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Grand Two-Day Fiesta Set for August 25-26

Commerce Monday evening was well attended, with many new faces no-

The evening was given up to the discussion of the second annual flest, to be held this year on two days, August 25 and 26. After the business session, Mr. H. H. C. Hammerton, founder of the town of Hammerton, adjoining Torrance on the east, gave fiesta. One of the difficulties last year a comprehensive analysis and description of his remarkable co-operative of the booths and displays. To obvihome and industrial enterprise. It is believed by many that Mr. Hammerton's plan, or something similar, will be a solution of the unsettled relations between capital and labor.

President Andem spoke of the recent banquet of the chamber at the school house, its value as a get-together of public spirited citizens, and thanked the entertainment committee for the excellent banquet and program. A letter from President Mc-Queen of the Fourth District Chambers of Commerce and Mr. Merriam, who attended the banquet and made etc. addresses there, said they enjoyed the meeting more than any of the kind they had ever attended.

President Andem also painted a glowing picture of the future of Tor-

Upon motion of Mr. Gourdier, Mon day night, July 25, was set for a public meeting upon the subject of annexa tion, and to invite Mr. Harry Culver to attend and address the meeting upon the subject.

Thanks was due the American Legion, Mr. Andem stated, for the use of their rooms in the postoffice build-

ber's share of lights, etc., ought to be paid, however, said the president.

Mr. Paige moved that a letter of thanks be sent Commander Wallace Post, and the president be authorized to buy chairs to help fill up the seating capacity of the room.

Mr. Paige was called on for a report of the committee on plans for the was the strong wind dismantling many ate that this year, it is proposed to secure a large tent and erect it where the Chautauqua tent stood this sun mer, and sell space therein to whole salers, manufacturers, and others desiring to display or demonstrate their wares. The rent for the booths ought to pay for the rent of the tent. Booths would also be erected for the Cham ber of Commerce and other organi zations at various convenient places The fiesta will be staged on the same streets as last year, with some rearrangement of booths, band stand.

Among the features proposed for the day are a street parade of civic organizations, such as the chamber street dance, nreworks, and many asing their left arms, side shows, ladies' baseball game, played with a team of men attired in skirts and sports of various kinds, baby show, sutomobile races, aeropiane stunts, mobiles, band concerts, motorcycle and fire department, etc., decorated auto-

There was considerable discussion as to whether outside concessions should be admitted, whether the affair ing, which they have tendered the should be a money making one or no

Sapphire Ball

has made the old-fashioned talking

The Pathe jewel, round and highly polished, fits exactly into every groove of the record, and accurately reproduces every shading of the selection. Always ready to play-

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machines, played with a needle, out of date as the automobile has

made the horse and buggy.

The Famous

and whether subscriptions were to be repaid subscribers, if there were any thing remaining in the treasury after the flesta. It was decided to make the affair pay for itself, and, if possible, something better, and a refund would be made subscribers pro rata from funds left, if any.

The chair was authorized to appoint the personnel of the various committees. The following commit ees were suggested: Finance, advertising, booths, lighting, exhibits and concessions, decorating, parade, sports, aces and fireworks.

Mr. Paige suggested that the display ases of the chamber in the Pacific Electric depot be gotten in shape be fore the fiesta.

WEDDING BELLS

Married-Miss May Davis and Mr. Edward Ruehl, in Los Angeles, Tues day, July 6. The newly married couple left on a honeymoon trip to San Francisco.

CHAMBER OF COMMERCE

The Torrance Chamber of Comnerce will continue regular meetings on the first Monday of every month. The next regular meeting will be held The next regular meeting will be held met in regular session Monday night on Monday evening, August 2, although in Bathrick Hall, with President there may be called meetings, if neces- Barnes in the chair and with Mr. Cook sity requires.

BAPTIST CHURCH NOTES

"Flower Sunday" will be observed on July 25, lasting all day. Special singing by choir and soloists will be rendered. Detailed announcement will be made next Sunday at the services.

"Thermometer Sermon." illustrated on the blackboard, will be given next Sunday evening at 7:30, preceded, as usual, by a rousing song service. The title for the morning address will be "Let Us Go Forward." You are cordially invited to be present at both

CLUB MEETING

The Thursday Afternoon Club was intertained at the home of Mrs. Barnett, on Andreo street, on July 8. Renents were served and games played, prizes being awarded to Mrs. H. McManus and to Mrs. Charles Tur-

"Do not look for a 'job' as a finality. Look to the future, where you may be self-employed. Learn to say 'No,' when asked to go security on a note. Make all business deals in writing. If in doubt about the legal formalities of any business deals, state the case to a good lawyer. A five-dollar fee may save you from bankruptcy. If you have a good 'jōb,' don't get the big head. Be polite. Be agreeable. When traveling, or otherwise, be courteous to women; kind to children; respectful to the aged; compassionate

FIRST BAPTIST CHURCH OF TORRANGE

"Not forsaking the assembling o urselves together." Heb. 10:25. Sunday School, 9:45 a. m. Mor ing service, 11:00 a. m. Christian En leavor and Young People's meeting 6:30 p. m. Song service and evangelis tic message, 7:30 p. m. Bible Study and Prayer Meeting, Wednesday, 7:30 p. m. Choir practice, Thursday, 7:30, Mrs. Kite, leader. Women's Bible Study, Friday, 2:30, at the parsonage. Lord's Supper, first Sunday in the

IMPORTANCE OF REGISTRATION

Every person in this community, man or woman, qualified to vote, should register, if not already registered. It is a duty all owe their country, their home community, their ortant things are coming up; this is presidential year, and everyone should

GARDENA VALLEY NEWS

BIG MEETING OF GARDENA

CHAMBER OF COMMERCE

The Gardena Chamber of Comm serving as temporary secretary in the absence, for the time being, of Secretary William J. Overman, it being un derstood that Mr. Overman was very desirous of relinquishing the office on account of his personal business af-

President Barnes addressed the vanced rates in the electric light service for lighting, cooking and power.

President Barnes stated that he had written the company at Redondo and that Mr. McKnight had sought to explain matters; that the state railroad commission had authorized a raise in rates to enable the electific company to float bonds. Mr. McKnight stated that the raise was only one of twentyseven per cent, but President Barnes figures conclusively that the rate was an advance of really forty-five to forty eight per cent, and that it was indefensible; that the railroad commission was supposed to exist for the purpose of protecting the public from extor-

The resignation of Secretary William J. Overman was read and ac cepted and was again prought up later for discussion.

Under the proper heading, new mem bers of the Chamber of Commerce were elected as follows: Mr. Charles E. Stokes, Mr. John A. Hastings, Mr. E. H. Means, Mr. Roy R. Bittinger, Mr. Herman W. Melrose and Rev. H. C. Hurley.

Rev. Irvin Engle moved to recor sider action in reference to the resignation of Secretary William J. Overman, who repeatedly urged, from the floor, that the chamber kindly accept his resignation for business reasons which he stated. Judge Cannon sug

There being no further business about the count of women, kind to children, respectful to the age of the second of the second of the second that the resignation be accepted that the resignation be accepted and that a voto is the fulfilling of the law."

HOW A WEEKLY PAPER IS READ When the average person reads magazine he reads the source of the gots a daily paper he reads the he gots a daily paper he reads the head fill have been got to find that a voto for the paper he should not accept the the count accepting the resignation be accepted and that a voto by the gots a daily paper he reads the head fill have been got to find the standard with the other counting member was of course, the first through he goes back over it to make sure that he head it makes are thank he head it makes a the secretary. A new secretary was instructed to meet the requirement. The question of the reads the resignation be accepted and that a voto both the resignation be accepted and that a voto bright the counting the paper he should be accepted and that a voto of changes in the business life of during a secretary. A new secretary was instructed to meet the requirement. The secretary was instructed to meet the requirement of the reads of the secretary. The reads the propose of the secretary. The reads of the read

Hammerton' Great Industrial **Co-Operative Community**

prehensive and profit-making husiness ideal, perhaps, but nevertheless one that means a great deal for those who may become identified with the enter- ing consummated by which, when the prise, and in which by co-operation they may share in the profits of their home and industrial enterprises, is the meaning of Hammerton, the new co-operative community being established by Mr. H. H. C. Hammerton at the eastern outskirts of Torrance.

It is not philanthropy, but a practical business enterprise, the result of mature and successful business experience, of experience along co-operative lines. It embodies the best results of co-operative experience and every care and precaution, the advice of many men of business sagacity, of past experiences, to insure the success of the undertaking and the protection of the investor. It is meant to bring a profit to the founder.

Nevertheless it provides, perhaps one of the wisest and best ways ever this and other enterprises, in mercandevised for the small investor, the laborer of small means, to not only and other profit-making enterprises. own a home of his own by means within his reach, but also enables him already become interested in the vento share in the profits of industry, of realty dealing, of mercantile enterprise, to become a capitalist as well as a laborer, to share in the results of his own industry beyond the mere

Mr. Hammerton has acquired some five hundred acres from the Dominguez Land Corporation, and eighty of this is included in the first unit now being placed on the market and to be first opened for home development. Lots will be sold for \$475, with some higher prices for especially desirable

The realization of an ideal a com-laites. There will be street, water and other improvements. Parks, a lake and many other city beautiful features are provided for. Plans are now beowner has paid in \$125 and has \$250 in cash, he may borrow \$1,200 to \$1,500 for the erection of a home in the new town. Co-operative sharing in the town's industries and mercantile places are expected to aid greatly in the lifting of this burden by generous dividends each year.

One of the first enterprises to be undertaken after homes have been erected is a co-operative chinaware plant. There is no such industry west of Peoria. III. Clays abound here. and other necessary materials are plentiful: there is a large saving in freight by reason of our climatic advantages and Mr. Hammerton has had many years of practical experience in this field in the East. Owners of lots are to share in the profits of tile establishments, a public garage,

A number of Torrance people have ture, and it will appeal particularly to working men and women because of the opportunity it affords them to become owners of their homes and sharers in the profits of business and industry.

lished in the postoffice building, with Mr. A. H. Bartlett as local representative. The Los Angeles office is at 319½ South Hill street. Full details of the plan may be obtained at either

Engle moved that the treasurer of the Chamber pay the total necessary funds to the properly authorized persons.

Mr. Robert Robertson urged that signs be placed at proper points on the boulevards apprising the traveling public that they are in the environs of Gardena. Mr. Barron made mention of a legend that might be inscribed on the signs relative to the different brands of poultry. There seemed considerable hilarity at this point of the proceedings. It was agreed that signs should be placed after Mr. Barron mentioned that, in frequently asked "Where in theworld is Gardena?" At least that was

the substance of the inquiry. Following this, mention was made of the necessity for the printing of

was open for discussion of any subject by the members. Mr. Overman in-quired of President Barnes if a com-mittee of investigation would be of avail in regard to the advanced rates made by the electric light and power company. President Barnes feared in-vestigation would give an impetus to a further advance. Mr. Overman men-tioned an advance in freight rates as another indication of the happy trend of the times.

of the times.

The library came in for discussion again and Mr. Towne suggested that the placing of a gum vending machine at the library entrance would enable the meeting of all advances in expenses mentioned in former discussions. Someone suggested, sotto voce, that gum chewing should be encouraged, on the streets, instead of chewing the rag; it was probably Mr. Towne who made this suggestion after he had resumed his chair.

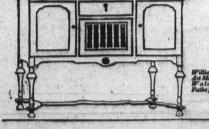
There being no further business before the meeting it adjourned to meet in regular session, or earlier if called.











HERALD STATIONERY SHOP

Pathe plays'all makes of Records