

TORRANCE ENTERPRISE

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A COMPLETE HISTORY OF THIS COMMUNITY

Of course, the whole family eagerly reads the "Home Town Paper." The whole family wants to know the happenings of the community; wants to read the news about what the people they know for miles around are doing.

The "Home Paper" is a complete history every year of you and your neighbors. It tells of the comings and goings, the births, the marriages, the joys and sorrows—all the events that go to make up community life.

History? Why, the average "Home Paper" contains at least TEN THOUSAND NAMES in the 52 weeks of any year! Just reflect a bit and realize what that means. If you sat down and read a voluminous history of the whole world from the birth of creation you would not find that many names in it. And yet the "Home Paper" makes a regular yearly custom of printing ten thousand names and sometimes twice that number.

The "Home Paper" is a sedative, a tonic, to the nerves, a relief after hard work with hand or brain, an entertainment to you, your wife, your son and your daughter.

HOMEY PHILOSOPHY FOR 1921

How often do we say to another: "Well, you are welcome to your opinion!" And how often do we mean it? Not once! Under the skin we are peeved at the other fellow's opinion. Yet what a humdrum world this would be if it were not that humans have different notions about things.

Incidentally, next time you say to a man: "You are welcome to your opinion," try to say it wholeheartedly and with an expression in your face that shows plainly that you really mean it. Then note how that fellow warms up to you. You'll convert many a man to your own opinion by doing that very thing.

AMERICA'S ONE POET LAUREATE

America has one poet laureate, John G. Neihardt. John G. has made a national reputation as a singer of words, but having lived in Nebraska most of his life—although born in Illinois—the legislature of Nebraska only recently declared him the state's poet laureate by official resolution.

This new star in our bright firmament of national genius is—praise be!—not one of the blank verse tribe that is squeaking and shrieking its way through our present history. Read this verse from Neihardt's poem, "Battle Cry":

"More than half beaten, but fearless,
Facing the storm and the night;
Breathless and reeling, but tearless,
Here in the lull of the fight,
I who bow not but before Thee,
God of the fighting clan,
Lifting my fists I implore Thee,
Give me the heart of a man!"

A vivid picture, strong sense that thrills the very soul, a mighty prayer—all in eight lines, or less than 50 words. Compare that with the cheap drivel of the blank verse bolsheviks who are trying to dump our love for poetry among the sewage.

Neihardt is 40 and a comer. He is a product of the small town, Sharpsburg, Ill., and Bancroft, Neb. He will do greater and greater work, and our best wish to him is that he shun the precincts of the big city and all that that means to the literary genius.

PLENTY OF ROOM FOR MORE DAIRYING

The recent trend towards dairying in many sections, following the urgent recommendation that more farmers include milk production in their farming operations, has caused some veteran dairymen to fear that the industry will soon become over-crowded.

Information given by the Dairy Division of the United States Department of Agriculture, however, is reassuring.

The amount of milk used by each person in the United States annually is about twice as much as that used in 1890 when the per capita consumption was approximately twenty-two gallons. The dairy specialists point out that the increase in the use of milk in the last thirty years is as great as that in the preceding two hundred and eighty years.

The present-day consumption of milk in the United States, they say, is equal to about one pint per day, or as much as two small glasses. That is not a great amount when it is known that it includes not only the milk that is used for drinking, but also that used in cooking. This is a small amount compared to the per capita consumption in some European countries. In Sweden and Switzerland, for example, nearly seventy gallons are used by each person annually.

The value of milk as a food is now being emphasized, more than ever before, in cities all over the land. That, together with the development of modern methods in the economic and sanitary distribution of milk, and growth in population, insures much larger use of this food in future years.

It is a long, long way to the "saturation point" in dairying. And the chances are good that it will never be reached in this country.

Million Dollar Hotel
For Palos Verdes Hills

Atascadero, California,
October 21, 1921.

The development of the Palos Verdes estate of twenty-six square miles includes in its plans not only a number of very beautiful parks, the construction of a million-dollar hotel at the highest point on the estates, with magnificent grounds, golf links, polo fields, athletic fields, etc., but also a series of beautiful parks throughout the entire vast estate connected by boulevards 125 feet wide of concrete construction. The boulevard system planned will be something over a hundred miles in length, and will wind about the entire estate, and up to and along its crest, and be interspersed with a number of very beautiful parks. The estimate for the ornamental planting of shrubs and trees alone is three-quarters of a million dollars, and there will probably be in the neighborhood of a thousand acres of these parks all told, particular attention being given to a scenic-like boulevard, providing to the city of Los Angeles not only a magnificent drive of a hundred miles of concrete boulevards about the estate and along the coast line and up to and along the crest, but also paying particular attention to the scenic advantages and panoramic views.

We are constructing here at Atascadero an immense relief map twenty-five feet square, showing in complete detail and to exact scale and in relief not only the entire Palos Verdes estate and the improvements which are to be made on it, but also the entire terrain to the mountains back of Los Angeles, including the city of Los Angeles, the city of Long Beach and all of the other cities and towns, all constructed to exact scale in miniature and true to life. This map will embrace approximately 500,000 separate pieces and is now about two-thirds done.

A large number of aeroplane photographs have already been taken of the entire country covered by this map, together with immense panorama photographs from every angle of view, so that the map will be absolutely true. This map will be placed on exhibition in Los Angeles when completed, and will show to the people of Los Angeles at a glance just what the development of this Palos Verdes estate means to Los Angeles and the entire country from the mountains to the sea.

Redondo, Long Beach, Torrance, Gardena and Lomita are shown on their business sections, their residential sections, parks, etc., and, in fact, the map is, I believe, the most remarkable relief map that has ever been built. I do not know of any other way in which the complete grasp of the whole project and its relation and possibilities to Los Angeles and all the other surrounding cities can be visualized to the public to better effect than through this map.

Professor H. T. Cory, the well-known engineer, who has recently returned from Egypt, having been selected by the French and British governments to locate the waters of the Nile, and who had charge of laying out Atascadero, is now organizing the engineering staff for the construction of Palos Verdes. Associated with him will be leading experts, including five of the leading architects of Los Angeles, the most noted landscape engineering firm in the United States, Professor E. J. Wickson, of the University of California, and one of the best known Generals of the United States Army, now retired who will have charge of the general field organization, which will embrace between 10,000 and 15,000 men at work for two to three years.

In due time the general staff will take up with all civic organizations of Los Angeles and the other cities any problems in connection with boulevards and other matters relating to the development of the Palos Verdes estate. The objective that we have in view is the making of the Palos Verdes estate the most wonderful and beautiful residential section of any city in the world. The estimated cost of the construction is now placed at thirty-five million dollars. Embraced in any such plan must, of course, be complete park and playground systems on an extent never before attempted.

We are also paying particular attention to the development of an aeroplane, and so far as I know, the construction of the Palos Verdes will be the first great construction of this sort where any attention has been paid to viewing it from above. Up to the present time we have seen everything from the level of the ground. In a few years to come every large percentage of human kind will see things from above through the development and use of the aeroplane. There will be three great landing fields on the Palos Verdes estate, with the hangars and every equipment and device known to aeronautic science.

Very truly yours,
E. G. LEWIS.

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Announcement -

On and after November 1, 1921, the "White Garage," formerly Zuver's, will be conducted on a strictly cash basis. I have taken over the interest of my father, C. J. Rahm, and in adopting the new policy of selling for cash I can save you at least ten per cent on all repair work and on accessories.

The same efficient workmanship and service will be given on all work that is entrusted to me, and it is by this method alone that my business will be increased.

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MICKIE, THE PRINTER'S DEVIL

By Charles Sughrue
Western Newspaper Union



LET'S SEE WHAT'S HAPPENED SINCE I LEFT -
"JIM DONK HAS TWINS - BARNEY SHERIDAN BOUGHT A NEW FLIVVER - TH' GALENA FAIR OPENS WEDNESDAY - CHARLEY CHAPLIN AT TH' PARKS THEATER THURSDAY NIGHT -"

