

TORRANCE ENTERPRISE

TORRANCE THE MODERN INDUSTRIAL CITY

VOL. 1

FRIDAY, AUGUST 12, 1921

NO. 38

AMERICAN LEGION ON WITH THE DANCE

The dance given by the local Post of the American Legion in their new club house last Friday evening was the most successful that has ever been given in Torrance. There were more than two hundred couples in attendance, and without an exception expressed the feeling that it was the best dance Torrance had ever had.

The building had been cleaned up, and considering the floor had never been worked in, everything was ship-shape. The committee in charge of the arrangements are to be complimented on the success, and as a reward they were given the job of holding another dance this evening in the club house.

It is the intention of the Legion to hold a dance every Friday night, as this seems to be a better night than Saturday, as a great many people are out of the city on that night.

This evening there will be a regular weekly dance, and it is hoped that there will be as large a turnout as there was last week. If the people of Torrance want a weekly dance it will be up to them to turn out and support it, for the Legion will continue to hold these dances only so long as the crowds keep up.

When the grand opening of the new store on El Prado street is held the American Legion will have charge of the concessions of such things as peanuts, pop corn, cracker-jack and the confetti. The proceeds of these sales will go into the building and equipment fund of the Legion.

QUALITY PUBLIC MARKET OPENS TUESDAY, AUGUST 16

A brief write-up of the Quality Public Market as it will appear on completion may not be amiss at this time, as their opening will have been held before the next issue of this paper. The market covers three thousand, two hundred square feet and is centrally located in the Burkhardt Building. It will be an open front store, the first of its kind in Torrance. Yet, when storms arise there is adequate protection from the elements afforded by the folding front doors, twelve in number. All can be closed and yet the maximum of daylight enters through the plate glass panels of the whole, which is a big factor. At the extreme right as one enters will be seen a plate glass display case of the finest candies. Beyond that a like case of coffees, and here the coffee mill will be operating when needed upon a motor of its own. Next, one passes an up-to-date butter display chest, and beyond that will be the customers' counter, where purchases will be weighed and wrapped. Beyond this counter will be a fine display case across the end of the sales-room, next to the door leading out to the stock room, where reserve stocks will be stored. The walls in the salesroom will be lined with commodious down-to-date shelving filled with the best goods on the market.

In the center of the store will be two, possibly three, large built-in booths for displaying fruits and vegetables, bakery products and the delicatessen department later on. There will be clean sanitary connections with the sewer for all those cases requiring refrigeration, thus doing away with all the mussy dampness arising from the old fashion of using drip-pans.

At the left as one enters will be seen the most modern meat department ever installed. Display cases, thirty feet in length will show up meats to the best advantage, fully refrigerated and clean and sanitary in every respect. On beyond will be seen the attractive novelty for Torrance of a very modern bakery in full operation. New revolving, electrically-operated ovens will receive the scientifically mixed doughs and batters from mixers and mouldeers, also electrically operated, and in due time will turn out before the fascinated eyes of customers bread, rolls and other pastries "baked to a T."

Messrs. Paige, Trefry, Groves and Lee are to be congratulated on achieving for Torrance a market that this little city can justly be proud of, and we bespeak for them a generous patronage from our citizenry.

FIND DYNAMITE AND CAPS

City Marshal Ben Olsen while making his rounds on Tuesday morning uncovered seven sticks of dynamite and seven concussion caps, such as are used in blasting. The sticks and caps were found in the rear of the Union Tool Works in the nursery. They had been carefully covered with a box and were not exposed in any way.

Marshal Olsen immediately started an investigation and found that they had been left by employees of the company who had been sinking test wells for oil.

It is not hard to imagine, but hard to think, what would have happened had some of the children found the dynamite, as there was enough in the cache to blow up a large part of Torrance.

It is a very fortunate thing that Marshal Olsen found the powder and perhaps saved someone's life and much property.

NON-RESIDENT SENDS IN \$25.00 AFTER READING THE TOR- RANCE "ENTERPRISE"

One of the most generous donations that has been received by the American Legion was one received last Monday from Mr. John F. A. Booth, a former resident of Torrance and an employee of the Union Tool Works. He now resides in Los Angeles.

Mr. Booth's donation was entirely unsolicited, and as the donor is the nursery. They had been care- not a resident of Torrance it was entirely unexpected but gladly welcomed. The following is a copy of Mr. Booth's letter:

The Post Commander:
Dear Sir: Enclosing check for sum of \$25.00 towards the Club House of the American Legion of Torrance, Cal. It is a token of love for the Overseas Veterans who so nobly upheld the honor of our flag. I remain, yours respectfully, John F. A. Booth.
The local post of the American Legion are very much indebted to Mr. Booth, and have already written and thanked him.

CENTRAL EVANGELICAL CHURCH

Rev. Otto Spreng, Pastor.
9:30 a. m., Sunday school. Rev. Geo. Streif, superintendent. A class and welcome for you. Interesting and helpful lesson discussions directed by capable teachers. Primary and beginners' department in basement.

10:45 a. m., morning worship, and sermon by the pastor.

The nursery, in charge of competent young ladies, is in the basement during this service. Mothers may leave their children there during this service if they desire.

7:30 p. m., evening praise service. The pastor will preach.

Tuesday evening, 7:30 o'clock, choir rehearsal. This is a special rehearsal preparatory to going to Santa Ana to the W. M. S. convention on Wednesday evening, when the choir, directed by Mrs. P. G. Briney, will furnish the special music. The service of the convention is designated as "Torrance Night," and a good representation of the choir is desired. The trip will be made by auto, leaving the church about 5:45 p. m.

Thursday evening, 7:30 o'clock, mid-week prayer service in the young ladies' class room. Mr. Robt. Spencer, class leader. Come and bring your Bible.

Last Friday evening the young ladies of the Sigma Chi-Rho Class and the young men of Mr. Briney's class of Central Church enjoyed a pleasant outing at Redondo Beach. Nineteen young people, with the Misses Spreng and Mr. and Mrs. Van Hellen as chaperons, "hiked" it from Miss Katherine Burmaster's home on Andreo avenue to Redondo, where Mr. and Mrs. Geo. Streif with a good supply of wood, weiners and buns met them, and a weiner-roast was enjoyed. A couple of boys later ran away and brought back a good supply of marshmallows, which with the aid of the sticks and the burning embers made a pleasant ending to a most enjoyable evening.

Tuesday evening of this week the Young People's Alliance of Central Church held their regular monthly business and social meeting at the parsonage. After the usual devotional exercises a short business session was held and then the en-

TWO DAYS OF FUN, FROLIC, FUDGE TWO DAYS OF JAZZ, JINGER, JOY

"Something doing every minute of the day and night," is the promise of the committee having charge of the Fiesta at Torrance this year. Indications are that the Fiesta will surpass any previous celebration and town-folks are preparing to care for an unprecedented crowd. A program of excellence has been arranged and in addition there will be several independent tent shows and riding devices. The celebration will start on Wednesday, August 24, with the opening of tent shows. The Fiesta proper starts Friday, August 26 and continues through until a late hour Saturday night.

In addition to the exhibits there will be races, games of various sorts, dancing, baby shows, vaudeville, concerts. The exhibits will include automobiles, industrial and farm.

Best of all is that everything on the program offered by the Fiesta Committee is free and the committee has started a campaign of advertising that will reach thousands of people.

Another big feature of the celebration is a Queen contest. Several young ladies have already entered and are working hard for the prizes. There will be prizes given the three young ladies receiving the highest number of votes. Details of the contest will be given next week, but any young lady wishing to enter the contest is eligible and can enter at any time. Standings will be posted daily and information regarding any feature of the celebration can be obtained at Fiesta headquarters, Steffen Hall, in the office formerly occupied by A. H. Bartlett.

Torrance is getting ready to show what a stepping town it is and is going to spend a lot of money to entertain thousands of visitors while showing. Save the date for Torrance Fiesta.

ANNOUNCEMENT

Dr. J. S. Lancaster, physician and surgeon, wishes to announce that he has moved his offices to the First National Bank Building, Torrance.

CONFETTI BATTLE

There will be a big free street dance and carnival in front of the new Burkhardt Building next Tuesday evening, August 16, when the merchants in the new stores will combine their efforts to entertain the people of Torrance and vicinity. The local Post American Legion will have the concession for sale of confetti and a battle royal is being planned by their lieutenants. Refreshments will be served and everyone will be shown throughout the building, and will learn of the real metropolitan service the different stores are now able to give their patrons. There will be several "Lucky Spot" dances and prizes will be given the winners. Everything is free and you are cordially invited to come at 8:30 o'clock.

MOVES OFFICE TO BANK BLDG.

The general insurance agency and real estate firm of A. H. Bartlett will move to the elegant offices in the New First National Bank Bldg., where two rooms have been especially designed for this particular line of business. Mr. Bartlett has been located in the Steffen Building, but considers the change is one of importance to his future success, as it will be convenient for those who patronize the bank to consult him on legal and notary affairs.

Miss Mattie Rowley of Los Angeles is visiting her sister, Mrs. J. M. Fitzhugh, of Arlington avenue, for several weeks.

Mrs. A. Zahradix of Arlington avenue entertained the Busy Thimble Club on Wednesday of last week, and Mrs. Merline Kersey of Gramercy entertained this Wednesday.

Entertaining committee loaded all present into automobiles and drove over to Clifton, where a big fire was soon built and weiners and hot coffee was served. The gentlemen of the crowd furnished entertainment by doing some acrobatic "stunts" on the sand. Dr. Neeland's victrola added to the occasion by furnishing music. About 10:30, everyone having voted the committee, consisting of Dr. and Mrs. Neeland, Mr. and Mrs. Double and Mrs. Curtis, a vote of appreciation, dispersed to their homes.

Mrs. Geo. Myrick is visiting relatives in Santa Paula for two weeks.

FIRST BAPTIST CHURCH OF TORRANCE

"The Church of the Open Bible" SACRED MUSICAL PROGRAM
The following program will be presented Sunday evening, August 14, by the choir of the Baptist Church under the able baton of Mr. R. V. Roelofs:

1. Prelude.
2. Quartette—"Father in Heaven" (C. S. Briggs)—Mrs. S. K. Ludlow, soprano; Miss Elsie Woodward, contralto; Mr. A. G. Solomon, tenor; Mr. S. R. Ludlow, bass.
3. Invocation.
4. Contralto solo, "O, May My Walk Be Close With God" (Johnson)—Miss E. M. Woodward.
5. Scripture Lesson by Pastor.
6. Prayer.
7. Duet, "My Faith Looks Up To Thee" (Nevin)—Mrs. A. Anderson and Mr. Roelofs.
8. Announcements.
9. Solo, "O, Love Divine" (Nevin)—Mrs. R. C. Kite, soprano.
10. Offering.
11. Solo, "Lead Kindly Light"—Mr. R. V. Roelofs, bass.
12. Sermon, "THE LIFE OF THE SPLIT VERSE," by Pastor Thorpe.
13. Anthem, "Great and Marvelous" (Turner)—By Choir.
14. Benediction.

"PROPHECY AND SALVATION"
At the morning service the pastor will continue the series of sermons on Prophecy. Bring your Bibles.

SONG SERVICE
The regular Song Service will be omitted Sunday evening to make room for the program by the choir. The time is 7:30 sharp.

"Praise ye the Lord, for it is good to sing praises unto our God, for it is pleasant, and praise is comely." Psa. 147:1.

Rev. Stanley H. Thorpe, Pastor.

Geo. D. Watson motored to Brea Sunday.

Mr. and Mrs. Geo. Greaves, Mr. and Mrs. Ross Van Voris and Virginia Lee motored to Glen Ranch Saturday. Every cabin was taken, so they journeyed on over Cayon Pass and stopped at Mountain View Ranch, returning Sunday via San Bernardino and Santa Ana Canyon.

The regular meeting of the Torrance Woman's Club will be held at the Dominguez Land Office Monday at 2 p. m. An interesting program is planned.

MR. AND MRS. TURNER HOSTS

Mr. and Mrs. A. G. Pruitt and Mrs. Dolley were entertained by Mr. and Mrs. Charles Turner Saturday evening at the residence of Mr. and Mrs. Jack Jeffries in Los Angeles, where the Turners are temporarily domiciled. Mr. Turner is rapidly recovering from his operation and expects within a few weeks to be fully restored to his usual good health. The evening passed all too quickly listening to their vivid description of their visit to the scenes of the great world war. Their word pictures of the political, commercial and social conditions in Europe gives one a very comprehensive understanding of the problems that the wisest men of the world are endeavoring to solve. Mr. Turner is a firm believer in the principles urged by George Washington—warning his countrymen against entangling alliances with Europe.

P. O. DEPARTMENT AT WASH- INGTON ACCEPTS JUDGE POST'S BID

Word received Monday to the effect that the post office officials in Washington had accepted the offer of Mr. Geo. W. Post for the erection of a building to house the Torrance post office was joyously received here by post office employees.

Postmaster A. Gourdier received a letter from the post office inspectors office in Washington that they had accepted the bid of Judge Post and instructing him to move to the new location as soon as the building is ready for occupancy.

The new post office will be located just in the rear of the new building and fronting on the Auditorium. This location will be much more central for the majority of people, as they will not have so far to walk to the office from their homes.

The building it is understood will be a one-story brick building with an inside floor space of 32 x 50 feet. It is contemplated to have the building ready in sixty to seventy-five days. In the meantime the post office will remain in its present quarters.

The new quarters will mean one more step to the front for Torrance, as it has been realized for some time that the present quarters were inadequate, and will also mean the erection of another building.

RETURNS FROM FRANCE

Mr. Charles Turner, former superintendent of the open hearth furnaces of the Llewellyn Iron Works, visited Torrance Monday, having just left the California Hospital, where he was taken on his return from France.

LEE-WHEATON WEDDING

Marvin H. Lee of South Pasadena and Olive J. Wheaton of North Arlington avenue, Torrance, were united in marriage Tuesday, August 2, at the home of the bride's parents, Mr. and Mrs. Geo. Wheaton, Rev. S. H. Thorpe officiating. Mr. and Mrs. Lee left immediately on their honeymoon for Catalina Island. They will reside in South Pasadena.

MASONS' PICNIC SUNDAY

All Torrance and Lomita Master Masons, their wives and children will picnic Sunday at Orange County Park. Those leaving from Torrance will congregate in front of the Pacific Electric Depot at 8:30 o'clock and will join with the Lomita crowd in front of the Masonic Hall, Lomita, at 9:00 o'clock and leave directly in a body for the park. Everyone is instructed to prepare a basket lunch, which will be served at one table at noon. A general good time is planned for the day's outing.

Mr. C. H. Harris and Mrs. Pauline Harris, together with the Misses Vaughan, who are visiting here from Houston, Texas, visited the "Church of the Open Door" of Los Angeles Sunday evening to hear the messages from Rev. J. Frank Norris of Ft. Worth, Texas. Dr. Norris is a personal friend of Mr. and Mrs. Wm. C. Harris of Vista Highlands and has known Mrs. Harris since her childhood, and she won his promise of a short visit before his return to Texas.

Mr. and Mrs. J. Weinman of Hollywood and Rev. and Mrs. E. L. Weatherwax of Long Beach visited Rev. Otto Spreng Sunday.

TORRANCE TOGGERY NEW MEN'S STORE

On or about August 15 the "Torrance Toggery" will present a most attractive appearance to the people of Torrance, according to its affable and popular manager, Si Rappaport, who claims the distinction of having segregated the most complete line of men's wear ever presented in this section of the country, and will in a large measure be the cause of putting a stop to a lot of Los Angeles buying.

The Torrance Toggery leased the corner room of the Burkhardt block, and had a specially designed front made to display the wares of the store. The plate glass is arranged in hexagon style and cuts the blinding effects of the lights' rays at all times of the day and evening, and is considered one of the most clever arrangements for a store front this side of Los Angeles. The fixtures are built from walnut and are very pretty, special lighting fixtures being placed here and there to throw soft lights on the beautiful displays and decorations.

Si Rappaport, who has lived in Torrance a long time and is very popular, has been busy of late selecting choice patterns in all lines that he believed would interest his customers, and will open with Hart Schaffner & Marx suits for men and boys, Hendan shirts, Phoenix hosiery, Cooper's underwear, Walkover shoes, work shirts, work shoes—these being just a few of the many select lines carried. A department has also been fitted up for cleaning, pressing, repairing and altering. Special attention will be given to tailor-made suits, and all suits made to your measure will be guaranteed to fit. In fact, this store will carry everything for gents.

MUSICALE

Mrs. C. N. Curtiss of North Arlington and Mrs. Frank Sammons of Guadalupe avenue gave a delightful musical treat recently at the home of Mrs. Sammons. Those who were present were Mr. and Mrs. Chas. A. Place and Miss Campbell of Glendale, Miss Marguerite B. Farrel, Mr. and Mrs. Torrance Welch, Mrs. Jennie Welch, Mrs. Bell Henderson of Pasadena, Mr. and Mrs. J. J. Byrnes and daughter, Betsey; Mr. and Mrs. H. Doble, Mr. and Mrs. Frank Sammons, Mr. and Mrs. C. N. Curtiss and son, all of Torrance.

FIESTA CHORUS

The large chorus for the Fiesta on August 26-27 is doing their part of preparatory work very nicely, and in fact are "going fine." A very successful rehearsal was held last Monday evening. Mr. McCullum of the McKinley Inn and Mrs. Kite favored those present with several vocal solos during intermission periods. These special numbers were rendered in a very delightful manner and were very much appreciated. It was decided at this meeting that ladies should wear light-colored frocks and gentlemen black coats with white trousers for Fiesta Night.

Mrs. Paul Harestad of Gramercy avenue entertained at a luncheon party on Thursday of last week Mrs. R. Marsh, Mrs. D. Marks, Mrs. R. Richards and Mrs. Lesley Lawrence and mother, Mrs. Boose.

Mr. and Mrs. Cal. Alverson are rejoicing over the arrival of a 9½ pounds daughter, "Muriel Virginia," who made her arrival at 7:30 a. m. Sunday. Mother and daughter are getting along nicely, and Cal is wearing the smile that won't come off.

FIESTA PARADE

The committee in charge of the Fiesta parade are planning something unusual in that line. It is desired that all merchants and tradespeople enter a car decorated for class one. Class two will be for all organizations, and class three will be for private owners and their cars. Here is a chance to put some money in your treasury. So get busy and plan on decorating your car. More particulars will be had next week.