

TORRANCE ENTERPRISE

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Boost The Chamber of Commerce Published Every Friday at Torrance, California.

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ENLARGE STORE IN NEW QUARTERS

SAM LEVY LEASES ROOM FORMERLY OCCUPIED BY THE WHITE HOUSE CAFE

Sam Levy, enterprising and genial gent's furnisher and tailor, has outgrown his present quarters, and when the White House Cafe gave up their location joining the Dolly Drug Co. a lease was at once signed for the new location to care for his ever-increasing business.

Carpenters were put on the job at once and a door was cut in the center front in order to make two large display windows. Window seats and shelving are now being built and a compartment for cleaning and pressing is also being fitted up, and will when completed offer a very elegant service for this part of the business.

A big sale will announce the opening of the new store, and Mr. Levy has many sensational offers to give out to those who want to take advantage of first-class merchandise at low prices.

THIRTY-FOUR RELATIVES IN PARTY

Thirty-four relatives, most of whose names are "Reeve," enjoyed a genuine weiner bake at Redondo Beach last Saturday evening on the beach. Later in the evening fireworks were set off and a real jollification followed when a chorus of voices gathered in a large circle and entertained the crowds.

DANCING PARTY

Mr. and Mrs. F. L. Parks of South Andro gave a dancing party Wednesday evening in honor of her niece, Miss Ruth Amick, and Miss Stevie Boyson, the latter being an accomplished musician of Brownwood, Texas, but has been teaching music at Swift Current, Canada.

LAWN SOCIAL

It was voted at the last meeting of the Baptist Ladies' Aid Society, July 21, that an ice cream lawn social be given Friday evening, August 5, on the lawn, at the H. M. Tolson home, 1913 Ardington avenue. Everyone is cordially invited to attend. The funds will go into the treasury of the society.

QUEEN CONTEST LAGGING

Little interest is being shown in the Fiesta Queen Contest, only three candidates having sent in their names and stating their willingness to make the race. A little "pep" is needed, and it's needed right now. The Fiesta is only four weeks off and much of the work is yet to be done. Some one ought to get behind the Queen's Contest and create interest and rivalry and start things moving.

INJURED BY FALL

Mrs. Isabel Henderson, the city librarian, suffered a serious fall last Tuesday week and was confined in the house for several days. Mrs. Henderson was watering the flowers on her porch and slipped on the wet concrete and fell all the way to the walk. No bones were broken, but she suffered considerably from the shock.

RAILROAD POSSIBLE

Rumor is still rife over the proposed street car line for Lomita, and the Business Men's Association took the matter up at their last meeting, and now have a committee working on the project. Those acting under direction of the Business Men's Club will confer with officials of the Pacific Electric at an early date and learn if there is any possibility of getting the line through. Everyone here is much enthused over having a car line, and feel that it would be another "feather" for this thriving community. At least it is worth looking into.

CHORUS FOR FIESTA

The Fiesta Chorus is holding their regular weekly rehearsals, and much enthusiasm is being injected into the meetings as progress is made in building up the different sections. A meeting was held last Monday evening with half a hundred present. The next regular rehearsal will be given next Monday night, August 1. It is the plan of those in charge to see that everyone is present at this meeting.

Other plans for the big Fiesta are meeting with marked success, and committees out for handling the various concessions of the fair are beginning to see results from their efforts. Many local organizations are planning to serve refreshments on the grounds.

WOMAN'S CLUB MONDAY

Miss Porter, director of the San Pedro School of Arts, will be in charge of the program for the Torrance Woman's Club Monday afternoon, August 1, at 2 p. m. Arrangements have been made whereby a number of pupils of Miss Dorothea S. Lyndall, instructor in interpret dancing of the San Pedro School of Arts, will put on a number of exhibition dances.

Several numbers by the students of the dramatic art section—Nellie B. Brown, instructor—will be part of the program. There will be about twelve numbers in all.

Miss Porter and her assistants have met with unusual success in their efforts of opening a school of arts in Torrance, and expect to start their first classes at the Stephen Hall next week.

The Woman's Club will meet at the Lecture Room of the Dominguez Land Company on Redondo Blvd. between Arlington and Portola streets.

OIL LEASES GIVEN IN LOMITA

When a deed was being executed to a certain parcel of property lying in the townsite of Lomita recently it was learned that an oil lease had been given on the lot some time ago. There is much activity among oil men of late in picking up all the available land near here, and it is presumed that several wells will be sunk in this valley the next year.

One prospect well out of every twenty-seven proves to be the lucky average throughout the United States and Mexico, but one well is all we need here to start things. However, we hope they do not have to drill twenty-seven in order to get a geyser. That would prove monotonous, and furnish too much material for the pessimist.

SELLS GOODS BELOW COST

"Hardware" Reeve believes in doing things quick and fast. In this week's issue of the Torrance "Enterprise" and Lomita "News Letter" he has a page advertisement with some of the most attractive prices ever quoted in this section on hardware and furniture. He has named his sale the "Red Tag Sale," each article labeled with a red tag denoting that that article is on sale below cost price. Anyone wanting to furnish their home may do so at a very reasonable price for the next ten days at the Torrance Hardware Company.

BIRTHDAY PARTY

The home of Mr. and Mrs. J. G. Gay of South Arlington was specially arranged and decorated last Saturday for their six-year-old son Ernest's birthday anniversary.

Twelve of his boy and girl friends were there, and after an afternoon of merry-making Mrs. Gay served delicious refreshments to the guests.

BUILDING NEW HOME

Mr. and Mrs. John M. Connell have decided to make Torrance their permanent home, and are about to build a home on the corner of Carson street and Manuel avenue. Mr. Connell is connected with the Dominguez Land Corporation, and has been in Torrance for some time, but Mrs. Connell has just joined him. While their house is being built they will live on Portola Ave.

Big Oil Boom On At Torrance!

\$50,000 WORTH OF PROPERTY SOLD IN LAST WEEK DENOTES GREATEST ACTIVITY SINCE FOUNDING OF CITY

Torrance has been greatly stirred during the past week with the oil activity. It is safe to state that more land was contracted for by various individuals and groups of individuals in the past week than for any same period of time since Torrance was founded. In all, it is estimated that over \$50,000 worth of property changed hands during the week.

It is reported that the Dominguez Land Corporation has given an option to one of the largest oil companies to lease the land for the drilling and production of oil.

The fact that the larger oil companies are interested in the land about Torrance is sufficient to give ground for the statement that there must be oil in the ground. It is also reported that several individuals have been approached regarding the leasing of their land, and it is definitely known that the Holding Company are about to make negotiations for the leasing of their ground.

An oil company has been putting down test wells in and about Torrance, but are reluctant to give any information

as to their progress. The test well which was put down behind the school building on Carson street has been filled in again and the results of the prospecting are not known.

As soon as the lease for the drilling is signed it is expected that the name of the leasing company will be made known.

There is nothing that could benefit Torrance more at this time than the finding of oil, and as the large companies are interested, there must be some reason beyond mere rumors.

During the past week several new Holding Companies have been formed, with local men at the helm of the companies. It is a fine thing that the conservative business men of Torrance have come to the front and acquired the property, thereby keeping the benefits derived in Torrance, and it also goes to show how much confidence the local people have in the community.

If oil is found it is certain to increase the value of the land within the city and put Torrance far ahead of its present position.

THIRD DEGREES

Last Monday night the Masonic Lodge put on two third degrees and repeated the same performance on Wednesday night. Tonight (Friday) there will be two more thirds put on, making a total of six for the week.

COMPETITION BETWEEN CITIES

Competition not only exists between individuals, corporations and other business units, but exists between cities and community centers as well. The competition that exists between cities is the attempt to attract investments, industries, population, and home-seekers; the effort to make one city more attractive than another; to increase its popularity with people of other localities; to draw to it by those virtues now bled and new money, all of which tends to increase property valuations and stimulate business activity.

The city which offers the greatest attractions to the visitor and prospective home-seeker is the city that affords well-paved, well-lighted streets.

Torrance is a coming city; its Chamber of Commerce is composed of "live wires"; its inhabitants are progressive. Pave Torrance streets and out-distance competing cities. Advertisement.

INTERIOR FINISH BEING DONE AS BUILDING GOES UP

The American Legion Club House is rapidly approaching completion, and it is hoped to have it ready by the time of the Fiesta.

During the past week considerable of the interior work has been completed and most of the siding is now in place. It would be a fine thing if the business men of Torrance who agreed to put in some time on the construction, but who have failed to do so to date, would get in and devote a day's time, or even an hour, if they cannot spare a day.

The Legion is still in need of funds, and there are several people who agreed to contribute, but who have not paid up their subscriptions, and the Legion would greatly appreciate it if they would send in, or take to the bank the balance of the amount subscribed.

OIL BOOM

The oil boom struck Torrance the fore part of the week and is still raging at fever heat. Just what it is all about we were unable to learn, but several reports of oil indications at the well west of the city, and the test holes now being sunk by the Shell Oil Company in and around Torrance, seem to be responsible for the scare. At any rate, hundreds of lots were sold this week, and even if nothing comes of the boom, investors will still have their lots and half acres, which were purchased at reasonable prices.

NEW CHAPTER O. E. S.

Torrance Chapter O. E. S. will be instituted next Saturday evening in Lomita Hall at 7 o'clock. New officers will be installed, with Roy Musser, State Grand Officer of the Order of Eastern Stars, in charge of the work. There will be visitors there from all over the Southland, and a very enjoyable evening is promised members. All Eastern Stars are cordially invited to attend.

MR. REAL ESTATE MAN

Paying means: Increased property sales. New homes. New business blocks. Increased realty values. Increased population. More dollars to you. Pave Arlington street. Advertisement.

HOW THE STORY GROWS

Westfield, Massachusetts, July 20, 1921. Lomita News Letter, Lomita, California.

Dear Sirs: Will you please inform us as to the name and address of the owners of the two theatres to be erected in your town in the near future?

Thanking you in advance for your courtesy in this matter, we are, Very truly yours,

SKINNER ORGAN COMPANY, Geo. O. Kingsbury, Manager.

Miss Edna Reading of San Diego is visiting this week. Mr. and Mrs. Russell Martin of Kern County.

Miss Florence Beckwith is visiting in Los Angeles for a few days this week at the home of Mr. and Mrs. Francis Prime.

TENNIS CLUB ENTERTAINED

The Torrance Tennis Club met in the home of Dr. and Mrs. J. S. Lancaster last Thursday evening and a very pleasant time was enjoyed playing 500. At the conclusion of the games the following prizes were awarded: Mrs. R. R. Smith, first prize; Mrs. A. J. Hodge, second prize; Mrs. H. Barnette, third prize; W. C. Von Hagen, gentlemen's first prize; G. Hodge, second prize; James King, third prize. After refreshments were served it was announced that the next meeting would be held in the home of Mrs. May McKinley.

MURWELLYN WORKS TO CONSTRUCT DAM GATE

Contract has been awarded by the Board of Supervisors to the Murwellyn Iron Works for the construction of the gate for the Devil's Gate Dam. The contract calls for the completion of the dam gate within 75 days. It will be in place before the winter rains. The new gate will cost approximately \$24,000.

A temporary gate has been in operation pending the contract award, which was held up last year because of the high cost of materials. A reduction of 50 per cent from the prices submitted last year was noted upon the opening of this year's quotations.

FIRST BAPTIST CHURCH OF TORRANCE

This church stands by the old Book and the whole Book, and is seeking to do all in its power to replace a displaced Bible. BRING YOUR BIBLE WITH YOU NEXT SUNDAY.

"THE SEED, OX AND GARMENT" will be the title for the morning sermon at the hour of 11:00 o'clock. "A THICK TOWEL DIPPED IN WATER"

The evening service is preceded by a song service, which commenced at 7:30 sharp. You will enjoy it. Come and bring a friend. The pastor will preach on the above theme. For ever, O Lord, Thy word is settled in heaven.—Psa. 119:89. Rev. Stanley H. Thorpe, Pastor.

POPULAR COUPLE ARE WED

Surprising their Torrance friends completely, Fred Palmer and Miss Doris Rackard slipped away last Thursday and were quietly married in Los Angeles at 11 o'clock in the morning. Mr. and Mrs. L. Paxton, sister and brother-in-law of the bride were the only witnesses. The newly-weds left immediately by automobile for Oakland, the home of the bride's parents, where they have been the past week. The bride is well and popularly known in Torrance, having lived here for several months past with her sister, Mr. Palmer is one of Torrance's popular and rising young business men, and has made this his home since returning from France after the armistice was signed. Mr. and Mrs. Palmer have taken apartment in the El Prado Block.

CENTRAL EVANGELICAL CHURCH

Rev. Otto Spreig, Pastor. 9:30 a. m., Sunday school. Rev. Geo. Stritt, superintendent. A class and welcome for you. Interesting and helpful discussions on the Life of Paul. Come and bring your friends.

10:45 a. m., morning worship and sermon by the pastor. 7:30 p. m., evening song and praise service. The pastor will preach.

Thursday evening at 7:30 mid-week prayer service in the pastor's study. Mr. Robt. Spencer, class leader.

Everyone is cordially invited to attend these services. Strangers are given a hearty welcome.

ST. JOHN'S EPISCOPAL CHURCH

Canal street, Wilmington. Rev. Thos. P. Swift, Rector. Sunday service at 11 o'clock. Morning prayer and sermon. Sermon topic, "A Hillside Home." All are welcome. "Come and see."

L. A. DETECTIVE ARREST 3 THIEVES

THREE BOYS ARRESTED FOR BURGLARY OF "HARDWARE" REEVE'S TORRANCE STORE

After a week's investigation with private detectives from the Nick Harris Agency on their trail, three boys were arrested in Torrance for the burglary of the Torrance Hardware Company on July 10. Over \$200 worth of firearms, ammunition, fishing paraphernalia, razors, cutlery and other things that appeal to boys were found in their possession or hidden away in secluded spots. The boys were taken to Juvenile Hall, Los Angeles, and up until today it is not known what will be done with them.

Mr. Reeve went to work quietly on the case shortly after the robbery and sent to Los Angeles for private detectives, who visited Torrance and watched the suspected ones for several days. Nothing definite could be placed against them, however, until they shot up a certain cabin in East Torrance. Another detective came down from the city and with the aid of local officers placed the suspects under arrest and obtained a confession. They led the officers to their cache near the gum grove on the Henry Kettler Ranch and to the school yard in Torrance, where they had buried part of their loot. Some of the plunder was even found in their homes.

Nearly all of the stolen property was recovered by Mr. Reeve, but an interesting phase of the case was developed when they found property stolen from other stores in Torrance that the owners did not know they had lost. This proved to be a pure case of shoplifting, and those merchants were very grateful for the return of their stolen property.

Petty thievery and breaking into stores has become a frequent occurrence in Torrance of late, and Mr. Reeve was determined to put a stop to having his store broken into. He went to a great deal of expense to accomplish this by employing private detectives, and now feels that the expense was warranted by breaking up the gang.

SMALL TOWN POST OFFICES MUST BE LABELED

An order has just been sent out from the department at Washington to the effect that all post offices must have the name of the town or city painted on the outside of the building in plain view of those who pass by. It is stated that so many tourists are now traveling over the country in automobiles that this will be a sort of a guide to them. As so many country towns look alike, the government officials have decided that this will be a great help to strangers in a community.

The real truth is that so many of these so-called tourists are going through the country towns at such a rate of speed that it would make it impossible for them to read any kind of a sign.

WRITE FROM SAN FRANCISCO

Rev. E. E. Clark writes from Oakland that he is enjoying the meetings of the Synod very much, and that the change in climate is doing him a lot of good. Some notable speakers are in attendance, Dr. R. J. Campbell of London having delivered a powerful address Tuesday evening at the Congregational church in San Francisco.

EASTERN STAR REHEARSAL

Last evening E. P. Ingmire, Past Worthy Matron of San Pedro Chapter O. E. S. and the district deputy for Torrance Chapter O. E. S., was in Lomita and had charge of the drill team work for members of the new chapter, which is to be installed the coming Saturday night here at Lomita Hall.