

TORRANCE ENTERPRISE

TORRANCE THE MODERN INDUSTRIAL CITY

VOL. 1.

\$2.00 Per Year

Friday, January 7, 1921

Published Every Friday at Torrance, California.

NO. 10

INCORPORATION MASS MEETING

A REAL HONEST-TO-GOODNESS
SESSION HELD LAST TUES-
DAY EVENING

Inviting all residents of the proposed incorporated city of Torrance to a mass meeting in the Steffen Hall, Torrance, the Incorporation Committee had billed the district notifying everyone to be present last Tuesday evening for the purpose of giving out first hand information as to what had been done and the methods of procedure. G. A. Proctor, chairman, reviewed the steps taken by his committee in incorporation procedures, in chronological order, the objections they met, reconsiderations and the final action by the board of supervisors. That part of Lomita North of Acacia street was well represented and there were two or three who strenuously objected to being taken in, one in particular because the north edge of Acacia street had been decided upon as the boundary line. This leaves the whole street in the county, with no possible chance of being improved or paved by the new city. While this was the principal objection, other questions were asked, but more of a nature of enlightenment, and the meeting developed into one of merriment.

The water supply question, gas service, sewage, taxes, garbage, and even real estate values were discussed, as well as the 40-acre site sold to a large manufacturing concern just on the line of the Redondo Road. The chairman contended that this large factory located so near the Lomita property would be of unestimable benefit to residents in that section, and as factories generally expand, naturally this whole section would be benefitted as much as property to the north.

Senator Carter, representing the North End Lomita section addressed the meeting and stated the principal objections of his clients and asked for information concerning water supplies, etc., which were satisfactorily answered.

A. Gourdiere, postmaster of Torrance, explained in a very able manner the tax rate and showed the people who are now within the boundaries of Torrance that they would actually save about 44 cents per hundred on their tax rate after Torrance was incorporated even if the rate were placed at the maximum. This was accounted for by eliminating the 80c per hundred maintenance tax now in force in Torrance. To those in the Lomita section, where the rate placed at the maximum they would not be paying more than 35c per hundred over what they now pay. Mr. Gourdiere stated, however, that this would not likely follow, as there were several million dollars improvements in Torrance in the way of factories that they hoped would act to keep the rates approximately at what they now are for the total county tax, or even less.

The meeting closed with the statement from the chairman that they were going to fight for every foot of land granted them by the board of supervisors, the general impression being that the meeting had the best possible results for the incorporation of Torrance, and had made many votes for the affirmative.

GRADE BANK BLDG. LOT

Ground was first broken on the lot just across the street from the new Auditorium building, last Monday when grading of the premises was commenced for the new bank building. Plans and specifications for the building have not yet been accepted and some changes are to be made before they are finally drafted. Judge Post stated yesterday that the directors were going slow on the plans and were giving them careful consideration before they decide to go ahead so that no mistakes or regrets will arise once the building is completed.

Mrs. Chas Stein of Portola street entertained with a New Year's dinner for her family and invited guests from Los Angeles, Mrs. Currie and her daughter Ethel.

P. E. CONTRACT AWARDED

Bids were opened Monday for the building of eight four and five-room houses for the Pacific Electric, the contract going to Frank Sammons. Erection of eight additional houses for its employees is closely following up a building spurt made by the housing commission for that company and information was received yesterday that bids will soon be out to contractors for another eight houses. Besides the eight above which will be started the latter part of the week, six more will soon be under construction.

JUDGE POST RECOVERING

With the aid of crutches which are still necessary, Judge Post gets down to his office most every day now, and his injured hip is slowly knitting back to normal.

BIG DOINGS PLANNED FOR SATURDAY

GAME TO BE CALLED AT 2:00
P. M. ON LOCAL GROUNDS
WITH 2 BRASS BANDS
PLAYING

Starting the season with their first real base ball game next Saturday afternoon, the Union Tool Company Team will cross bats with the U. S. Sub Base nine of San Pedro. This will be the first regular game the local boys have played this season, two previous games, however, having been only practice games to find out where their weak points were and to correct them. Shifting of positions of players and additions have been made until one of the strongest ball nines of the Interurban league is found in the U. T. Club. They expect to win Saturday's game, and will step out on their new ball diamond in their new uniforms in a confident manner. All players are employed at the Union Tool company, thus aiding materially in their practice work. Their new diamond has been rounded into shape and lies just across the street from the main office. No expense has been spared to fit the boys out and to give them a first class ball park, and rollers, graders and scrapers have been at work all week in order to have the grounds solid for the first game.

Torrance, generally, is very proud of their ball team and a large attendance is looked for tomorrow. The Union Tool Band will be on hand as well as the Sub Base band so that fans may be assured that a jazzy time is waiting them.

Manager Frank Hewson has joined the Interurban League, consisting of seven ball clubs and will play a game with each, five of which will be staged in Torrance. The members of this league consist of Torrance, Sub Base, Hammond Lumber Co., of Los Angeles, Black Moffitt and Towne, Pacific Portable Construction Co., The Pasadena All Stars, and Downey Play-grounds team.

Earl Malott is captain; Frank Hewson, manager; R. Sanger, pitcher, and W. Weidner, catcher, all of the Union Tool Company. Remember Saturday—2:00 p. m. Be there and root.

AN EYE SORE

The hangers-on around the Post Office building sure have chafed at the lawns which surround our Federal building, and something ought to be done to stop this thoughtless destruction of what was once a beautiful lawn. Lawns once on the embankment and dig their heels in until the grass has nearly all died or dried up around the edge and on the whole the former beauty of the outside of the Post Office building has been reversed.

P. E. BUILDS SIX HOUSES

The Dominguez Land Corporation report the sale of six more lots to the Pacific Electric, a house on each to be built for its employees, as follows: Four new houses will be erected on blocks 59 and 60; One on block 28; and one on block 78. These houses will be four and five rooms, and modern.

DOMINGUEZ LAND CO. STARTS EXCURSION

EXCURSION FROM L. A.
COMING TO TORRANCE

The Dominguez Land Corporation is planning to inaugurate a selling campaign in the near future and will run excursions from Los Angeles to Torrance to their headquarters just west of Cedar street. The Los Angeles office is at 605 Figueroa street, the uptown office being in charge of Don Long, assistant sales manager for M. L. May, who will have active charge of the excursions. Both these salesmen are live wires with a world of experience back of them, having been connected with the promotion of some of the largest subdivisions in the East and West. M. L. May formerly had active charge in selling Gary, Indiana, and later was associated with the Miller Real Estate Company of Los Angeles, which firm he left to become affiliated with Torrance interests, because, as he said, Torrance was the biggest little industrial city he had ever seen. Tickets are being printed to handle the crowds that will visit Torrance during the period of this special sale, which commences about January 15.

A building is being erected near Cedar street where the crowds will be handled and receive information concerning the future of the Modern Industrial City, and will be able to judge from this view the possibilities of Torrance as a desirable place to live as well as learn of its possibilities from an industrial point of view.

MUSICAL EVENTS

Central Church has been enjoying several musical treats during the holiday season as a result of the efforts put forth by those who are much interested in music as it concerns the church. On Thursday evening before Christmas the church was filled to capacity and many were turned away when the primaries and beginners rendered an interesting program of recitations, dialogues and songs appropriate to the Christmas season. The Junior choir which had been trained by Mr. C. H. Van Hellen, then sang the cantata, "The Manger Babe," by De Rieff. This first appearance of the junior choir in a work as heavy as that rendered was well received and the announcement that other things other things equally as musical will begin in the future was heard with interest.

On Sunday morning following Christmas the adult choir under the direction of Mrs. P. G. Briney sang the anthem "The Song That Forever Will Ring." Mrs. Neelands and Mr. Curtis sang the solo parts and Mrs. Laven carried the obbligato. Mrs. Laven also sang from the Messiah the one solo which is such a favorite amongst music lovers "I Know that My Redeemer Liveth."

At the evening service the church was again filled to capacity, the audience showing a quiet, worshipful interest and appreciation in the work of the choir in the most splendid rendition of the cantata "The Prince of Peace," by Ashford. The choir showed good training under Mrs. Briney's baton, the expression required in the various numbers was above the average and the attacks were, to say the least, wonderful. The soloists, Mrs. Neelands, Mrs. Laven, Mrs. Briney, Mr. Curtis and Mr. Webster all deserve special mention as well as Mrs. Bath, and Dr. Neelands who carried alto and tenor respectively in short duet numbers. The male quartette number, "O Holy Night," sung by Messrs. Neelands, Curtis, Van Hellen and Webster and the male chorus number "The March of the Magi" nearly brought applause, both being very musical and well rendered.

New Year's eve also brought an enjoyable program consisting of readings and music under the auspices of the newly organized Young People's Alliance. Mrs. Johnson of Fullerton, a reader of ability, gave several readings, and Mr. Ed. Spreng of Huntington Park rendered piano solos. Besides these special features a number of local people contributed to the success of

BIG INDUSTRIAL PLANT CHANGES HANDS

UNION TOOL SOLD TO
NATIONAL SUPPLY CO.

Another great step in the steady march of progress in Torrance was revealed yesterday when it was learned that The National Supply Company of America had purchased the Union Tool Company, and includes the entire holdings of the big company.

Just what amount of money is involved in the deal cannot be learned today. Attorneys and officials of both companies are working on the plans.

W. L. Stewart, president of the Union Tool Company, immediately left for New York late Wednesday night after the papers were signed, and letters were put in the mail for stockholders, offering them the chance to sell out to the National Supply Company.

There are but 100 stockholders who will receive notices this week. It was announced by James Barr, president of the National Supply Company.

The fact that the National Supply company has taken over the properties of the Union Tool companies is a harbinger of a tremendous era of industrial expansion in Torrance. It forbodes establishment of great oil well supply machinery shops, which come under the broad wing of the National Supply company.

In California the National Supply company has many branch stores, located in Bakersfield, Brea, Coalinga, McKittrick, Oquett, San Francisco, Taft, Sunset, Shale Sisquoc, but the general offices for the Pacific coast department are in Los Angeles, where they also have a very large warehouse.

The officers of the National Supply company are James H. Barr, president; W. C. Hillman, vice president; Charles B. Barnes, vice president; Charles R. Clapp, vice president; Frank W. Black secretary and treasurer; S. S. Cooke, assistant secretary and treasurer, and W. P. Bateman, comptroller.

The National Supply company manufacture and deal exclusively in oil and gas well supplies, and has the agency for National Tube company's pipe and boilers, the Ajax steam engines, Superior gas machines, Columbian Manila rope and John R. Roebbling wire rope.

BIG SALE STARTS AT 9:00 A. M. SATURDAY

The cat is out—and all wonderment ceases as readers of the Torrance Enterprise and Lomita News Letter unfolded their papers this week before reading a line to see what the big advertisement really was to be. Every line of the four-page ad will be read and it is for this reason that we offer this explanation. The item of soft silk shirts with collars attached should read: \$6 silk shirts, white and grey, \$4.50; \$3.50, and mercerized shirts, white and fancy, \$2.50; \$3 mercerized shirts, white and fancy, \$2.10. Now, folks, go to it, and buy your limit. These are the values you have been looking for, and remember the Big Sale starts promptly at 9:00 a. m. Saturday, (tomorrow) morning, January 8, 1921.

The evening. Mr. McCullum and Mr. Chas. Curtis both sang solos, and Mr. Timp rendered two numbers on the violin and the male quartette consisting of Messrs. Curtis, Neelands, McCullum and Webster also gave a selection. Little Miss Dorothy Howe gave a recitation. The audience was appreciative and the contributors were liberal in their encores, thus adding to the enjoyment of the evening.

After the program, there was a social session with the serving of refreshments and at 11:15 the pastor opened a devotional service in keeping with the season and also installed the newly elected officers at the conclusion of the devotional service the congregation gathered on the church steps and sang a hymn of consecration just as the old year closed and the new year began.

CANDIDATES FOR TRUSTEES

The following have been named by the citizens committee of Torrance to run for office for trustees of the proposed City of Torrance, and whose names will appear on the official ballots, to be voted on February 1 next:

TRUSTEES
A. H. Bartlett.
J. M. Fitzhugh.
G. A. Proctor.
W. H. Gilbert.
J. L. Luck.

OFFICERS
R. J. Deninger, Clerk.
Harry Doley, Treasurer.

AMERICAN LEGION MEET

The annual meeting of the American Legion, Torrance Post, will be held on the evening of January 14. Election of officers for this year will take place after a banquet is served.

RAPPAPORT LETS CAT OUT OF BAG

SPRINGS BIG SURPRISE, MANY
WONDERFUL BARGAINS
ARE OFFERED

For the past week, two communities Torrance and Lomita have been held in great wonderment as to what was going to happen, for last week the Lomita News Letter and Torrance Enterprise carried a four full page advertisement, with announcement of the coming of a great event. This pre-advanced notice of this great event caused a great stir—much guessing and worlds of wonderment. Well the prophecy has come true and these same papers carry today four full pages of the most wonderful bargains ever offered in any community.

Mr. Rappaport has gone from basement to garret of his big establishment and has used the paring knife unmercifully on prices. In many cases reducing them one half. He has done this to meet changed conditions in the wholesale markets and is bound to reduce his big stock which represents thousands of dollars worth of Dry Goods, Furnishings, Furniture, Shoes, etc. We doubt if any community has ever been presented with such an excellent opportunity to buy goods at such low prices, and we venture the assertion that when the big sale starts tomorrow morning, (Saturday) at nine o'clock there will be many eager buyers present to take advantage of the fine offerings, many of which are being placed on sale at the opening as real extra specials, so it behooves you to be there early and get first selections.

BUILDING COMPANY MEET

The Community Building Company held their regular once a month meeting Wednesday evening with the following officers and trustees present: Frank Sammons, president; A. H. Bartlett, secretary; H. H. C. Hammerton, H. E. Paige, F. L. Parks, John Holm, C. P. Roberts; and P. G. Briney, attorney. Many matters pertaining to promotion of the company were discussed and ways and means of furthering the interest of the new organization came up for discussion. The secretary reported that \$23,750 worth of stock had been subscribed and that many were ready to get behind the proposition and lend financial aid in the way of taking stock as everyone felt that it was just such a concern as this that would help build up the community and surrounding district.

RUSH AT IRONTON CAFE

Starting off with a rush Monday morning when A. W. Meinzer opened the Ironton Hotel Cafe, sixty-five patrons visited the place at breakfast time. At noon, when a special 40c turkey dinner was on the bill of fare, over 200 patronized the cafe, and about the same number visited the same eating house that evening. Mr. Meinzer was hardly prepared for such a rush, and starting with an entire new crew, it looked for a time that he would be swamped with the onrush, but favorable comment was heard concerning the service.

BUILDING BOOM ON IN TORRANCE

MUCH ACTIVITY IN CONSTRUCTION OF NEW HOMES IN THE INDUSTRIAL CITY

With much new building already projected and much more in sight, to be under way within sixty days, the year of 1921 promises to be the busiest yet experienced in Torrance. Prophecy, even when founded on a heavy element of probability, is uncertain, but so many enterprises have been consistently knocking at the doors of the modern industrial city that everyone is on their toes to see what is going to happen next.

A consolidation of capital representing several interests of chemical companies are reported to have formed a syndicate and it is a well known fact that forty acres have been sold to this newly formed chemical company just east and south of the tile and brick factory near the Dominguez Land Corporation and Lomita boundaries and it is reported every day that operations will be under way within a few days for erection of a large factory. The new concern, as reported, will manufacture chemicals for all known usage, and will employ a large force of men. Significant, too, is the fact that forty acres is not enough land for the new concern and that many acres more will in time be required to complete their extensive plans in the way of building.

The spread of the industrial feature in this section involves heavy increase in factory building with its necessary concomitant of homes and public or semi-public buildings, and large totals are looked for in Torrance this year.

The Pacific Electric has awarded contracts for eight new houses this week to one contractor, a contract for six more to other contractors and it is understood that within the week contract bids will be received for eight more. These houses are to be occupied by employees of the P. E. of Torrance.

Ground was broken Monday for the new building for the First National Bank of Torrance, and just as soon as the plans and specifications are accepted, building of the new bank's home will be under way.

The Torrance Auditorium Building will soon be completed, the directors being held up now awaiting arrival of a permit to proceed from the corporation commission. The money required to finish this structure is available and work may be resumed any day.

OVER 60 PER CENT INCREASE IN P. O.

Showing an average of over 60% increase in the business of the Torrance postoffice for the past year on postage sales, registered and insured mail proves the best criterion of the growth of this community. The past holiday business was the greatest in the history of the office, and became so voluminous that the accommodations were sorely taxed when it came to handling the extra mail in addition to the regular business; Postmaster Gourdiere said yesterday that postage sales had increased 53 per cent; Registered mail, 75 per cent, and insured mail, 35 per cent, making an average of over 60 per for the three above items of the office's business.

STREET GRADING BIDS

Bids have been asked for on gas mains, water mains, electricity and grading of streets in the new town of Hammerton just east of Torrance. Before many days it is expected that active work will be under way on the streets, as H. H. C. Hammerton, promoter and owner of the tract, stated yesterday that since the first day of July he had sold over \$65,000 worth of lots in the new city.

W. Vanderahe and the Misses Rose and Catherine Orman have purchased the Sundall Apartments, 1019 Albany street, Los Angeles. These apartments are equipped with all modern improvements, private baths in each apartment and many commodious built-in features. There are 50 rooms of 20 apartments.