

TORRANCE ENTERPRISE

TORRANCE THE MODERN INDUSTRIAL CITY

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—Boost The Chamber of Commerce—

NO. 24.

SIXTY OF MEMBERS PRESENT AT MEETING

LARGE CROWD ATTEND THE CHAMBER OF COMMERCE MONDAY NIGHT

A regular meeting of the Torrance Chamber of Commerce was held in the Steffen Hall Monday evening, there being more than sixty members present. Prominent among those present were eight ladies.

The meeting was called to order at 8 p. m. sharp, Mr. C. A. Paxman presiding; Mr. A. H. Bartlett, secretary. The minutes of the previous meeting were read and approved. A letter was read from Mrs. J. S. Torrance thanking the Chamber of Commerce for the resolution of condolence and for the beautiful floral offerings presented at the funeral of Mr. Torrance.

A communication was read from Harry H. Culver acknowledging the receipt of fifty-nine dollars for the Anti-Annexation League. A number of communications of minor importance were read and laid upon the table.

Bills against the chamber to the amount of eleven dollars were submitted and ordered paid.

Application For Membership.
The names of twenty-two applicants were read, balloted upon collectively, and on the motion of W. H. Gilbert were accepted by a rising vote. The acceptance of twenty-two new members brings the total membership up to one hundred and forty-two.

The report of the Publicity Committee was read and after some criticism and a great deal of comment was made thereon was adopted. This is the report:

May 2nd, 1921.

To the President, Officers and Members of the Torrance Chamber of Commerce. Second Report of the Publicity Committee:

The activities of this committee speak for themselves. However, we will try to enumerate a few of the most important ones:

The general letter sent out by this committee to the heads of all the many industrial plants, factories, schools and the Dominguez Land Corporation have met with prompt replies, containing all the information asked for. The larger the plant the quicker the reply and the more complete the information. A number of the smaller plants are delaying their answer owing to the time required to compile the necessary data. This committee has thanked publicly the heads of factories and industrial plants that have supplied this information, in addition to acknowledging receipt of their letter, with thanks, individually. Geo. W. Neill has given all the aid and assistance possible to this committee.

In addition to compiling statistics of factories, industries, schools, population, number of houses in Torrance and many other things of interest, we have secured the assistance of Roy Flood to photograph the town, and have made a very good start.

We have compiled the information received, as mentioned above, the photographs, and are having four-page pamphlets printed, containing a resume of the growth of Torrance, the population, industries, location, etc., which we expected to be completed tonight; but unfortunately they have been delayed a few days and will not be out until the middle of this week.

This committee was asked on April 29th to draft a letter to the President of the Board of Education, Los Angeles City School District, giving him a resume of the information collected by this committee that might be of assistance in securing the additional appropriation asked for the new Torrance high school.

The letter to the School Board: Torrance, Cal., April 29, 1921. Mr. J. C. McCormick, President Board of Education, Los Angeles City School District, Los Angeles, California.

Dear Sir:

After having thoroughly investigated conditions of our schools at the present time, and having taken into consideration the future growth of Torrance—and by this we mean the immediate future—we are led to

TORRANCE SLOGAN

A "Slogan for Torrance" was brought up by L. F. Bennett at the Chamber of Commerce meeting Monday night. This met with approval and after some discussion a motion was made and carried that a "Slogan Committee" of three of the most conservative men be appointed to act as judges. The general public is invited to send their best "Slogan" to the committee, who will carefully choose the best one and present it to the Chamber of Commerce for adoption. A prize of five dollars will be given the woman, man, boy or girl living within the City of Torrance for the slogan adopted.

The committee appointed to act as judges are Dr. J. S. Lancaster, Dr. N. E. Leake and L. F. Bennett. The Publicity Committee was authorized to give wide publicity to this movement and create as much interest as possible. See instructions elsewhere for forwarding these slogans.

believe that the appropriation which has been allowed for our schools will be inadequate to handle the rapidly increasing population.

Allow us to cite a few facts as recently obtained by this committee which we believe will verify this statement:

Three of the largest factories in Torrance employ 2220 men annually, with a monthly payroll of \$352,000, averaging 310 working days each year.

Of the above number of employees only 613 live in Torrance at the present time. The main reason for this is the lack of housing facilities. We have ascertained by our investigations that there is a concerted effort on the part of the management of these factories to arrange financial assistance to induce the greater majority of their employees to live in Torrance and become home owners.

This will mean an additional sixteen hundred or two thousand children to attend our schools. In addition to this, the Chamber of Commerce has started a publicity campaign on a very large scale. The result of this will be the bringing of more factories and more people to Torrance.

Knowing that it is the sincere desire of all concerned to properly care for and educate our children under the best conditions possible, we brought these facts to you at this time for your consideration in fixing the appropriation for Torrance schools.

Very respectfully,
PUBLICITY COMMITTEE.

W. T. Casteel, Secretary.

We have not heard from the Western Union Telegraph Company, and fear that we will be unable to hold the location secured for a telephone office much longer if they do not show some interest in becoming established.

While we have been busy in compiling data that will enable us to give Torrance real publicity in every nook and corner of the United States, we feel that the general public, and more especially the business men, are becoming more and more interested in this public spirited advertising campaign and "have the spirit," and will continue to lend assistance to this committee in the future as they have in the past.

For a more complete report on all the activities of this committee, we urge you to read carefully each issue of the two local weeklies, which publish everything we give them.

Respectfully submitted,

PUBLICITY COMMITTEE.

W. T. Casteel, Secretary.

In commenting upon this report, President Paxman said he wished us to continue the good work, and hoped we would expand and enlist the aid of the Redondo papers.

The report of the Incorporation Committee was received with loud applause. In the absence of Geo. A. Proctor, president of the Incorporation Committee, Alfred Goudier, secretary, reported that the vote for incorporation was 355 for and 11 against.

American Legion Dancing Party tomorrow evening, May 7, at the Ironton Hotel, Torrance.

"Hardware" Reeve—For Dishes.

CIVIC BODIES SHOW MUCH CO-OPERATION

BOARD OF TRUSTEES AND CHAMBER OF COMMERCE TO HARMONIZE EFFORTS

A resolution was presented by the Publicity Committee to have a committee of five appointed to act for the people, through the Chamber of Commerce, to assist the Board of Trustees in their work.

The resolution as presented by the Publicity Committee follows: When in the course of human events it becomes necessary for one people to incorporate and assume among themselves the power of self-government, to which the laws of mankind requires the governing body to use all necessary precautions and careful forethought in the fulfillment of their duties.

Therefore, the Chamber of Commerce of Torrance declares itself in favor of the following resolution:

Resolved—That the Chamber of Commerce is to be the representative body of the people to which all the people may come and have a voice in the management of all civic affairs;

Resolved—That the Chamber of Commerce appoint a committee of five members to be known as the Civic Committee and to which all questions pertaining to civil welfare shall be referred, for them to carefully investigate all such questions and report back to the Chamber of Commerce with such recommendations as they may determine;

Resolved—That the Chamber of Commerce as a body then take action on the recommendations as set forth by this committee and refer back to them the decision of the Chamber of Commerce in concrete form, for the committee to bring before the trustees of our city, so that they can have the wishes of the entire people placed before them for their guidance;

Resolved—That it is the belief of this body that such action on our part will greatly help and facilitate the enormous duties which we have imposed upon five of our citizens by having elected them as trustees of our city;

Resolved—That the Chamber of Commerce publish these resolutions in our weekly papers, together with an invitation to all the people to become members of this body, so they can take advantage of their rights as citizens in the self-government to which we have elected ourselves. And be it further

Resolved—That a copy of these resolutions be sent by the Chamber of Commerce to the City Clerk to be read by him before the trustees and be placed on their files.

(Signed)

PUBLICITY COMMITTEE.

W. H. Gilbert, Chairman.

After some discussion the resolution was adopted as read. The president to appoint the committee, after due consideration, consultation and advice.

Mr. Hurum E. Roove was called upon to speak, but begged to be excused, after expressing his gratification at seeing so many ladies present as: "One of my wishes has come to pass."

SOME SHOWING

The new First National Bank Building is fast taking on the appearance of a two-story modern banking house, and only a short distance away the Burkhardt building shows marked progress as the four walls begin to rise. Another large building is reported in the nebulous state, and before the month is over it is expected that at least three modern business structures will be under way.

WONDERFUL DISCOVERY

Roland C. Casad, experimental farmer of Redondo, was in town this week. He claims to have made a wonderful discovery in regard to plant life that is of great interest to everybody. See his advertisement in this issue.

Mr. and Mrs. G. W. Towne are having the interior of their home newly decorated. B. J. Fishel is in charge of the work.

MANY COMMITTEES ARE NAMED MONDAY

APPOINTMENT OF STANDING COMMITTEES OF CHAMBER OF COMMERCE

The new president, C. A. Paxman, appointed six standing committees and urged them all to do their part. The committees were:

Publicity and Statistics
Wallace, H. Gilbert, Alfred Goudier and William T. Casteel.

Industrial
M. R. Osborne, Geo. A. Proctor and Geo. W. Neill.

Transportation, Roads and Parks
Frank Sammons, Sam Rappaport and J. J. Byrnes.

Welfare
Dr. J. S. Lancaster, W. T. Klussman and John Guyan.

Finance
Dr. J. S. Lancaster, Jacob Isenstein and Hurum E. Reeve.

Entertainment
Joseph F. Stone, Mrs. R. R. Smith, Mrs. W. H. Gilbert, J. H. Fess and V. L. Züver.

There being no other business to come before the chamber, the meeting adjourned at ten o'clock.

NEW MEMBERS

The following list of new members were received into the Chamber of Commerce at last Monday night's meeting:

Mrs. Dessa H. M. Fultz, Mrs. R. R. Smith, Miss Hazel Paxman, Mrs. E. J. Rice, Mrs. Geo. W. Neill, Mrs. Alfred Goudier, Mrs. Geo. A. Proctor, Mrs. James W. Post, Mrs. Frank Sammons, Mrs. Guy Young, Messrs. C. E. Theobald, A. W. Hemmings, Anthony Zahradnik, B. M. Anderson, W. C. Von Hagen, W. L. Bowen, Edward O. Straub, E. J. Rice, J. R. Winters, M. R. Osburn, H. C. Gardner, G. L. Groves.

REMODELING STORE

The Torrance Grocery, oft-times labeled "The First Store in Torrance," is to be all dolled up. This information came from Mr. Casteel, who recently purchased the meat department of Mr. Isenstein. New floor cases, counters, hardwood floors and everything about the store is newly painted and promises to present an appearance that will be justly envied by city stores. One thing in particular is promised, and that is that the service will be par excellence and everything strictly sanitary. Window displays will be made and changed every few days. This phase alone of modern merchandizing will receive the attention of a force of busy clerks about the concern.

PUBLIC LIBRARY

The question of a Public Library was brought up at last Monday night's meeting by L. F. Bennett, who stated that Torrance was greatly in need of a library building. J. Isenstein called attention to the endowment of the late Mr. J. S. Torrance for the purpose of erecting a Public Library, and suggested that nothing be done at present, or least until this fund became available.

CENTRAL EVANGELICAL CHURCH

E. L. Weatherwax, Pastor
Sunday school at 9:30 a. m. Rev. Geo. Streit, superintendent.
Morning worship at 10:45 by pastor. Theme, "Mother."
Evening worship at 7:30 by Rev. Spreng.

Young People's Alliance at 6:30. Leader, Kathrin Burmaster.
Wednesday at 7:30 p. m. choir rehearsal, C. H. Van Hellen at the piano and Mrs. P. G. Briney directing.

Thursday evening at 7:30 prayer meeting. Robert Spencer, leader. Mother's Day will be observed Sunday. Let every son and daughter attend church Sunday and thank God for a good mother.

NOTICE

A special Chicken Dinner will be served every Sunday at the McKinley Inn, Cota Ave., Torrance.

U. TEES DEFEAT GIANTS

Saturday, April 30th. On the local lot today the Union Tool Co. baseball team displayed their usual prowess when they defeated the Los Angeles Morrison's Dark Giants by the unusual score of 22 to 4. So far as baseball is concerned, we can't say much for this particular game. This fact is evidenced by the lop-sided score. The Union Tool boys played their customary steady game, but the shine boys had been partaking of the colored man's favorite beverage, we believe, because they were as happy as clams regardless of where the game was.

American Legion Dancing Party tomorrow evening, May 7, at the Ironton Hotel, Torrance.

NORMANDIE AVENUE

A committee of three was appointed by the Chamber of Commerce to secure funds and repair a hole in the boulevard at the turn on the Normandie avenue. This committee consists of Joseph F. Stone, Hurum E. Reeve and H. M. Tolson.

EASTERN STAR DINNER

The Eastern Star Dinner given in Gardena last Saturday evening was a great success, because of the novel way in which it was planned. Many "Stars" and other residents of Torrance attended. The first course was a cocktail, found at the home of Mrs. Green, Gardena; everyone followed the leader to the home of Mrs. Woods where they got the second course—Fish; at Mrs. Spences', Salad; Mrs. D. Townes', Chicken. Then came the real sport—to find the "Sweet Pea Farm," near Inglewood. This proved to be the home of Mrs. Brödrick, where delicious short cake was served. All were pleased with their evening's experiences and entertainment.

P.T.A. MEETING

The regular meeting of the Torrance P.T.A. will be held next Wednesday afternoon, May 10, at the school. A special invitation is given to members and others to be present, as a full attendance is desired. Election of officers for the coming year will take place.

MACABEES 500 CLUB MEET

The Progressive Five Hundred Card Club meeting of the Macabees was held Tuesday evening, at the Steffen Assembly Hall with a large crowd in attendance. Mrs. F. L. Parks was awarded the ladies first prize and Mrs. L. C. Miller the consolation prize. Joe Stone, gentlemen's first prize, and Riley Robertson, consolation. Refreshments were served.

ANNUAL FIESTA

There was much discussion on the coming Fiesta at last Monday night's Chamber of Commerce meeting. After all reports were heard as to whether it should be held under the auspices of the Chamber of Commerce, or the business men, it was decided that the Fiesta would pay its own way, and the committee was urged to put forth every effort to make it the biggest ever held.

PAVING CARSON AVENUE

The Boulevard Committee appointed to confer with the Keystone Chamber of Commerce Committee for the purpose of securing the completion of Carson avenue reported that work had begun on the east end of Carson avenue and would continue west to Normandie, giving a direct opening from Torrance to Harbor Boulevard.

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SCHOOL ELECTION RETURNS

Out of 500 or more registered voters in Lomita, only sixteen votes were cast at Tuesday's election for members of the board of education. There will be another election on June 7 and it is hoped more interest will be shown.

THE UNEXPECTED HAPPENS AT GAME

TORRANCE MERCHANTS VERSUS A. E. LITTLE BALL CLUB IN SUNDAY GAME

Sunday, May 1st. It has ever been our motto to expect the unexpected, and today's game between the Torrance Merchants and the A. E. Little Club of Los Angeles gave us more faith in our motto. Hollis Leake lost a ball game. Of course, he had considerable assistance. Hollis was off his feed. Of that we are certain, and no malice is held for his unusual performance.

Both teams gathered in two safe bingles and one run in the first inning, and the fans settled back anticipating eight more innings of well-played baseball. Nor were they disappointed until the first of the fourth, when the tall, lanky Little, first baseman, clouted a fast one on the nose for the circuit.

The Little chucker had a bad inning in the fifth, when the Torrance team batted around, netting four safe ones, a walk and five counters. The score stood six to two, and it looked easy for Torrance. But the Little boys thought otherwise, because when they came up to bat in the sixth they proceeded to smash the ball all over the lot. They waited out the Torrance pitcher and gained free passes to first base. They forced in a run on a walk. Then their clean-up hitter kissed one on the nose for three sack, sending across three more runs. Another hit for two bases and the score stood at seven to six in their favor.

The seventh went in one-two-three fashion. The eighth saw Weidener, Kessler and Riggs each smash out a single and Stanley plant a long fly in the center fielder's glove to be muffed, which put the score again in our favor, 8 to 7. The first Little man up in the ninth nicked Kessler for a single, who was forced out on the next batter's grounder to second. Three fatal errors, two at first and one in the pitcher's box, permitted this man to advance to third, only to score when Kessler walked another man, who stole second on the throw to second. This play advanced the other runner to third, who scored on an infield grounder to first. In our half of the ninth Lowry fanned and Bonett was out on a long fly to center. Leake hit and advanced to second on Springman's single. At this point the umpire announced that Malott would bat for Miller. The mighty Earl, our own Tris Speaker of the bushes, our Tom who had proved himself so many times in just this way, was pinch-hitting again to retrieve victory and glory for our Torrance Merchants. He advanced to the plate, balanced his trusty stick, expectorated into his palms, hitched his trousers, adjusted his cap and cast his eagle eye on the pitcher. Foul. Strike one. Foul! Strike two. Then a weak one in the second baseman's hands, and the Torrance baseball population went home.

TORRANCE HOSPITAL

The Publicity Committee has been severely criticized for the recent article published in local papers to the effect that the trust fund left by Mr. J. S. Torrance for the Torrance hospital was lost, due to some technicality. The Publicity Committee knew nothing about this article until it came out in the paper. While the technicality is a fact, the Torrance Hospital is a probability. Mr. M. L. May advanced the information that it was the wish of Mrs. J. S. Torrance and the heirs that Mr. Torrance's bequest be carried out to the letter. Mr. J. Isenstein, member of the Board of Directors Torrance Hospital Association, expressed the belief that the bequest would hold good, and Torrance would get the hospital, as was the wish of Mr. Torrance.

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