

Covers the Torrance District Like a Blanket.

Torrance Herald



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LEGION PLAY TWO NIGHTS NEXT WEEK

SEAT SALE TO SHOW BRISK

Three-Act Serio-Comedy at High School Auditorium.

FIVE LEADS IN THE CAST Miss Pearl Fishback Directs Play and Musical Numbers

"It Pays to Advertise." And those who don't believe it will probably be convinced if they witness the three-act serio-comedy to be staged by the Best 5. Cross-land Post of the American Legion at the High School Auditorium next Tuesday and Wednesday nights.

The play, directed by Miss Pearl Fishback, who staged the Legion show in Torrance last year, is half comedy and half serious consideration of the power of advertising in the United States.

Five Leading Parts The leading parts are taken by Miss Lucile Weaver, who is well known in both Torrance and Lomita; Sam Levy, Willis M. Brooks, Ted Frenger, and W. Harold Kingsley.

Other members of the cast are Miss Dolores McNeil, Ralph Satchell, L. V. Babcock, and Frank Schumacher.

The play is built around the attempt of young Rodney Martin, king of the soap, to make good in business. He desires to make good is spurred by Mary (Miss Weaver), who enters into an agreement with the elder Mr. Martin (Willis Brooks), whereby she makes Rodney (W. Harold Kingsley) fall in love with her, and under the terms of which she is to get 10 percent of what Rodney makes.

Rodney finds a recipe for making soap in an old book and decides to go into the soap business. At this point Ambrose Peale, press agent (Sam Levy), makes his appearance and by a breezy cutout of the words of which she is to get 10 percent of what Rodney makes.

Rodney and Ambrose and Mary, their funds somewhat limited, plan a campaign of advertising designed to force the elder Martin to back Rodney. But the elder Martin is a cagy old fox. The play is full of dramatic climaxes, with the embryo soap manufacturers in desperate financial straits. Just as their bubble is about to burst—well, the moral of the show is taken from its name, "It Pays to Advertise."

Miss Fishback announces that there will be a musical prologue consisting of many of the most recent popular jazz numbers in dance and song.

The show opens with a wild jazz party at the home of Rodney Martin, son of the millionaire soap king. Guests at the party include the Misses Virginia Bruessinger, Mary and Lois Lingenfelter, Selma McNeil, Betty MacDonald, and Mesdames Demery "Spud" Murphy, Ted Frenger, Mike Flix, and W. Harold Kingsley, who is the host.

A bacchanalian quartet composed of Messrs. Charles A. Curtis, C. B. Bell, Fred Lessing, of Torrance, and T. W. Tonkin, of Lomita, will sing "Just a Little Drink."

Miss Gladys Benson, professional Charleston dancer, and her dancing partner will demonstrate the latest Charleston steps. Miss Benson has won many trophies throughout Southern California in Charleston contests.

Little Helen Hoge, child movie star, now living in Torrance, will take part in the performance. She has just completed a film for Metro-Goldwyn.

Miss Nora Schiller, professional jazz singer, will entertain with character and jazz songs between the acts of the play. Miss Schiller is well known to local cafe goers, having sung at the Green Mill for an extended engagement. She also appears on the Orpheum circuit. She is known as the "little girl with the big voice."

Miss Mary Elizabeth Israel will present her class of juvenile dancers in a pretty review.

Ray Tomkins' six-piece orchestra will furnish the instrumental music for the production.

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Crossword Puzzle Competition Starts in This Issue of Herald; Free Prizes Offered to Winners

"Cross-Em," the Torrance Herald and Lomita News brand new crossword puzzle contest, today makes its appearance in this issue. Along with the pleasure derived from solving "Cross-Em," the crossword puzzle, fans will have an opportunity of making their spare time valuable. Merchandise orders are offered to our readers free. There are no strings attached—all you need to do is to reach the feature carefully, work out the puzzle and submit it to the contest editor.

Remember, there are worth-while prizes offered, so dust off your dictionary, get out your pencils, and prepare to win a prize. The prize-winners' names will be announced in our columns on October 1, but today is the day—do it now. The patronize local firms and profit is a new crossword puzzle. Have you ever tried to work out one of these? If not, you've missed a peek of fun and entertainment.

Tendency For Fewer and Better Papers Again Shown as Compton Tribune and News Become One

COMPTON, Sept. 23.—A merger of the Compton Tribune and Compton News was announced this week in a special edition of 26 pages, well filled with advertising. In announcing the merger, the Compton News-Tribune says: "The merging of the two papers is a response to a long existing demand on the part of newspaper readers and advertisers of this city for the efficiency in service which such a combination will be able to render. As a result, readers will receive all the news of the day, more fully handled and better handled than before, together with the best features of both papers, all for one subscription price. Advertisers likewise may place their message before every reading home in the city, all at one space charge.

"The change was made possible when every drygoods house, every shoe store, furniture and hardware store, and dozens of other lines of business, pledged themselves to deny their support to any other publication which may be started here in the next five years."

In another column the paper states: "The merger of the two papers is in direct line with a tendency that is sweeping California cities as well as the largest metropolitan places in the country. It is one toward fewer and better newspapers."

"Long Beach, in which the Press-Telegram represents the combination of the two old newspapers; San Luis Obispo, where the Herald-Telegram is covering the field; Anaheim, where the Bulletin and Plain Dealer have joined hands; Eagle Rock, the home of the Reporter-Sentinel; Santa Ana, home of the Register and News; these are a few recent instances where publishers have moved in the direction of more efficient service to readers by combination."

The News-Tribune is published twice a week.

Local Ford Firm Advises People To Order Early

Schultz, Peckham and Schultz have received 50 orders for Ford cars since the announcement of the company's new models.

The local dealers urge prospective buyers of Fords to place their orders early, if they wish early delivery.

"In this connection George Peckham said today: "We have word from the factory that 600,000 orders for cars have been taken since the new models were announced. Those who expect reasonably early delivery should place their orders now. Cars will be delivered in the order in which they are contracted for. We have already received many orders for models which the buyers have not yet seen. The tremendous demand for the new models makes it essential that orders be placed early if quick deliveries are desired."

At Price of 2219 Andreo avenue is suffering from poisoning, contracted, it is thought, from contact with either poison oak or ivy while working for the water company.

Hawthorne and the C. C. M. O. clubs will resume play in their three-game series next Sunday at the Ollers' park in what promises to be one of the most hotly contested affairs ever witnessed at the local field.

The Ollers took the first game on Hawthorne's grounds, and the second game ended in a 4 to 4 tie, being called at the close of the fourteenth inning on account of darkness.

The Hawthorne crowd still think they have the better club and will be out in full force Sunday determined to even up the series. Manager Copeland's athletes claim they should have won the second game and would have done so only for an unfortunate "break" in the ninth inning which permitted the visitors to tie the score. With both clubs going into the game Sunday full of confidence in their ability to win, this should be one that will keep excitement running at fever heat from start to finish.

The game will start promptly at 2:30.

Observations

Deport Allen Bootleggers? Yes—Shut the Gate to Mr. Sack—Peace on the Pacific? Yes, but Keep Your Eyes Open—Iron Houses

By W. HAROLD KINGSLEY

THE dry forces of the country have evoked the immigration law with an eye to deporting foreign-born violators of the prohibition law. It seems like a splendid idea. When the flood-gates of immigration were wide open in this country, thousands on thousands of undesirables flocked to our shores and took up residence in the United States. Unfit in their own countries, they have been and are unfit to become good citizens here.

We already have partially closed the flood-gates by our selective immigration policy. But there still is a chance for us, in a measure, to correct the ills caused when those gates stood open wide. If the dry forces succeed in deporting foreign-born citizens who have been twice convicted of breach of the prohibition law they will do the country a great service.

It slips my mind just now who made the address. But I read the other day what some American said in England when they asked him about the great American crime wave. He replied that it was not an American, but a European problem. He was right. Any police officer will tell you and police records show that most of the crime committed in this country is committed by aliens or the sons of aliens who came here during our immigration laxity.

It is definitely known by our state department that before we told the rest of the world what sort of immigrants we wanted and how many we would admit, European nations actually used the United States as a dumping ground for criminal undesirables. These inherent criminals have come over here and raised children, whose criminal tendencies are a terrible heritage. So we have a crime wave. It is distinctly a European problem and it is refreshing to hear an American tell Europe so.

If we amend our immigration law at all, we should make it more strict.

THAT sterling citizen, Mr. William Randolph Hearst, publisher of numerous sensational newspapers, patron of moving picture companies, has the temerity and lack of judgment to urge that the notorious "Mr. Sack" of London be admitted to the United States.

This Mr. Sack—his real name is Shapurji Saklatvala—is a wealthy man. He represents a labor district in Parliament. His speeches in the House of Commons have been of a revolutionary and inflammatory nature. He is an apostle of direct action. His own constituents have turned against him.

Now Mr. Sack wants to come to the United States for the avowed purpose of preaching revolution.

We don't need him here. And apparently the state department knows it full well, for our ambassador at London has refused to give Mr. Sack's passport.

Mr. Hearst thinks Mr. Sack should be admitted to this country. The yellow journalist pleads that we have always offered liberty to the rest of the world. Liberty, yes. License, not at all.

Mr. Sack should be forced to remain on the other side of the Atlantic.

JAPANESE aviators have arrived in Moscow after a flight from Tokyo which carried them over the unexplored wastes of the Siberian forests. There was great rejoicing in Moscow when they arrived.

The most important diplomatic gesture since the war has been Russia's motion of friendship to Japan. With aeroplanes making nothing of distance, diplomatic moves of this kind are more interesting than ever before.

The foreign offices of the world are watching Japan and Russia closely—and not without some possible misgivings.

THE above is not intended for jingoism. It is the hope of every lover of peace that men will soon learn to adjust international differences without recourse to bloodshed. But while this is our hope, we must not let that hope blight and wither our judgment. We of the Pacific coast are especially interested in the continued peace of the Pacific. At the same time we must be interested in movements which would seem to endanger our peaceful relations with the Orient.

CAST-IRON houses bid fair to become popular in England. Two have been erected in Sheffield at a cost of about \$2000 each. Producers in quantities they should come much lower than that.

Each house contains a living room, dining room, three bedrooms and bath. They are easily erected, comfortable, and may be beautified outside and inside as readily as any other type of house.

One wonders how cheaply Henry Ford or some other American manufacturing genius could turn out such houses for delivery in the United States.

We may know some day. And then we'll have to change our adage and say that people who live in iron houses shouldn't throw glass.

GASOLINE took a drop a few days ago. Whereupon folks in these parts rejoiced.

Monday crude oil also suffered a slump. And those around this section who are receiving royalties didn't like it so well. It would be too true to say that you can't eat your cake and have it too, so we won't say it.

THE extension and improvement of Vermont avenue from the mountain to the sea will be of distinct benefit to this district. There may be some who believe that the highway will take traffic from Western avenue to Vermont and thus work an injury to Torrance and Lomita. It isn't so. Through traffic never did any community much good. But a community's accessibility to through traffic arteries is highly important to that community's development.

Vermont avenue, tamped by paved east and west roads from here, will be one more highway over which the goods may be transported to and from the harbor by truck. If you think that isn't important you ought to talk to some of those industrial executives who are looking for factory locations.

The more through highways close by, the better position this district is in to attract new industries. And as the years go by we will be gratified that the main arteries are easily accessible rather than all converging right where we live.

THE first contract for the construction of a portion of the big sanitary sewer in this district has been let. Contracts for other portions will be granted soon. That is another important point to consider when you think in terms of our future. No community is larger than its sewage disposal capacity.

What drawbacks there may be to living in California—and who can name them?—are offset by the exhilaration one gets by being at least a small part in a great machine that is developing a great empire—a part of a crew that is building something big—a part of the population that is living in the throbs of the future and not in the thralls of the past.

Perry Franklin, Tolson Truck Driver, Killed When Passenger Train Hits Steel-Laden Auto

Perry Franklin, 26, of Torrance, was instantly killed Saturday evening when the steel-laden truck which he was driving for the Tolson Transportation Company was struck by a Pacific Electric passenger train at Clearwater.

The impact of the heavy truck and train derailed two passenger coaches and strewn steel over a wide area. Passengers on the train were uninjured.

Eye witnesses declare that the accident was due to the failure of the wig-wag signal at the crossing to work.

Franklin was driving a load of steel from the American System of Reinforcing plant in Torrance to Whittier. He was proceeding on Washington, which is a continuation of the Riverside-Redondo boulevard. The crossing is within 50 feet of the Clearwater station, but the trains do not stop unless they are signaled. The train was traveling at a moderate rate of speed.

The crossing is partially obscured by a house. Franklin drove directly on the track in the path of the oncoming train. Seeing the engine bearing down on the truck, he jumped.

The train struck the truck and Franklin was buried under the tangled and twisted mass of steel. His body was terribly mangled.

Traffic at the crossing was held up for three hours while a wrecking crew cleared away the debris. Franklin was a brother of Mrs. Rena Carrigan of Lomita. He left two other sisters, Mrs. Lewis Berry of Pendleton, Ore., and Mrs. S. E. Pease of Portland, Ore. His parents, Mr. and Mrs. John L. Henshaw, of Payette, Idaho, and Mrs. Pease are expected here Friday morning. The funeral will be held Friday at the Neill and Towne funeral parlors, Compton. Interment will be at the Roosevelt Memorial Park.

37 Business and Professional Men Form Kiwanis Club Here; James Leech Named President

Thirty-seven business and professional men of Torrance met last Thursday night and perfected the organization of a Kiwanis club here.

The following officers were elected: President, James W. Leech; vice-president, William Nye; secretary, W. H. Stanger; treasurer, L. V. Babcock; district trustee, Charles K. Schultz; directors, C. A. Paxman, A. W. Malone, M. J. Flix, William M. Bell Jr., R. J. Deinger, H. M. Tolson.

Committee chairmen were appointed as follows: Agriculture, Paul Eby; attendance, Henry F. Ulbright; business standards, J. H. Fess; classifications, Dr. C. W. Allen; club meetings, A. Aaland; finance, A. H. Bartlett; good will and grievances, Alfred Goulding; house, Perry O. Guy; interclub relations, Charles K. Schultz; Kiwanis education, G. L. Mowry; laws and regulations, J. R. Jensen; membership, Arthur E. Finster; music, Dan Westergaard; program, J. Benesh; public affairs, O. J. Hobson; publicity, James L. King; reception, C. A. Tansey; under-

privileged children, Charles H. Mueller.

Other members of the club are Sam Rappaport, A. J. Haynes, L. G. Barkdull, J. E. Shadday, Ben Rappaport, Sam J. Gunn, Simon Rappaport.

Members of the Kiwanis clubs of Los Angeles and Compton were present. Lieutenant Governor Otto Ferris of Kiwanis Division No. 1 presided.

Ernest L. Lucas, Kiwanis international field representative, instructed officers and committee chairmen in their duties.

The Torrance club will hold its meetings each Friday at 12:10 a. m., and is planning to meet in the Women's Clubhouse as soon as the building is completed.

The Kiwanis Club is dedicated to service to the community and the promotion of better business ethics.

According to Mr. Leech, Kiwanis president, Rotarians assisted in the formation of the Kiwanis Club here and members of both organizations are looking forward with considerable pleasure to an active cooperative effort for the good of Torrance.

Trustees Order Plans for Big West Side Work

Streets, Walks, Curbs, Trees, Sewers Contemplated North of Carson

Another step toward the improvement of the area bounded by Carson street, Redondo boulevard, and Madrid and Cedar avenues was taken Monday night when the Board of Trustees instructed City Engineer J. J. Jessup to prepare plans and specifications for the construction of sewers, sidewalks, curbs, the planting of trees and the laying of rock and oil pavements on the streets in the district.

After plans and specifications are approved, the board will pass a resolution of intention to make the improvements. The cost of all the improvements will be assessed entirely against the property benefited.

It is expected that a substantial program of building in this district will be announced as soon as the improvements are assured.

Standard Lowers Crude Oil Prices; Base Here Is \$1

The Standard Oil Company Monday announced reductions in the price of crude oil in California fields. The announcement reveals a new policy of stipulating prices for each particular field. The new prices in the Torrance and Lomita fields are as follows:

Torrance field—14 deg. gravity, \$1 per barrel, and for each increase of one full degree to and including 23 deg. gravity, 2 cents per barrel additional; 24 deg. gravity, \$1.22 per barrel, and for each increase of one full degree to and including 27 deg. gravity, 4 cents per barrel additional; 28 deg. gravity, \$1.38 per barrel.

TO EXPEND MILLIONS IN WORK

Highway Will Be of Untold Value to This Territory

BIG LINK ALL FINISHED Gardena Will Celebrate Day Road Is Opened to Traffic

A new highway from the mountains to the sea, of untold value to this territory, now seems assured. Eleven million dollars will be spent on the widening, paving and extension of Vermont avenue.

Work on parts of the project already is under way and the Greater Vermont Avenue Improvement Association is bending every effort to push the improvement to early completion. It is said.

Three tunnels are planned to connect the huge artery at the north end with San Fernando Valley towns and create shorter routes to Burbank, Glendale, Eagle Rock, Pasadena, and the northeastern part of Los Angeles proper.

From the hills south to Wilshire, buildings will be moved and a 100-foot boulevard will make room for increasing traffic. The street lighting system, just installed, will be set back. This project was voted by the City Council some time ago, and condemnation proceedings have been started.

Buildings Moved From Washington boulevard to San Marino street, about one mile will be under construction shortly. Buildings already have been moved back. Grades at this point will be changed and street lights installed.

When this link is completed Vermont avenue will have seven miles of ornamental street lights, from Los Feliz road to Slauson avenue.

From Sixty-second street to One Hundred and Sixty-fifth street Vermont avenue will be 195 feet wide, with a roadway of 165 feet. This district is about seven miles. The car tracks will be lowered to grade on both sides of the street, and the space between will be paved, making a speedy boulevard.

Gardena Celebration Completion of the east half of this wide strip will be the cause of a big celebration at Gardena. This link will be completed in thirty days. The west half of the 195-foot highway will be started just as soon as the east half is opened to traffic.

The celebration planned by the Greater Vermont Avenue Association will be held Thursday, Oct. 15, and will start at 4 p. m. with a parade, commencing at Los Feliz road and Vermont avenue. City and county officials, organizations from San Fernando Valley, Glendale and Pasadena and Vermont Avenue Chambers of Commerce, business men's associations, realty boards and clubs will participate.

The parade will proceed south to Gardena.

Association Starts The Greater Vermont Avenue Association is taking over the work of the many improvement associations and numbers of commerce, thereby settling small differences that might arise as to route or direction.

The board of directors of the new Greater Vermont Avenue Association include Judge J. S. Crandall of Gardena, president; H. W. Bohman, past president of the Southwest Chamber of Commerce, secretary; H. A. Cole, president of the board of governors of the Southwest Chamber of Commerce, vice-president; George A. Green, president of the Vermont-Hollywood Association and a director of the Hollywood Chamber of Commerce, vice-president. The directors are: F. B. Carrell, banker and president of the Gardena Chamber of Commerce; B. B. Mann, civil engineer and chairman of the street committee of the San Pedro Chamber of Commerce; Royal W. Wheeler, president of the Vermont-Beverly Improvement Association; George D. Young, president of the Manchester Avenue Association; and E. E. Wiley of the Vermont-Business Association.

At a meeting of character members, held recently, great enthusiasm was displayed; \$1500 was subscribed to start the association.

Glass Company Gives Torrance Man Big Order

Guttenfelder Installs 36 Batteries as Power Auxiliary for Factory

The utility of the storage battery and the desire of the Torrance Flat Glass Company to buy in Torrance were illustrated last week when the local factory placed an order for 36 90-ampere 60-volt Willard batteries with Harvel Guttenfelder of the Torrance Auto Electric. Mr. Guttenfelder installed the batteries for the company and proved their utilities by turning them on and running the plant for an hour independent of any other power.

A power shutoff while the factory is in operation would be extremely costly for the glass company, so they sought to protect themselves against such an exigency. They consulted Mr. Guttenfelder, who offered to install a set of Willard batteries and prove their ability to run the plant.

After a demonstration establishing their ability to keep the factory humming during a temporary power shutoff, the company placed its substantial order with the Torrance Auto Electric.