

TORRANCE ENTERPRISE

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C. P. ROBERTS

J. FRISHMAN

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AN OPTIMIST

Henry Ford, auto wizard, is an optimist. And if more men in this country would take the same attitude toward business he is now taking we'd all be getting along about one hundred per cent better.

Ford says America is better than half way along the road leading to a normal industrial production. He foresees the purchasing power of a dollar increased 14 per cent, and he says at this very moment there is work for everybody in the country. Speaking of work in his own mammoth plant he says he will turn out over 80,000 cars a month. He admits he doesn't know what "normalcy" means, exactly, but feels the future rests in the state of mind of the American people, and that if that future is as bright as we would like to have it then everyone must show a willingness to work, to do the task in hand, and not to expect in every instance the same inflated wages he drew down during the war period.

Ford knows, and so does every one else that one of the biggest troubles we are facing now is too many men want to draw big pay for doing as little as they can. Ford sees America as the hope of the world, but says she can never prove to be that unless her citizens realize that it is sometimes necessary to make sacrifices, even for our own good. So he argues that right now, when we are possibly called on to stick to our job even though the pay may be a trifle smaller, is a mighty good time to show a willingness to make the necessary sacrifice.

FISHING

Lots of folks do not care to fish, and generally speaking it's because they do not know how. Moreover, it is equally true that in most of these cases the fish know that these people know nothing about fishing. An old friend of ours, who drops around occasionally with an invitation to go fishing, always interests us with his fishing stories. He fishes because he likes to, and knows how. And of course, under the circumstances, he catches fish. He says the average man hasn't enough patience to catch fish, and that's why there are so many poor fishermen.

Two things you've got to have plenty of, he told us the other day, are good bait and patience. Location doesn't always have the most to do with it, he says, and he argues you can catch fish, like finding trouble, right where you least expect to. He says he doesn't "spit on his bait," and doesn't know why some people do. But he adds that if it gives a fisherman confidence in doing so it's like a woman going to a fortune teller and learning that which she already knew—it's nobody's business but her own.

The fishing season is with us again. And we can't think of a better way for a fellow to ease soul and body and rest his mind from business cares for a few hours than to get a pole and line and a few worms and hike out to some nook where he thinks they'll bite. But—be sure and take along the right kind of bait, and don't forget to take a lot of patience.

A GOOD PLAN

If you see a good fellow ahead in the crowd, a leader of men, marching fearless and proud; and you know of a story if uttered aloud, would cause his proud head to bow, be bowed. It's a pretty good plan to forget it.

The creation of a thousand forests is in one acorn.—Emerson.

Life is like the ocean. It drowns one man because he yields to it passively and blindly. It buoys up the other because he strikes it skillfully and buffets it with lusty sinews.

KEEPING FIT

Not long ago there arrived in New York City, on a big trans-Atlantic liner, a two hundred thousand dollar mare. Luxurious quarters were especially built for her. She had a soft padded stall, a thick bed of clean straw daily, half a dozen attendants, a veterinary, and a groom who inspected every bit of her food. Everything had to be the best that money could buy—clean and pure. The horse was insured for \$100,000.

A colt of this mare was brought over with the same care and watchfulness. Every bit of food given this colt was carefully inspected also. He had to be exercised just so, and given the best of care in bad weather.

Now, perhaps the man who owns these animals does not take half as good care of himself. He may not be half as particular about his food, about his overeating, about eating many kinds of food at one time which fight each other.

Of course, the object in the wonderful care of the colt is to raise a horse which will win big prizes. Now, my friend, isn't it infinitely more important that you should keep fit for your human life race than it is for a horse to keep fit for an animal race? Haven't you infinitely more at stake than the man who owns the horse has on its winning the prize?

You are undoubtedly extremely ambitious to win out in your race. But you are feeding your brain race-horse with such devitalized nourishment that you are destroying your chances of reaching the goal of your ambition. After a while you will wonder why you don't get ahead faster. You, perhaps, are wondering now.

You can't get first-class results out of second-class nourishment, as many people in their ignorance are trying to do. You must back up your brain with good blood. You can't produce the best blood in a devitalized body.

We hear a great deal these days about "pep" in business. Where does "pep" come from?

The basis of pep is in the blood, and the blood gets its pep from food properly chosen, properly eaten, properly chewed and properly digested, food that climate and soil have put the pep into.

It is just as important to select your food scientifically as it is to conduct your business scientifically. It is really more important. If you would have a vigorous brain you must do the things that will give a vigorous brain. After the blood has received the high quality of food stuffs that sustain it, then we must have the proper exercise, the proper recreation that comes from play, amusement, and enough of healthful sleep, to finish the process.

Most of us are very ambitious to get on in the world, to get a hundred per cent results from our efforts, but how often we seem to overlook the part health, a robust vitality plays in man's life, in his achievement.

Perhaps you will point to men like Stevenson, Carlyle, Sir Walter Scott, as examples of men who have accomplished marvelous things even with a sick or unhealthy body. But these were exceptional characters and possessed such unusual genius that they cannot be considered fair examples for comparison.

The great preponderance of evidence in all history of achievement points to the fact that a hundred per cent brain efficiency must be backed up by a hundred per cent physical health; that whatever devitalizes the body, depletes the health, cuts down efficiency by so much.

In other words, a magnificent brain, and a magnificent physical life to back it up are the things for which to strive; and these depend upon good nourishing food, right living habits, plenty of sleep, plenty of out-door exercise, reasonable recreation and vacations.

There is no substitute for these health builders. Success.

RETURN TO LOMITA

After an absence of less than three weeks following the sale of their home, Mr. and Mrs. I. Ivey returned from Oakland last week and immediately closed a deal for several acres on Cypress street near Redondo-Wilmington Boulevard, and plan to build a modern four-room apartment flats with garages, which will be for rent. Two months ago the Iveys came to Lomita and purchased an acre on Miller and Cypress streets, but soon sold out and left for Oakland. Before a week they realized that Lomita was the place for them and made arrangements to re-buy here, which they did by mail, and we hope this time they will remain permanently.

MOTHER OF TWENTY-ONE

Mrs. K. Herve of South Eshleman street very pleasantly enjoyed the fourth of July in Redondo Beach, and upon her return that evening found that twenty-one turkeys had hatched out during her absence and were running all around in quest of their first meal when found. With continued good fortune, twenty-one Thanksgiving Day dining tables will be decorated with one of these birds.

TO VANCOUVER

Mr. and Mrs. F. L. Hober of West Sixtieth street, Los Angeles, left on a three month's motor journey, which will take them to Vancouver, B. C. and back. Their Willys-Knight was modernly equipped for the trip and one of the most pleasant journeys is anticipated by Mr. Hober, who was formerly engaged in business in Torrance and has a wide acquaintance of friends here.

IN SAN FRANCISCO

A postal card from Mr. and Mrs. W. A. Renn, bears the postmark of the St. Francis Hotel, San Francisco. No details of their future camping, outing was given.

FROM BISBEE

Mr. and Mrs. Jno. Radcliffe and daughter Mona of Bisbee, Arizona, are guests of Mr. and Mrs. C. E. Trotman for a week.

BABY BOY ARRIVES

Born—To Mr. and Mrs. Fred Clark of Chestnut street, Thursday, July 7, a 10 1/2-lb boy.

TO PASADENA

Mr. and Mrs. Harry Phillips of Miller street attended the Schriener's Convention in Pasadena Saturday.

Just In Time

Jones had stood the beach concert as long as he could, and was just moving off when he was collared by the man who was passing the hat. Jones' face beamed. "Ah, here you are at last!" he exclaimed, helping himself liberally. "I knew you wouldn't expect us to stand all that row for nothing. But you were a long time coming round!"

TILL WE MEET

A widow ordered a tombstone for her husband's grave. On the stone she had inscribed: "Rest in Peace." She expected her husband's insurance policy to pay all the bills attending his demise, but investigation revealed that he had allowed his life insurance to lapse. The widow returned to the marble shop and a few words added to the inscription so that the stone now reads: "Rest in Peace—Till We Meet Again."

DECORATE FOR ELKS

Several of Lomita's business houses decorated with Elk's emblems and national colors this week for the B. P. O. E. convention, being held in Los Angeles, where 50,000 Elks have been temporarily housed.

A Quick Tongue

She was a shop assistant. She had a slow mind and a quick tongue. She thought herself awfully smart. A timid looking man came into the shop. "Do you keep hair brushes?" he asked. "No," she snapped. "We sell them." "Well," he said quietly as he strolled towards the door, "you'll keep the one you might have sold to me. Good morning."

SERVICE FLAG IN FRAME

Jesse Fryer has been engaged to build a frame for the large service flag for Lomita. After being mounted the flag will be hung in the State Bank of Lomita.

A Financier

Returning from the dentist's, where he had gone to have a tooth extracted, little Henry reported as follows:

"The doctor told me 'fore he began that if I cried or screamed it would cost me seventy-five cents, but if I was a good boy it would be only half a dollar."

"Did you scream?" his mother asked.

"How could I?" answered Henry. "You only gave me half a dollar."

No Money, But—

Impetuous Bridegroom (taking minister aside)—"I'm sorry I have no money to pay your fee, doctor, but if you'll take me down into your cellar I'll show you how to fix your gas meter so that it won't register."—Boston Transcript.

CERTIFICATE OF DOING BUSINESS UNDER A FICTITIOUS NAME.

We, the undersigned, do hereby certify that we are transacting business in Lomita, County of Los Angeles, State of California, under the firm name and style of THE ESHELEMAN CASH STORE; that the name in full of all members of such partnership are Thomas H. Willson and Maude H. Willson, and that the place of our residence is Corner of Eshleman Avenue and Redondo and Wilmington Boulevard, Lomita, California.

In witness whereof we have hereunto set our hands and seals this 5th day of July, 1921.

THOMAS H. WILLSON.

MAUDE H. WILLSON.

State of California, County of Los Angeles—ss.

On this 5th day of July, A. D. 1921, before me, L. J. Hunter, a Notary Public in and for the said County and State, residing therein, duly commissioned and sworn, personally appeared Thomas H. Willson and Maude H. Willson, known to me to be the persons whose names are subscribed to the within instrument, and acknowledged to me that they, executed the same.

In witness whereof I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.

L. J. HUNTER,

(Seal)

Notary Public in and for said County and State.
July 29, 1921

PROTECT YOUR PROPERTY—

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See

L. J. Hunter

Notary Public

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