TORRANCE ENTERPRISE

TORRANCE THE MODERN INDUSTRIAL CITY

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FOURTH DISTRICT MEETING NOMINATE OFFICERS FOR 1921

ELECTION OF OFFICERS AT THE NEXT MEETING TO BE HELD IN LOMITA, Jan 13, 1921

The Fourth District Chambers of Commerce held their last meeting in Torrance, as guests of the latter's chamber of commerce, Thursday evening. President W. B. McQueen was present with his secretary of the organization, G. A. Proctor, of Torrance. Regular routine business affairs were disposed of after which nominations were made for next year's officers as follows: G. A Proctor, president; Assemblyman Frank Miriam of Long Beach, first vice-president; C. P. Roberts of Lomita, second vice-president, and Geo. E. Preston, secretary-treasurer.

These candidates will be voted upon at the next meeting which will be held in Lomita, January 13 1921.

Everyone present urged the renomination of Mr. McQueen for president, but owing to the volume of work attached to his office as president of the Long Beach chamber of commerce, with hundreds of committee meetings to attend every month, Mr. McQueen stated it was a physical impossibility for him to accept further obligations. However, the retiring president made it plain that he was vitally interested in this organization's work and would keep closely in touch with its affairs and promised his support and co-operation of his chamber of commerce.

Mr. Proctor called attention to the slippery condition on the pavement over Nigger Slough, and cited instances of wrecks which have occurred there when a heavy fog or light rain visited that region. He stated that Supervisor McClellan had promised to cover this strip with a fine gravel, but after a lapse of two months nothing had been done. It developed during the discussion that this pavement had been done by the Willite company nearly eighteen months ago and that this class of pavement was an experiment and had not yet been accepted by the board of supervisors. The surface of this strip of road is an excellent one when dry, is hard, and smooth and apaprently of lasting character, but the one bad feature is its slippery condition when moistened. The matter was referred to a committee who will advise with our superivisor.

Desiring co-operation with road officials especially with the Fourth District Supervisor, it was regularly voted that the Fourth District Chambers of Commerce tender Supervisor McClellan an honorary membership, in order that he might feel privileged to attend all meetings and act in an advisory way.

R. C. Baldwin of the Business Men's Association of the Long Beach chamber of commerce addressed the meeting and invited all the different chambers of commerce to attend the Industrial Exposition in Long Beach next month and gave full details of what Long Beach was doing in the way of advertising the affair, stating that every newspaper in the United States would carry notices of this festival.

The mid-winter aerial tournament will be held in Long Beach on the 25th, 26th and 27th of this month and some of the most spectacular air stunts will be given ever attempted. Further announcements of this feat will be published next week.

The meeting adjourned to meet in Lomita, Thursday evening, January 13, 1921.

SCHOOL BUILDING PLANS

Plans for additions to the school buildings in Torrance are nearing completion and we are informed that work will start about March 1, Torrance having been placed first on the list for improvements to care for the overflow of students.

INITIATE LARGE CLASS

The initiation ceremonies of the Macabees will be in charge of the Pasific Review officers of Los Angeles next Tuesday evening.

A GREAT FUTURE

There is a new Torrance in the building. We are entering upon a period of very great development, so great, and so varied that what has gone before will ultimately appear to have been only a preparation for the greater Torrance to come, although as repeatedly pointed out Torrance has made wonderful strides in the past, and all that has been constructed was done so with a far reaching vision into the future. Torrance has no mistakes to correct. Her streets are wide, and the buildings are large and modern and was so situated that factories and industries do not interfere with the residential district, in either proximity or displeasing to the eye.

Torrance, the magical, is fast becoming the mecca for those who seek for advantage in industry and home-building. Since time begun, civilization on her westward march has ever sought the pleasant places, where climate has been the one big controlling influence governing the selection of social centers, called cities. But when mild equitable climate has been added to splendid transportation facilities, making possible manufacturing and commercial opportunity, as well as appealing strongly to those seeking a desirable home—there great and enduring cities have grown.

The great cities of world's history have all achieved their greatness because of location close to water transportation—and in this respect Torrance is extremely well blessed.

The commerce of the world today swings along the Pacific Coast and through the Panama Canal. Shortened time and distance bring the great storehouses of the world's raw wealth home to still newer markets of trade.

Three fourths of the raw, undeveloped wealth of the world, and two-thirds of the population of the globe, since time begun, have lived on lands bordering on the Pacific. The future of the Pacific Coast, its wealth, and immence shipping business has hardly started today, but far-seeing business predicts the commerce of the world is ours.

But we—the cities of the west coast of America, as civilization rolls on her course westward, stop and ponder. And it gradually dawns upon us—Opportunity. The greatest the world has ever known.

TORRANCE P.-T. A. MEET

An interesting meeting of the Torrance Parent-Teacher Association was held last Tuesday in the High School building and a large crowd was in attendance. Miss Cooper of the Los Angeles school department of literature was present and delivered a very interesting address on the "Proper Books to Buy for Christmas." The third grade pupils were the winners of the large picture donated by Mrs Steinhilber, president of the P.-T A. This grade turned in twenty-nine new mebership for the organization. The picture will be presented to them next Friday at their final exercises before the holidays. The kindergarten won the other prize for memberships. The P.-T. A. has $30 toward the expense of buying a moving picture machine and after the holidays ways and means of raising the remaining amount will be worked out.

TORRANCE TO BECOME A CITY

A large group of citizens of Torrance appeared Monday before the Board of Supervisors and asked incorporation of this city, so it may have a municipal government of its own. J. S. Torrance, founder of the industrial city, said Torrance expects soon to have a population of at least 20,000 and that some of the biggest factories in the West are being located here.

The Board of Supervisors visited Torrance Wednesday and went over the proposed incorporated area and examined the territory and boundaries. The final hearing will come up later when their decision will be given.

NOTICE

The annual stockholders meeting of the Torrance Auditorium company will be held Tuesday, Dec. 28, 1920 at 8 p. m. in the post office building, Torrance, California.

A. H. BARTLETT
Secretary.

CHRISTMAS, the Day of Gladness

By REV. THOMAS B. GREGORY.

CHRISTMAS, both in its ritual and in its sentiment, is almost as old as Humanity itself. As far back as you can go we find something very like the Yuletide festival—a season of rejoicing, attended by a somewhat boisterously joyful celebration.

About Christmas there is nothing that even approximates sectarianism or any kind of mental or social narrowness or littleness. Its spirit is as broad as humanity, and all men of whatever race, creed or geographical status, are invited to, and are entitled to, take part in its glad festivities.

Very pitiful is the human being who, in the midst of the Christmas season, feels like flocking off by himself, like Dundreary's bird. It is a season, not for isolation and loneliness, but for fellowship and universal brotherhood, as though we were saying to one another, "ALL HANDS AROUND!" with nobody left out.

When we pause to think of the way in which the Christmas originated it becomes easy for us to understand why the season is everywhere made to be the occasion of deep rejoicing and multiform gladness.

* * *

Beyond a doubt the festival had its birth away up in the frozen North, in the region of the aurora borealis, where the battle between the cold and the heat, the darkness and the light, is the longest and the most terrible; and it was quite natural that at the turn of the sun, when the light and warmth began to return, men should turn themselves loose in a sort of paroxysm of joy.

And by degrees the festivities of the men of the far north worked their way southward; for even there the return of the sun meant life to men, meant the sunshine and heat without which the human race must perish.

The hyperboreans had their Christ, Baldur by name, Baldur the good, the gentle, the compassionate, who, taking pity on them, destroyed the Frost Giant and saved them from death. We cannot very well blame the hyperboreans if, at first, their religion was largely of a material type—the worship of the sun, for Baldur was no more than the sun idealized.

Christ—not the petty Christ of the professional theologian, but the Christ of Humanity—stands for OPTIMISM. All is well. Let not your hearts be troubled. Sufficient unto the day is the evil thereof. In reality there is no evil, the thing we call "evil" being but good in the making. "I am come that ye might have life, not death; confidence, not despair; gladness, not weeping and wailing."

* * *

Away with all grouchiness and greed, all doubt and despair! This is the season of love and good will, of hope and gladness. Joy is always and everywhere "orthodox" and in order.

If you are able to do so at no other time of the year, during the Christmas time resolve to have the full courage of your noble self, and to let your worthiest and bravest sentiment assert itself to the full.

Let joy be unconfined! Again be is said, "ALL IS WELL." The Sun is not going to be conquered by the Frost King; the anarchists are not going to overthrow the Constitution of the United States and the government that was inaugurated by our venerated Washington; in spite of the little politicians who are ready to "give up to party what was meant for mankind," the ways and means of bettering the condition of mankind will surely be found; the life of men and nations shall not have been in vain; and as for Old Death, who awaits us at the end of the little earthly way, for all that we to the contrary he may turn out to be our best friend.

Those who have crossed the north Atlantic in winter need not be reminded of the uplifting and joy-giving influence of the gulf stream. Those who have felt it can never forget it. Once fairly upon the mysterious "river of the sea," the chill and numbness of one's body and soul depart, the rigid muscles relax, the pent-up feelings let themselves loose in singing, and chat, and all-round sociability and enjoyment, and all the world seems to be refashioned for the better.

And such is Christmas, with its good will and good cheer, its brave confidence and spontaneous gladness. It is the gulf stream of life, warming us into the sentiment of a common humanity, with its unselfishness and comradeship, and imparting to us all the glad sense of security and victory.

ELKS XMAS TREE

All children in Torrance and Lomita are invited to the Elks Christmas Tree, Christmas eve, at 7 p. m. Parents who have no means of transportation, please notify the committee and arrangements will be made to take you over and back safely.

R. R. SMITH,
SAM RAPPAPORT
HARRY McMANNUS,
Committee.

XMAS DECORATIONS

Carrying out the Christmas spirit so pronounced in his store, H. E. Paige of Paige's Cash Grocery, Torrance, is following up the idea in decorating his grocery in colors that harmonize with the Yuletide season. Last evening the force worked until late arranging the interior with appropriate displays, and this morning his store presents a unique picture of attractiveness.

AIRPLANE DROPS COUPONS

Flying over this section, true to schedule as advertised last week, Harbor City, Lomita and Torrance were visited by the "Lippman" airplane Wednesday at noon which dropped coupons for the $12,000 Option Sale, now in progress at Lippman's, San Pedro. A quantity of the tickets were scattered over the streets of Lomita and Torrance, and each one drew a prize. One boy received a ticket for a $12 pair of Shipyard Special Shoes; another a $2.00 doll; one a $55 bicycle, a dozen or more called for handkerchiefs, others received tickets for a pair of free shoes, a soldier suit, roller skates, and in fact all those who were fortunate enough to get one of the lucky card boards will get a valuable prize—free, at the Lippman store.

AS TORRANCE'S OFFICIAL REPRESENTATIVE

At The Long Beach Industrial Exposition.

My Choice Is _____
(name)

_____
(address)

Number of Votes at 1c Each _____

STAGE LINE OVER NEW ROAD

After being held up for two months waiting decision of the State Railroad Commission on their permit for permission to route their busses over the new Lomita Road into San Pedro, the Redondo-San Pedro Stage line received the glad news Saturday that the permit had been awarded. Restrictions, however, were placed on the permit which forbids them to pick up any passengers in Harbor City. The P. E. objected to having the stage line in direct competition with their electric lines and it is presumed that pressure was brought to bear to eliminate all traffic after passing into Harbor City territory.

The one regrettable thing in connection with this routing is that the people of the south section of Harbor City will not be allowed to use the stage line unless they walk westward across the imaginary boundry, where the stage makes its last stop going to San Pedro. Mr. Peightal, manager, stated this morning that passenger traffic was gaining rapidly.

TORRANCE SCHOOL NEWS

The schools of Torrance, in common with all in the Los Angeles School District will be closed next week while the teachers go to school. The Teacher's Institute of all Southern California will be in session in Los Angeles from Monday to Friday inclusive and the teachers are expecting to hear many interesting and instructive speakers and much excellent music and to return to their work on January 3, with renewed interest and enthusiasm. School will be closed for the regular Christmas vacation during the week beginning December 27.

Plans are being made for a high school Christmas party at which the coming of the Merry Old Saint will be eagerly watched for. It is not only little brother and sister who have kept the faith.

We are glad to report the return to her class room of Mrs. Christine D. Latter whose absence was made necessary by a six week's illness resulting from a severe attack of peritonitis. Mrs. Latter says she is feeling perfectly well again.

Lucile Howe entered our freshman class last week. If that class continues to grow we shall need a new building for it alone.

COMMENDABLE

Much praise is being directed towards the Dominguez Land Corporation for their efforts and accomplishments in cleaning up the streets, driveways, alleys and parks, as well as trimming the shrubbery that line the city's streets. The clean-up spirit is being followed in all sections and the appearance one now attains is very pleasing.

However, the Dominguez Land Corporation would appreciate a little closer observance of having boxes or cans placed at convenient places in the rear of lots where tin cans and rubbish can be deposited. This would enable the garbage collector to better serve the residents, besides it would eliminate unsightly appearances of cans thrown on vacant lots. This expense is covered by the maintenance tax which is paid by the property owners of Torrance.

FIREMEN MEET

The Torrance Volunteer Fire Department held their regular twice-a-month meeting Monday evening in their hall in the Steffen building. A general get-to-gether meeting was the order of business, and several applications for membership were received. Refreshments were served by Joe Stone and Jno Fess. The next meeting will be held on the evening of December 27th, when a practice drill will be given the members. This is one of the most important features of these gatherings, and everyone should be present to help in the work and derive the benefit from the drill. Refreshments will be served and entertainment provided

THREE-ROOM NOVELTY HOUSE

The Dominguez Land Corporation is completing one of their sample three-room specialty houses on the Redondo road, which is attracting a great deal of attention by prospective owners of small homes. The interior is finished neatly, the exterior being left for owners to complete at their convenience and taste. A large sized lot goes with these, and the payments are low.

WHO IS THE MOST POPULAR YOUNG LADY IN TORRANCE

SELECTION OF THE NOST POPULAR YOUNG LADY TO BE DECIDED BY VOTE

Who is the most beautiful girl in Torrance? Who is Torrance's most popular woman? What girl or woman in Torrance would most fittingly represent this city in a gathering of similar representatives from the principal cities of Southern California? The chamber of commerce and the editor of the Torrance Enterprise frankly admit the problem is too much for them. They are therefore asking the readers of this paper to make the selection.

Torrance is asked to designate its fairest and most popular daughter to represent it at the festivities of Exposition Week to be held in Long Beach the week beginning January 31. Along with similarly selected representatives from the principal cities of Southern California, she will appear at all the formal events of the big week. All her expenses will be provided for and she will be lavishly entertained throughout the week as the guest of honor of the Exposition managers. Her principal appearance will be on Mayor's Day in an appropriate costume symbolizing Torrance.

Readers of the Torrance Enterprise are urged to make their selection most carefully, as the honor is one of the utmost importance and dignity. With all neighboring cities similarly represented Torrance has an opportunity to bring distinction to itself. Your vote should go to the one who is not only best fitted for the honor but who is willing to serve. In order to relieve the winner of the expense of preparing her costume, one cent will be collected for each vote cast. The voting coupon on page one entitles you to as many votes as you pay for at this rate. You can cast one vote for one cent, ten for ten cents, 100 votes for one dollar and so on. Clip out the coupon, write in the name of your favorite and the number of votes cast and bring or send the coupon with the proper amount of money to the committee.

Exposition week will be the biggest event to be held in Southern California this year. Plans are under way to receive and entertain the largest crowds in the history of Long Beach. The event is known officially as the first annual Industrial Exposition and the principal exhibit will be in the Long Beach Municipal Auditorium. With thousands of visitors and winter tourists flocking to the exposition, the week offers the best opportunity of the year to advertise the advantages and opportunities of Southern California.

Hundreds will go from Torrance to aid their representative fittingly to represent the city. The result of the voting contest will be announced at the earliest possible date.

DOES SHEET METAL WORK

F. L. Parks of the Torrance Plumbing Company has extended his business to sheet metal work and has purchased machinery and necessary equipment to care for all kinds of this work. He also has secured the services of a first class mechanic who will look after orders in the sheet metal department. Orders are coming in fast.

TORRANCE LADY WINS PRIZE

Mrs. Lillian Tupper, employed in the City Cash Market, Torrance, won the first lady's prize at the Elk's masquerade ball in Redondo Beach Tuesday evening, when she and Mr. Nell were costumed for the evening's dance. Mrs. Tupper represented a Chinese girl and was very much pleased when she was awarded the first prize and handed $6 in money.

JONES AND BROWN