

TORRANCE ENTERPRISE

TORRANCE THE MODERN INDUSTRIAL CITY

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—Boost The Chamber of Commerce—

NO. 24

MANY SLOGANS ARE BEING OFFERED

COMMITTEE IS DELUGED WITH SUGGESTIONS—TO GIVE AWAY \$5 IN GOLD

The Slogan Committee is flooded with suggestions for a Slogan for Torrance. There is only one more week to get in the race. Some very good suggestions have been submitted. Let's have a few more. Take a good, long look at the following suggestions and try to go one better. Some one is going to win five dollars. Is your name attached to one of these suggestions? Get busy and make it three. Go the limit.

Torrance to the Top—R. D. Taylor.

Greater Torrance Over the Top—Mrs. P. Dynes.

Pleasant, Prosperous and Progressive—R. J. Deininger.

Ten Thousand in Nineteen Twenty-Five; Let's Go—Chas. A. Curtiss.

Torrance Truly a Triumph—John M. Connell.

Torrance, the City With a Future and Without a Past—J. M. C.

Torrance, the City of Prevailing Power, Perseverance and Prosperity—W. O. Van Trees.

Always on Top—H. Richwine.

Leading the Leaders—H. Richwine.

On To the Goal—H. Richwine.

The Most Progressive, Industrial City on the Coast—I. G. Anderson.

Boost and Build a Greater Torrance—W. Barnard.

Torrance the Progressive City—W. Barnard.

Greater Torrance, Enterprising and Progressive—W. Barnard.

Greater and Better Torrance—D. Barnard.

Torrance Advancing—D. Barnard.

I Like Torrance, So Will You—Mildred Adams.

Opportunity 4-U-N-Torrance—Mildred Adams.

Torrance We Will Grow—Mildred Adams.

Torrance Nineteen Twenty-five, Everybody Knows It—E. L. Bathey.

Do It For Torrance—E. L. Bathey.

Keep Torrance Ahead—E. L. Bathey.

Torrance Tempts Tourists—R. J. Winters.

Torrance Terminates Taxes—R. J. Winters.

Torrance the City of Home-Owners—H. H. C. Hammerton.

Torrance the City of Thrift—H. H. C. Hammerton.

Torrance the Bee-Hive—H. H. C. Hammerton.

Torrance Is On Its Way—E. Housinger.

Put Torrance On the Map—E. Housinger.

Torrance the Industrial City—B. Harwood.

Torrance the Talisman—Mrs. M. Kersey.

Have You Seen Torrance, the Industrial City?—John Salm.

Torrance of Business For Torrance—L. McIntyre.

Torrance the City of Accomplished Ambitions—W. P. Robertson.

Torrance "Incomparable"—W. P. Robertson.

Become Torranized—W. T. Casteel.

Action—E. C. Seeley.

Kick In; Let's Go; Torrance Ten Thousand Population Nineteen Twenty-five—M. L. May.

Watch Torrance Make the Grade—P. Dynes.

A Slogan's what we ought to have For every beck and call, And here's one that will answer, Where a big "Torrance" tops them all.

Watch next week's papers for the suggestions from the school children. Suggestions from the business men are conspicuous by their absence. We want suggestions from everyone, barring none.

TORRANCE

Trade Opportunity Roads of the best kind Railroads to all Points Accessible No city like in the west City of advantage Enterprise.

DEMAND FOR STORE ROOMS INCREASES AS CITY GROWS

The demand for vacant store rooms in Torrance far exceeds the supply, and the relief is not yet in sight. The new Burkhardt building will care for six businesses, but near double that number of applications are on file for these, according to C. A. Paxman, who has the renting of the new building. Work is progressing at a rapid pace and with the First National Bank building and the completion of the auditorium in sight, Torrance never was quite so busy in the business district. There will be two rooms in the auditorium for rent, one having been signed up for to date, with many applicants for the second room. The second story of the bank building will be for offices.

SPECULATING ON THE OIL PROSPECTS

THIRTY OF TORRANCE AND LOMITA MEN PURCHASE MANY ACRES AS OIL PROSPECT

A Trust Company whose directors consist of R. R. Smith, G. W. Towne, Frank Sammons, E. N. Nash and Sam Rappaport, have purchased thirty acres at the northeast corner of Carson and Madrona streets, west of Torrance, or, to be more explicit, at the first right angle turn out of Carson street towards Redondo Beach. The Santa Fe Oil Company have a lease on 700 acres across the street, and extensive oil operations will soon be under way, it is understood. The thirty acres join the City of Torrance and the golf links, and should there be no oil in this section, the land will be subdivided and sold off in lots. At present it is a very valuable piece of property, the present sale price being \$1000 per acre. The demand has been so great by those desiring to get in on this proposition that it is quite possible that the tract will be increased to forty acres, as there are more applicants than there are acres at the present.

MRS. SAMMONS ENTERTAINS

The palatial home of Mrs. Frank Sammons on Cota avenue was the scene of a gay party last Saturday evening, when twenty friends from Hollywood and Los Angeles were entertained by their charming hostess. Bridge was chosen as the means of entertainment, prizes being awarded those holding the high scores at the end of the games. The dining room was artistically decorated with sweet peas gathered from the garden of the hostess, while the living room was made attractive with fern and roses. A very delightful evening was passed, the Hollywood friends remaining over night and Sunday.

LOCAL MEN HONORED

Long Beach Drill Team, which won the honors at the State Convention last week at Santa Cruz, with the assistance of Torrance members show appreciation to local members by tendering a banquet. J. H. Fess is in receipt of the following communication which explains itself:

Long Beach, California.

Mr. John H. Fess,

Dear Sir and Neighbor,

Long Beach Camp No. 3269 is giving the Drill Team a little encouragement in the form of a banquet and we want Mr. Brown and Mr. Benzel together with others that helped in our trip North to be in on this, in fact we are leaving the date open, to suit these two men. I do not know how to get in touch with them only through you. So you carry the message and have them write me at once, as to when or rather what Friday night they can come over. This invitation goes for all of you fellows. Come on over and we will show you a good time.

Fraternally,
B. A. BEST.

GEO. A. PROCTOR, FIRST MAYOR OF TORRANCE

Official notification was received Monday from the Secretary of State at Sacramento, of the Incorporation of Torrance as a city of the sixth class, with instructions for P. G. Briney, attorney, to administer the oath of office to each of the trustees, the city clerk and city treasurer. A meeting was held in the offices of the Dominguez Land Corporation at 6:45 o'clock Monday evening. Wallace E. Gilbert was selected as temporary chairman. Mr. Briney immediately required each elector to take the following oath, which, in part follows:

"I do solemnly swear that I will support the constitution of the United States and the constitution of the State of California; that I will faithfully discharge the duties of office of Trustee, (City Clerk,) (City Treasurer) to the best of my ability."

After this solemn duty had been performed, Chairman Gilbert asked for nominations for a permanent chairman (Mayor).

R. B. Smith addressed the meeting and in a concise and forcible manner recited the deeds of one of their members in his past efforts to keep the good name of Torrance to the front, his ever willingness to do what was best for his city in civic affairs, athletics, chamber of Commerce activities and as a consistent and active booster. He concluded his remarks

by nominating G. A. Proctor as permanent president of the Board. Joe Stone seconded the motion and nominations were closed. The vote was taken by secret ballot, Mr. Proctor receiving the support of the other trustees. "Mayor" Proctor immediately assumed charge of the meeting and thanked his fellow-members for the honor they had bestowed upon him, and pledged them his faithfulness in promoting harmony and whatever other deeds were for the best interests of Torrance.

P. G. Briney was elected City Attorney, and was instructed to prepare ordinances for the bonding of the city clerk and city treasurer for \$15,000 each. A committee was appointed consisting of Trustees Stone and Fitzhugh to submit designs for a corporate seal. A second committee composed of W. H. Gilbert and E. R. Smith were asked to interview the Dominguez Land Corporation relative to a meeting place for trustees and to find out if a part of the duties of City Clerk Deininger could be dispensed with.

The entire board visited the Monrovia city council Tuesday evening for the purpose of gaining information as to the best methods of procedure for a newly incorporated city of the Sixth Class.

The next meeting of Board of Trustees will be held next Monday night.

MRS. STEINHILBER HONORED

Torrance Review, No. 37, Women's Benefit Association of the Macabees, was hostess at a surprise party given for Mrs. Nettie Steinhilber, Tuesday evening in their lodge hall. The tables were beautifully decorated with Cecil Bruner roses and fern. A program was rendered consisting of a vocal duet by Mrs. E. N. Tomkins and Mrs. W. P. Robertson; a reading by Mrs. H. F. Rees; a vocal solo by Mrs. W. E. Laven; Mrs. R. N. Tomkins read a poem that she had prepared for this occasion. Mrs. Kate Russell, district deputy gave an interesting address, as did Mrs. Loyde, assistant district deputy, which were greatly enjoyed. Mrs. G. Goulic presented Past Commander Steinhilber with a beautiful cake the Review presenting her with a past commander pin. Mrs. Russell made the presentation speech. Mrs. Steinhilber was also presented with a beautiful bouquet of roses. Mrs. Steinhilber has been a most faithful and consistent worker and her past efforts are highly appreciated by all the members.

AUDITORIUM BUILDING FINISHED IN 90 DAYS

WORK STARTED MONDAY MORNING ON PLAYHOUSE TO BE RAPIDLY COMPLETED

A force of men were put on the Torrance Auditorium Building Monday morning and a great showing has already been made. Every one here is enthused over the report that within three months the belated playhouse will be ready for tenants and amusements which have been so universally in demand will soon be a reality.

The new plans call for many changes that were not included in the original specifications and when completed will present a front that will be attractive, as well as the interior finish being handsomely done.

With the stucco front, plate glass windows, tile roof and other details added, Torrance will then enjoy the comforts of a playhouse that few cities of its size can boast. There will be two stores, one on either side of the main entrance, with cement floors and large plate glass windows in these two rooms, which measure 20x40. The center room will be used for a theatre and will seat 350. The floors will be of hardwood, with a 4 ft. pitch. The plans call for a large balcony, which will be used to seat the crowds. The stage will be large and may be used not only for pictures but for vaudeville casts as well, with wings and dressing rooms. There will be two side boxes at the side of the stage, which may be used for singers. In the main entrance the usual box office will be built and a projecting room with brick construction will be built in at this time for use of moving picture machines.

It will require at least three months' work to complete the building, when a moving picture concert from San Diego, it is understood will open with a fine program.

PUBLIC INSTALLATION ROYAL NEIGHBORS OF AMERICA WEDNESDAY EVE.

The uniform rank drill team of Pacific Camp, Los Angeles, were in charge of the ceremonies at the public installation Wednesday evening of the Torrance Camp R.N.A. Twenty-five visiting members accompanied the drill team, and with the attendance from Torrance the hall was crowded. After the floor work of the drill team was concluded, each officer was installed to their stations as follows:

- Oracle—Mrs. May McKinley.
- Recorder—Ruth Hareskad.
- Vice-Oracle—Pernia F. Fess.
- Chancellor—Celia Probert.
- Marshal—Elexenia Flood.
- Inner Sentinel—Hazel Burton.
- Outer Sentinel, Mary Staplefeld.
- Physician—Dr. Norman A. Leake.
- Managers—Mrs. Frank Sharp, Mrs. P. F. Brown, and Mrs. Charlotte Zahradnik.

Refreshments were served. The next regular meeting will be held on the Twenty-fifth.

BALL GAME SUNDAY

The Torrance Merchants will play the Alexander Giants at Carroll Park in Los Angeles, next Sunday, May 22.

Wm. Sykes has been ill for a week with neuralgia.

MERCHANTS WIN FROM PASADENA

NINTH INNING RALLY WINS GAME. HEAVY HITTING DEFEATS PASADENA

SUNDAY, May 15.—The Torrance Merchants defeated the Haas-Cor team of Pasadena on the home grounds today to the tune of 15 to 14 in one of the most thrilling games ever seen in this city. From start to finish the game was played in the batters box which accounts for the big score. Of course, Kessler again pitched for Torrance, but the pitcher pitted against him was his equal in every respect.

The visiting outfit spoiled the day for many fans when they nicked Kessler for four hits and five runs in the first inning. Not to be outdone, however, Torrance outbit them in their half of the first and tied the score. The second netted two more counters for either side. The third and fourth went so, so. While in the fifth the visitors put across four more runs on four safe bingles and an error. Looked rather hopeless for Torrance just then for in their half they could only get one run across. The sixth passed in big league style as did the first half of the seventh. Torrance was slowly, but surely coming up behind again though when Mills smashed out a three-bagger with two on.

At the beginning of the ninth the score stood at eleven to ten in favor of the visitors, and Kessler was going just as fine as ever. He walked the first man up. The second was out on a long fly to left. The third walked. The fourth hit. The fifth fouled out to Weldner. Two men down and three on. Then the Torrance hurler showed his diamond strategy by passing another. 'Twas too much for Bousett, who proceeded to yank Kessler and put himself in the box and in true pitcher form whipped the next batter. The score now stood at 14 to 10 and Torrance's chance looked pretty slim. But—

Bady hit for three sacks, Lowry for two, Leake singled as did Weldner, and then Mills cleaned up by clouting a fast one to right where the fielder booted the apple under the fence. The spectators went crazy. Kessler landed safely on first on an error. When the big Pasadena heaver wound up to pitch the next ball, Mills started from third and safely crossed the pan on Springman's pretty bunt. There was more baseball in that last play than in all the rest of the game, and we are glad we stayed to see the game.

Stanley's fielding in our left garden was worth going miles to see. We were surprised to see Bady on first and Hollis on second, as we were to see Riggs on the bench.

Everyone also missed their pinch-hitter who was out of the game for some unknown reason.

Although the crowd was small, which necessitated a second donation, it was all enthusiasm and the offering paid expenses.

We think the most loyal supporter Torrance has is a Los Angeles resident. Mr. J. E. Wilder made a neat little speech when the excitement was at its height and passed the hat on both occasions. We take this opportunity to thank Mr. Wilder for his efforts in behalf of our baseball club, as well as his sportsmanship and undivided support.

THE CITY COUNCIL

- MAYOR
Geo. A. Proctor.
- TRUSTEES
Wallace H. Gilbert.
J. H. Fitzhugh.
Richard R. Smith.
Joseph H. Stone.
- CITY CLERK
R. J. Deininger.
- TREASURER
Harry H. Dolley.
- CITY ATTORNEY
Perry G. Briney.

WOMAN'S CLUB TO HOLD RECEPTION

A FINE PROGRAM HAS BEEN ARRANGED AND MEMBERSHIP DRIVE IS ON

The Women's Club of Torrance met for a business meeting on Monday, May sixteenth. The final arrangements were made for holding a reception for the present members and all who are interested in becoming members. This will be known as "Community Day." There will be a very interesting program. All ladies of Torrance and vicinity interested in the club are cordially invited to be present. This will be the opening of a one month's membership drive and during this drive no initiation fee will be charged. Mrs. H. F. Rees is in charge of the program; Mrs. Crossland, refreshments; Mrs. Davidson, decorations, and Mrs. J. Miller the music. An enjoyable afternoon is in store for everybody.

Several officers and all places as chairmen of committees have been left vacant until after the membership drive, which is expected will be filled by new members.

This meeting will be held on Monday, May 23 in Steffen Hall at 1:30 p. m.

MASONS GET NEW LOT

It is understood that an exchange for the Masonic lot near the post office has practically been arranged for the lot opposite the auditorium, of the same size. Members of this organization will build their own home.

BEATEN UP AND ROBBED

Jesus Figueroa was knocked down and badly beaten up last Saturday night near the Pacific Restaurant by two thugs and left in an unconscious condition. He was found several hours later by passersby and medical aid was immediately given. He is recovering.

NEW MEMBERS

Six new members joined the chamber of commerce last Monday evening, as follows:

- E. P. King, Mrs. Edna Stone, J. S. Miller, Mrs. Letha Miller, Mrs. C. M. Stock and C. M. Stock.

Vacation in Yosemite

Mr. and Mrs. F. L. Parks left on Saturday for Yosemite Valley, to be gone two weeks. W. G. Tryon and Mrs. Amel Anderson are in charge of his plumbing business while they are absent.

INTERESTING MEETING LARGELY ATTENDED

DANIEL H. JONES, CHAIRMAN OF MEMBERSHIP COMMITTEE L. A. C. OF C., SPEAKS

Without exception, the last meeting of the Torrance Chamber of Commerce was the best ever held at one of their social gatherings. Several other meetings the same evening prevented many from being present until late in the evening, but those who were there are still singing the praises of Messrs. Osborne and Jones, who told the people of Torrance of the paramount issues for any city to advocate and strive for.

The meeting was called to order by President Paxman at 8:00 o'clock, and after explaining the purpose of having every other meeting a social affair, Mr. M. R. Osborne, president of the board of directors of the Dominguez Land Corporation, was introduced, and he thanked the Chamber of Commerce for their efforts and good work in making the local organization one of power and for doing the things that were gradually but surely putting this city on the map. At the conclusion of his remarks Mr. Osborne introduced Daniel H. Jones, a member of the membership committee of the Los Angeles Chamber of Commerce, who delivered an address on "The Needs of the Hour" and "Industrial Relationship and Organization." Mr. Jones is a forcible speaker and held the interest of his audience, whose only regret was that he stopped talking too soon. The possibilities of Torrance and its surroundings were enumerated, as well as the unrest throughout the country. The "Reds," I. W. W.'s and Socialists were "rapped," and ended his address by advocating plenty of work and plenty of religion along with it. The next regular meeting of the chamber, according to schedule, will be on May 30, but that date being Decoration Day, it probably will be held another night.

Mrs. May McKinley of Cota Ave. entertained six boys on Monday, May 16, at a dinner party in honor of her son Forrest's tenth birthday anniversary. The guests were, Harwood Clark, Robert Kembel, Robert Williams, Wm. Gardner, Wm. Diamond and Forest McKinley.