

# TORRANCE ENTERPRISE

TORRANCE THE MODERN INDUSTRIAL CITY

VOL. NO. 1

JULY 1, 1921

Published Every Friday at Torrance, California.

—Boost The Chamber of Commerce—

NO. 32.

## CHEER COLOR DAY HELD LAST MONDAY

### MRS. PLUMMER ADVISES ESTABLISHMENT OF RESIDENTIAL STUDIO

One of the most delightful and instructive events of the season was given at the school house on Monday, June 27, when Mrs. Beatrice Hubbel-Plummer presented her most interesting and instructive lecture on "Cheer-Color," under the auspices of the Torrance Woman's Club.

The afternoon session, which began promptly at two o'clock, was well attended by the ladies of Torrance and vicinity. Mrs. Plummer was charmingly gowned in a dress which personified her feeling of color, reminding one of the purple larkspur and the beautiful marigold. She has the unusual talent of attracting the attention of her listeners with her very first words and carrying them away to realms of beautiful color themes, rhapsodies of harmony, and to the pot of gold in the heart of the rainbow. Her description of the wedding of colors was wonderful. Old Chinese legends were told with much charm.

The evening session, which began promptly at eight, was opened by the president, Mrs. Charles Stock, introducing to the large audience three members of the Vista Highlands stringed orchestra—L. Woods, steel guitar; T. Zempfarino, guitar accompanist, and M. O'Brien, ukulele—who rendered several selections.

Mrs. Plummer was then introduced and immediately charmed the entire audience with her personality, which fairly radiates with the sunshine, gladness and the desire to spread happiness and harmony into the lives of those who are gathered about her. During the course of the lecture it was brought forcibly to the minds of every one that domestic, industrial and fine arts are one. It was plainly shown that if Torrance would have a residential studio here, built by the men of Torrance, furnished with the handwork of women and children of this vicinity, this city could be made famous throughout the country. As the electrical display house in Los Angeles attracted thousands of people in a week, just so would a studio built and furnished by local people be the greatest advertisement for drawing people to this city.

After the meeting the guests were invited to go forward and register as to their ability to do some particular thing.

Many beautiful sketches were on display; also fine hand-embroidery which Mrs. Plummer had taught the Chinese to make, and many hand-woven silks which she had taught them to color with her own dye pots. There were plans of rooms that the speaker had designed for the homes of the wealthy. A number of Torrance ladies had contributed pieces of their own hand work for display.

The uppermost feeling in the minds of the audience as they left the building was like this:

"If I could renovate my life,  
I know how I'd begin;  
I'd take out all the drab  
And put more Cheer Color in."

In the corridor was the candy booth, presided over by Mrs. Ione Leake and Miss Virginia Watson. The parcel post booth was cared for by Mrs. D. Barnard and Mrs. Letha Miller. Both booths did a flourishing business and enriched the coffers of the club treasury with many an extra dollar.

### GET ACQUAINTED PARTY

The Vista Highlands Get Acquainted Club met with Mr. and Mrs. H. F. Beckwith Saturday evening. The evening was spent in dancing, the Vista Highland string orchestra furnishing the music. Mr. Lanny Woods sang several solos, playing his own accompaniment on the guitar. The next party will be at the home of Mrs. Crossland.

### CHIVAREE THE HARDERS

Mr. and Mrs. Ellis Harder returned from their honeymoon Wednesday, and it didn't take their friends long to find out that they were home. First a crowd of young boys started the noise early in the evening, but after being furnished with the necessary "whers with all" for treats they happily departed.

At eleven some particular friends of the young couple chivareed them in earnest. This time Mr. and Mrs. Harder took the crowd to the Ro-Tan for treats, thinking this would surely end the disturbance. But not so, for at one-thirty o'clock the same group came back with the same noise. It's not many couples who get the benefit of three chivarees the same night.

### MISS HAMMERTON ENTERTAINS

Miss Florence H. Hammerton entertained Thursday evening, June 27, with a smart musical at her pretty home, 816 Portola street. The occasion marked a happy reunion of several of her schoolmates from Philadelphia.

Miss Ray Davis charmed her friends with her beautiful voice, and Miss Wilma Davis was equally popular with her piano solos. Games of various kinds were enjoyed during the evening, and dainty refreshments were served by Miss Hammerton, assisted by Mrs. Edgar Brennan. Those who enjoyed this happy event were Miss Rae Davis of Pittsburg, Miss Lillian Jenkins of Los Angeles, Miss Anne Vogen of Fullerton, Miss Wilma Davis of Los Angeles, Miss Ethyl Ferguson of San Francisco, Miss Mildred Withrone of Fresno and Miss Isolda Marie Gashler, who is planning a visit to her home in Sydney, Australia, this fall. Many happy affairs have been planned for her by her friends before her departure.

### FIRST BAPTIST CHURCH OF TORRANCE

Considerable interest has been aroused over the work of "Brother Isaiah," and the pastor has been asked numerous questions regarding his work and the subject of Divine Healing. He will answer these questions at the Sunday evening service, July 3rd, at 7:30. You are invited to attend and learn about.

#### "THE MIRACLE MAN"

Is he the only one that can heal? Who can be healed? What does God say about it? At the morning service the pastor will give the fourth sermon of a series on Second Timothy Second chapter under the title:

#### "THE CHRISTIAN FARMER"

"For whatsoever things were written aforetime were written for our learning, that we through patience and comfort of the Scriptures might have hope."—Romans 15:4.

Rev. Stanley H. Thorpe, Pastor.

### CENTRAL EVANGELICAL CHURCH

Rev. Otto Spreng, Pastor

9:30 a. m., Sunday school. A class and welcome for you.

10:45 a. m., morning worship and sermon.

7:30 p. m., evening service and sermon.

Wednesday, 7:45 p. m., choir rehearsal. Mrs. P. G. Briney, director.

Thursday, 7:30 p. m., prayer service. Robt. Spencer, class leader.

### O. AND O. CLUB ENTERTAIN

Mrs. A. H. Bartlett and Mrs. A. B. Shriner entertained the O. and O. Club at the former's home on Gramercy avenue Saturday evening in honor of Mrs. F. L. Park's birthday. The evening was pleasantly spent in playing five hundred and the first prize was won by Mr. Raymond Rogers, the consolation going to Mr. R. H. Rahm. Late in the evening delicious refreshments of jellied chicken, sandwiches, olives, crushed strawberry ice cream, coconut cake, cream cake and coffee were served. The house was beautifully decorated in pink and white.

## IMPORTANT MEETING HELD BY THE BOARD OF CITY TRUSTEES OF TORRANCE

The largest and most important meeting of the board of trustees was held last Wednesday evening. The meeting was called to order at 8 p. m., and it was necessary to adjourn at 11:59 and call back to order at 12:01 a. m. Thursday morning. All members of the Board were present, as well as Mr. Gilbert's delegation from Vista Highlands.

The minutes of the previous meeting were read and approved. A number of written communications were read, among them being one from the secretary of the Torrance Business Men's Association, in which that association went on record as not favoring the revocable license ordinance which has been proposed.

The city clerk was instructed to write to the secretary asking why the association did not favor the proposed revocable license ordinance. A letter from the Automobile Club in regard to the posting of speed limit and other signs of the same nature within the city limits. The president of the board was authorized to enter into a contract with the Auto Club to erect the signs, the city to pay for the upkeep of the signs after they are erected.

The report of the street and park committee relative to the establishing of a crossing over the P. F. tracks at Barlow avenue and Cabrillo streets was made to the effect that that committee did not favor the crossing being put in. As far as this paper can see and with unbiased opinion, this crossing if established would prove of great benefit to the motorists. How the trustees expect to regulate the traffic in one way directions along Cabrillo street without the crossing no one has explained. As near as can be learned, the move of not favoring the crossing was made on the recommendation of the Pacific Electric and not with a view of solving a traffic problem. The statement that as a matter of safety the committee did not favor the crossing being established is without sufficient ground.

A communication from Mr. George Headman asking the board of trustees to suggest that the Southern California Gas Co. open an office in the City of Torrance was discussed. There seemed to be a difference of opinion as to whether the board of trustees were to work towards the getting of more business and more industries here. Trustee Fitzhugh's idea seemed to be to have somebody else bring the industries and other businesses to the city and then let the trustees put a tax on them.

Most of the evening was taken up with a discussion of the proposed acceptance by the city of the streets in Tract 4070. The discussion grew very warm at times. Mr. M. R. Osburn, vice-president and general manager of the Dominguez Land Corporation, was present, and in spite of the fact that Trustee Gilbert insisted on bringing in the matter of the streets in Tract 2761, finally brought the matter of Tract 4070 before the Board for action. Mr. Gilbert had a large delegation of property owners of Vista Highlands who all, with the exception of one man, own property in Tract 2761, and attempted to bring up the matter of paying the streets abutting their property. The bone of contention laid as to whether the Dominguez Land Corporation would pave the streets with three inches of decomposed granite or just a film of crushed rock. It was agreed that the specifications of the Board of County Supervisors to pave with the thin surface would not last long on the heavily traveled thoroughfares. It was finally decided to draw up a resolution stating that the city would accept the streets if the Dominguez Land Corporation would agree to pave the streets in Tract 2761 as follows: Sixteenth street from Cedar to Kester avenue with three inches of crushed rock and oil and also the grading. Date, Elm, Fern, Greenwood and Hickory from Sixteenth street to Redondo Boulevard to be paved according to the specifications filed with the County Supervisors before the incorporation.

### JACK REEVE INJURED

\* Jack Reeve, the ten-year-old son of "Hardware" Reeve, was thrown out of the back of the machine as his father rounded a corner a little too rapidly. The child was sitting on a box in the back of the delivery car, and the first thing he knew he was on the ground. Fortunately the accident did not result seriously, although his head was badly bumped and his back and one arm bruised.

Frank Sammons, contractor, has his two houses on Carson nearly completed.

of the city. Fourteenth street from Cedar to Hickory to be paved as per the county specifications.

The ordinance on the fixing of the salaries of the city officials was given its final reading and approved.

An ordinance drawn by the City Engineer that a Datum Plane of base level for the guidance of all elevations in the city be established was read and approved. The Datum Plane or base level has been established in the concrete base of the flag pole opposite the new Auditorium Building.

The matter of the proposed license ordinance was next brought up and was given its first reading. It is necessary to give proposed ordinances two full and complete readings before they can be approved. It then takes thirty days after the passage of the ordinance before it is in force.

The license ordinance fees as proposed in the first reading are as follows: All of the following businesses or professions are to be charged the sum of three dollars per quarter:

Real estate and insurance brokers; garages with privilege of selling gasoline and oils; draying and trucking; poolrooms with privilege of selling tobacco and soft drinks; bowling alleys; photograph galleries; restaurants; soft drink parlors; fruit stands; plumbing and electrical dealers; wall paper and paint dealers; cigar stands; general merchandise dealers; gravel and crushed rock dealers; creameries; drug stores; jewelry stores; secondhand dealers; meat and fish markets; saloons; carbonated water dealers; grocery; tea and coffee stores; and any other business not herein specified.

The fee to be charged the following businesses, professions or occupations for the time specified is as follows:

Holding of a public auction, \$5 per day; automobiles and public stages, \$12 per half year per car; boxing contests, \$10 per day; circus, \$25 per day per ring; fortune tellers, clairvoyants, etc., \$50 per annum; dealers and sellers of fireworks where not in connection with an established place of business in the city, \$2 per day; moving picture theatres, \$50 per annum; penny arcades, \$10 per quarter; portrait and picture solicitors, \$5 per day; wholesale candy and tobacco dealers, \$24 per annum; coal oil, gasoline and distillate peddlers, \$18 per annum; coffee, tea and spice peddlers, \$4.50 per quarter; watch clothing and jewelry clubs, \$25 per month; junk dealers, \$2 per day; sewing machine agents where not having establishment in the city, \$5 per month; passing out of hand bills and advertising except in a regular establishment in the city, \$10 per day; maintaining of bill boards for display advertising, 5¢ per square foot per annum; for the holding of a public dance in connection with a hotel where a dance fee is charged, \$25 per annum.

On motion of Trustee Smith, seconded by Trustee Gilbert, the ordinances were adopted.

At 11:59 p. m. the meeting was adjourned until 12:01 a. m. Thursday morning, June 29th. This was necessary, as the business transacted would not be legal if carried over the hour of midnight.

Various bills which had been approved by the Finance Committee were ordered paid. The bills were mostly for labor in connection with street maintenance work. Also the bills for street lighting.

At 12:30 a. m. the meeting adjourned until Tuesday evening, July 5, at 8:00 p. m.

### SWIMMING PARTY

Monday a number of ladies formed a swimming party to Redondo Beach. They had picnic luncheons with them and spent the day on the beach and in the surf. Those who went were Mrs. Gascogne and Maxine, Mrs. C. W. Newby, Billy and Irene; Mrs. D. C. Turner, Mrs. George Woodside, Mrs. John Clemmer and baby and Mrs. John Solomon and little Jean Louise.

### STORES CLOSED JULY 4

All stores will be closed all day Monday, July 4.

### FIESTA PLANS WORK PROGRESS- ING DAILY

The Fiesta plans are being worked on daily, and much enthusiasm is being shown by our civic organization, who are each anxious to get first place.

We want all our own organizations to have "first place." And there is our Queen. Who will she be? Get busy, you queen enthusiasts.

There will be a baby show under the patronage of a committee from the Woman's Club, of which Mrs. Leake is chairman, and to whom all those desiring to enter should apply. Fuller details will be published later.

### TORRANCE CHORAL SOCIETY IS ACTIVE

The Torrance Choral Society makes its initial bow and hopes you will ask it to stay. Plans for its Fiesta chorus are going ahead. Contrary to what has appeared in the local columns of late, no rehearsals have been called as yet. Two meetings of the committee have been held at the home of Mrs. Harry Paige, who has been appointed chairman thereof by the president of the Woman's Club, which is backing this new movement, and given power to choose her Fiesta chorus committee. The personnel of which follows: Mrs. Curtiss, secretary-treasurer; Mrs. Reeve, Mrs. Steinhilber, Mrs. Fitzhugh, Mrs. Kite, Mrs. Laven, Mrs. R. R. Smith, Mrs. Groves.

All singers of whatever age who read and enjoy choral work are earnestly invited to go into either of the drug stores and register in books provided for that purpose. Register name, street and number, also voice, whether soprano, alto, tenor or bass.

The committee also hopes that all who would like to join this chorus will bear in mind that the time for rehearsals is extremely short and that therefore all must work the more earnestly and diligently. This means for one thing promptness, being ahead of the time set for the rehearsals.

For another it means that when a social affair falls on an evening designated for a rehearsal that the singers shall sacrifice a wee bit for the cause of music and loyally give the decision in music's favor. Since the necessity for this will end in six weeks, it will not be very burdensome, and, besides, it is all for Torrance's Fiesta, anyway, and it is up to us as good citizens to boost for our own city and her worthy undertakings, early and late.

Any one of the committee named above will be very glad to list volunteer singers, and already the response has been wonderful.

Watch these columns for date of the first rehearsal.

All those music lovers who heard Mrs. Orchid Carlson give her program at the Woman's Club are eager to hear her again, meet her and get the instruction that such a talented director can impart. And when, to the work of Mrs. Carlson can be added the trained musicianship and fine support of a pianist such as Mrs. J. M. Fitzhugh, little remains to be said, except that Torrance is fortunate in having these artists.

The committee in charge of selecting the music is faced with a huge task, seemingly, and one handicap is the lack of a big publishing house on the Pacific coast (herein lies a "tip" for our C. of C., per chance).

Mrs. Paige has asked that a statement made last week be corrected, namely, that she is to drill this chorus. That is not true, as Mrs. Carlson will have this work.

Even if you "don't pretend to sing much," get out your voice and be getting it polished up right away. Some of the above ladies will be calling on you for it, and are you the one to turn them down? Sign up and get your friends to do the same.

### GUARD AGAINST FIRE

Extra precautions have been taken by the trustees to prevent any serious fires on the Fourth. There will be an extra police officer on duty to keep watch that the children do not get any fires started with the fireworks, and the fire department expects to be ready instantly to combat any fires which might get started. The people of Torrance can be of great assistance by keeping an eye on the children and see that they do not get too excited in their celebration. Especial attention should be paid to the night fireworks which explode in the air and which are liable to fall on any roof.

### MAIL IN YOUR DONATION

Notices were mailed out by the American Legion, Torrance Post, to the people who have pledged various amounts for the erection of their clubhouse. It is the hope of the Legion men that the donors will pay these up very promptly, so that the material for the new building can be ordered. Anyone who signed a pledged or who wishes to donate is requested to either mail or take same to the bank, where they will be given a receipt.

## GROUND BROKEN FOR LEGION BUILDING

### BOYS WHO WENT OVER TOP "OVER THERE" GO OVER TOP HERE IN RAISING FUNDS

A large number of Torrance Legion men turned out last Saturday afternoon and broke ground for the new club house that is being erected by the Torrance Post.

Under the leadership of Comrade and Contractor Nelson Reeve, the president of the First National Bank was introduced to the business end of a shovel and on Monday morning showed the results of his labor. The results were not all on his hands, however, as the concrete foundation of the new building is another testimonial of his work.

The esteemed Adjutant found it much harder to push a wheelbarrow than the keys of an adding machine. However, Mr. Babcock informed the writer that he was there even if he didn't work. It must be said here that the writer wrote this story on Monday, as he was afraid the story wouldn't be written if he attempted to manipulate a wheelbarrow on Saturday.

Our handsome City Clerk was also conspicuous by his absence. "Bob," where were you?

After all is said and done, it is a mighty fine thing that a bunch of Legion men will go out and raise the money and then donate their labor as well as their money. If the citizens of Torrance, who are going to profit by the building, will get behind the men and give a little more support, the building will be completed in far less time. Experienced hands can work faster than the men who are not accustomed to such work.

There is still a shortage of about \$600.00 from the amount needed to complete the building, as the plans of Gallimore and Reeve call for. An attempt was made to canvass the city, but the results were so discouraging that the men turned in and worked to save as much as possible.

It is not a thing for the people of Torrance to be proud of that the boys who went over the top for them have to be turned down on a request for a small donation for a building which will not only give the boys a place to meet, but a place where every one in Torrance—man, woman and child—can go for recreation.

Will the people of Torrance sit down and let the plans of the boys fall through or will they give a sum of money, no matter how small, to see the building erected?

### GRAND PATRON VISITS HERE

Roy Musser, Grand Worthy Patron for the State of California of the Eastern Star Order, was present at the meeting last Thursday evening at the Masonic Hall in Lomita, where over 150 members and friends of the Masonic and Eastern Star were present. Mr. Musser addressed the meeting and offered official advice as to ways and means of organizing a new chapter.

### CHORUS WILL MEET JULY 1

All singers interested in joining a big chorus are invited to meet in American Legion Rooms, Post Office Building, Friday evening, July 1, at 8 p. m.

Auspices of the Woman's Club. Mrs. Harry Paige, chairman music committee.

### EPISCOPAL SERVICES

Episcopal services or the second Sunday of each month will be Morning Prayer, and the fourth Sunday Holy Communion, at 1916 Andree avenue, Torrance.

Mr. and Mrs. Joe Stone entertained at dinner Saturday Mr. and Mrs. Roy Dennison and daughter, Geraldine. Later all went to Los Angeles, where Mr. and Mrs. Dennison left on the eight o'clock train on the Southern Pacific for Toledo, Ohio, where Mr. Dennison will work for a few weeks prior to going to Tampico, Mexico.