

# TORRANCE ENTERPRISE

TORRANCE THE MODERN INDUSTRIAL CITY

VOL. 1

SATURDAY, AUGUST 27, 1921

NO.

## Big Mardi Gras Carnival To-Night!

Chorus Singing Again To-Night at 8:30 By Numbers of Highly Trained Voices

### Eight Beautiful Babies Winners at Fiesta Show

#### THE BABY SHOW

The Fiesta Baby Show was held at 2:30 o'clock yesterday afternoon, under the auspices of the Women's Club of Torrance, when thirty-two entrants were segregated according to their ages, ready for inspection by the judges.

Entrants were accepted for this show from Torrance and surrounding cities and communities, Mrs. Pauline Harris being chairman in charge.

Mrs. H. O'Leary acted as nurse in charge of the little tots and assisted the judges in their work.

The judges selected were out-of-town residents, no one locally being on the committee to award prizes.

The final result announced was as follows, with prizes awarded:

#### GIRLS FROM SIX MONTHS TO ONE YEAR

VIRGINIA RUTH NASH, Arlington Avenue, Torrance—First prize, "Ring," donated by H. E. Paige.

EVLYN LAUDER, Torrance—Second prize, "Hand-painted Plate," donated by Torrance Women's Club.

#### GIRLS FROM ONE TO TWO YEARS

EDYTH ILEAN SHOCK, Vista Highlands—First prize "Necklace," donated by Fess Grocery.

LOIS LAWRENCE, Torrance—Second prize, a Doll donated by Torrance Herald.

#### BOYS FROM SIX MONTHS TO ONE YEAR OLD

KENNETH LEE STURGES, Redondo Beach—First prize, "Ring," donated by Quality Market.

EDWARD RICHARD FULLILLER, Redondo Beach—Second prize, "Comb and Brush," donated by Torrance Pharmacy.

#### BOYS FROM ONE YEAR TO TWO YEARS

BILLY BUKER, Lomita—First prize, "Hot Water Bottle," donated by Dolley Drug Co.

LOREN OSCAR WOODS, Torrance—Second prize "Hand-painted Plate," donated by the Torrance Women's Club.

#### FIESTA QUEEN FLIES THROUGH CLOUDS

A race through the clouds that was spectacular and witnessed by many hundreds of people this morning was started at 10:00 o'clock, when Miss Erma Morford, Fiesta Queen, and her first maid of honor, Miss Dorothea Murphy, dressed in flying togs, mounted the airplane and flew over Redondo Beach, Moneta, Gardena, Torrance and Lomita. The "falling leaf," spiral, nose dive and tail spin were just a few of the sensational dips enjoyed by the girls. They were up in the air nearly one hour and pronounced the trip a rare experience.

#### ATTENTION

The Choral Society program will be repeated again this evening by special request at 8:30 o'clock on the stage platform. Mrs. Orchid Conarro-Carlson, Director.

#### CHORAL SOCIETY PROGRAM

The chorus will appear again tonight by request in the order given below with the various numbers. Those who have been in charge of this phase of the entertainment are also listed herewith:

Director—Mrs. Orchid Conarro-Carlson.

8:05 p. m.—Assembly Call for Chorus.

8:30—No. 1—"California (Donizetti)."

No. 2—"De Coppah Moon" (Shelley)—Male Chorus.

No. 3—"Nightfall in Granada" (Bueno).

#### OFFICERS

Mrs. Harry Paige—President.

Mrs. C. N. Curtiss—Secretary.

Treasurer.

Mr. Chas. Curtiss—Librarian.

Mrs. Orchid Carlson—Director.

Mrs. J. M. Fitzhugh—Accompanist.

Dorothy and Alfred Hastie of Mountain View, California, returned home this week after spending several weeks at the home of their aunt, Mrs. F. L. Parks.

### Three Thousand People Witness Coronation Queen By Mayor Geo. A. Proctor

THREE THOUSAND PEOPLE crowded around the big platform last night at 8:00 o'clock to witness the coronation of Miss Erma Morford as Queen of the Fiesta. Shortly after this hour Miss Morford, with her attendants, the Misses Dorothea Murphy and Mary Roberts, who won second and third places in the contest, respectively, came to the center of the stage and were seated while preliminaries were dispensed with.

Mayor Proctor stepped to the front and received an ovation. In a short address the mayor recited the history of the Torrance Fiesta and compared its growth this year with previous events, and stated that next year it would be doubled again.

"Torrance is the home of the Union Tool Company, employing nearly 1000 men, and are the largest manufacturers of oil tool machinery in the world. The Llewellyn Iron Works, of which Torrance traces much of its growth and success, are the largest manufacturers of structural steel in the west, and also employ a large number of men. The large shops of the Pacific Electric Railway Company were shown by the mayor to be one of the most modern and largest acquisitions of Torrance, and the part the P. E. had in the growth and development of this modern industrial city was recounted by him. Other manufacturing plants, as well as the untiring and ambitious efforts of the Fiesta Committees, were praised for their part in the success of the 1921 Fiesta.

At the conclusion of his remarks Little Mary Laven came forward carrying the Queen's Crown.

At this moment Miss Morford with her attendants stepped to the front of the platform, and with these words Mayor Proctor placed the crown upon the brow of the successful Queen candidate:

"Miss Erma Morford, I now proclaim you Queen of the Torrance Fiesta."

After the royal party retired to the Throne Mayor Proctor presented the Queen with a beautiful diamond ring. Miss Dorothea Murphy, winner of second prize in the Queen contest, was presented with a handsome string of La Tausca pearls, and Miss Mary Roberts, winner of third place in the contest, was presented with an Eastman Kodak and films. These presents were tendered the young ladies by the Fiesta Committee.

Following this ceremony, members of the Choral Society, numbering seventy-five, were ushered upon the stage for an hour's musical entertainment.

#### HERE THEY ARE

As the Fiesta nears the closing hour tonight the following officers, who have done so much to make the Third Annual Fiesta a grand success, will sleep late tomorrow.

What has occurred the past four days will be nothing more than a sweet memory that their efforts have been in a great measure approved.

#### FIESTA COMMITTEE

H. E. Paige—Chairman.

Geo. Proctor—Master of Ceremonies.

A. H. Bartlett—Secretary-Treasurer.

Finance—J. S. Lancaster, G. W. Nell, J. Wallace Post, W. H. Gilbert.

Advertising—J. Isenstein.

Booths and Concessions—H. E. Paige, A. H. Bartlett, M. H. Tolson, C. V. Jones.

Entertainment—Geo. Proctor, Mrs. H. E. Paige, Mr. J. M. Fitzhugh.

Sports—F. L. Parks, W. C. Von Hagen, John Gregon, V. L. Zuer.

Decorations—A. H. Bartlett, Alfred Goudier.

Lighting—C. A. Paxman.

Fireworks—G. W. Nell, P. C. Briney.

Parade—Chas. Stock, L. F. Bennett.

Program—Roy Flood.

Official Photographer—Roy Flood.

Automobile Parking—John Guyon and J. Phillips.

### Paraders Vie Each Other in Gorgeous Display--Many Win

#### SOCIETIES

ROYAL NEIGHBORS—First prize, \$10.00 cash by H. E. Paige.

CHORAL SOCIETY—Second prize, inner tube by the Torrance Vulcanizing Works.

#### MERCHANTS, MANUFACTURERS

TORRANCE WINDOW GLASS CO.—\$7.00 order auto supplies by Zuer Bros.

W. R. LEE—Second prize, inner tube, by C. J. Rahm.

#### PRIVATE AUTOS

MRS. RALPH MARSH—First prize, \$6.00 box oranges or cigars at Torrance Chamber of Commerce Booth.

MR. WOODINGTON—Second prize, 10 gallons of gas by John's Garage.

#### THE JUDGES

A. E. Conroy, of the Southern California Music Company, Los Angeles.

Mr. E. Torrens, of Redondo Beach.

Clark E. Seargeant, Jordan Dealer, Redondo Beach.

Starting promptly at 5:00 o'clock p. m., the widely advertised parade, consisting of sixty floats and decorated automobiles, with the Union Tool Band, began its march through the principal streets of Torrance, first coming down Carson street from the High School.

The line of march was headed by Chief of Police Olson and Deputy B. M. Anderson, with assistants. Next came the Torrance Volunteer Fire Department, dressed ready for action. The third car carried Mayor Proctor and other city trustees, with the band following, and preceding the Royal Car driven by J. H. Connell which carried the Queen, Miss Erma Morford, with the Misses Dorothea Murphy and Mary Roberts, winners of second and third places, respectively, in the Queen contest, at her side in the automobile.

Other business firms and organizations who were represented in the parade and worthy of special mention were: Pacific Electric, Llewellyn Iron Works, Torrance Transfer Company, M. W. A., Torrance Window Glass Company, Royal Neighbors, American Legion, W. B. A. (We Beat All) Women's Benefit Association of the Macabees, Choral Committee, Women's Club, Union Tool Company, Quality Market, Torrance Post Office.

The parade proved to be one of the biggest attractions of the Fiesta and was a great credit to the city. In fact, we have witnessed many parades in cities many times larger than Torrance that failed to compare with this. Much praise is due Charles Stock for his untiring efforts in handling the details on arrangements.

#### ROYAL NEIGHBORS

The society of Royal Neighbors made a wonderful showing with their six decorated cars in the parade yesterday evening, and only goes to show that the ladies who compose this society can accomplish things when they have concentrated effort of the membership. They won first prize.

#### FIREWORKS SATURDAY NIGHT

The Fiesta will come to a fitting close Saturday night with an elaborate display of fireworks which have been purchased for the event. It is thought that this feature of the program will be seen at 10:00.

Miss Julia Hoffman of Stockton is visiting friends and relatives here during the Fiesta.