total of ten hits during the fracas, three of them going to the pitcher, two to his brother, who plays short, and two to Avery, center fielder. If the local team shows such good progress against other such teams in the independent ranks they will be hooked up in one of the fastest divisions of the Winter league, which will be launched in about two months from date.

Torrance 1 0 0 0 2 0 4 0 x-7
Chevrolet's 1 0 1 0 0 0 0 0-2

LIVE WIRES ADVERTISING REALTY SALES

Bartlett & Dolley Enter Upon Selling Campaign Unequaled

The Torrance General Insurance Agency, with offices at 1211 El Prado, announce that they are going after the Real Estate and Insurance business with a vengeance. They have set aside a specified sum for expenses, this being done before any other action was taken, and will be used in advertising, acquiring more choice listings, and for the general expense of carrying on the business. If readers will glance down the "Want Adv." columns in today's issue, you will see that several new bargains are listed, some of which will startle the investors, who have been looking over this field.

Mr. Bartlett says that his office is now writing the bulk of the insurance in Torrance, and that their listing of select properties both here and at Lomita are the largest in the Valley. Harry Dolley, of the Dolley Drug Co., and a partner of the new firm, has received many listings this week on farm and semi-city acreage and next week promises bargains that will mean the advent of several outside investors into the Torrance field, as the values are there and all oil rights are thoroughly protected for the purchaser. Several homes for sale on Gramercy and Andree have been listed for this week only.—Adv

TORRANCE VOTE

Total Registration	777
Total vote cast	466
	60.2% of registration.

ENCAMPMENT OF M. W. A. AT SAN PEDRO

Grand Celebration of Fraternal Orders On September 2-3-4

The Modern Woodmen of America Foresters will hold their encampment at San Pedro, Sept. 2-3-4. The uniform rank will be encamped at the upper Reservation Barracks of Fort McArthur. The army quarters have been placed at their disposal.

The mess or canteen will be in charge of the managers of the San Pedro Cafeteria and food furnished at the lowest possible prices.

Saturday, at 9 a. m. the flag raising at the Trona field will open the exercises. C. J. Golden of the San Pedro Chamber of Commerce delivering the address of welcome. Response by Ben L. Goodheart, State Deputy M. W. A. After lunch the sports program will be held, valuable prizes to be given the winners in the various events, to which M. W. A.'s, Boy Scouts, sons of M. W. A. and Royal Neighbors of America, are eligible to compete.

Saturday evening at the Chamber of Commerce a Military Ball will be held, to which all Modern Woodmen and Royal Neighbors are invited. Dancing and admission free.

Sunday 10:30 a. m. and at 1:30 p. m., ball games. At 5 o'clock regimental drill. At 8 p. m. bowling contests in the Bruce Bowling Alleys, Palos Verdes street, San Pedro. Use of alleys has been donated by C. A. Bruce, owner. Monday the drill teams of the M. W. A. and Royal Neighbors of America will be in competition for valuable cash prizes.

Come and have a good time. Try and arrange to spend the three days at San Pedro. Auto camp grounds free at the upper Reservation. Also quarters for the Royal Neighbors of America at the Fort.

Remember, everything absolutely free but the cats. Let your slogan be "Meet me at the M. W. A. Encampment at San Pedro, September 2, 3 and Labor Day."

SANTA FE FOR TORRANCE.

In a conference Thursday between Secretary Pottenger of the Torrance Chamber of Commerce and T. F. Conway, industrial agent of the Santa Fe railway, the former learned that the apparent opposition of property owners along Slauson avenue to the proposed routing of the Santa Fe road through that section to the harbor via Torrance has no real merit or organization.

The fact that Slauson avenue is in the Los Angeles industrial zone and that there are already established there forty-eight manufacturing plants, is considered by the road the strongest argument for its proposed route. The proposed route has also the strong backing of Huntington Park, Moneta, Manchester, Inglewood and Hyde Park, in addition to Torrance, and according to Mr. Conway, will be constructed along the lines suggested.

NEW OVEN REGULATOR.

A unique window display, and one that has already attracted a good deal of attention, is that of the Chas. Elman Furniture Store, where is shown in detail the working model of the Direct Action gas range to which is attached the Loran Oven Heat Regulator, that "takes the guesswork out of cooking."

This wonderfully effective attachment is surely a boon for the busy housewife, who by its use can now leave the most delicate cooking in the oven and go about her other duties, or even leave the house and do necessary shopping, safe in the knowledge that just the right temperature can be maintained in the oven during her absence.

"You can measure the heat as easily as you measure the milk in a pint cup" is an apparently truthful slogan the company uses in its display, while Elman's statement that "Oven canning is as easy as baking bread" and "Every baking day is a lucky day" with this device, is welcome news to the housewives of Torrance.

Meet Supervisors

President Gordier, Secretary Pottenger and Director Proctor, of the Torrance Chamber of Commerce, will meet with the County Board of Supervisors next Tuesday, September 5 to receive the final report of the latter on the improvement of the Highland avenue project in Tejuanga pass. Attending this meeting will be representatives from every chamber of commerce in the Third, Fourth and Fifth Supervisorial districts, all of whom are vitally interested in the improvement.