

Torrance Herald

NINTH YEAR

TORRANCE, CALIFORNIA, SEPTEMBER 7, 1923

NO. 34

TORRANCE BARGAIN WEEK SET

Big Films Will Draw Big Crowds From Other Towns

WEEK OF SEPT. 16

Merchants Offer Big Discounts To Extend Trade Area

As an initial attempt in a comprehensive campaign to extend the trade area of Torrance, merchants of the city this week are announcing attractive bargains for home folks and for residents of other communities who will come to Torrance during the week of September 16 to witness the productions of "Robin Hood," with Doug Fairbanks and of "Circus Days" with Jackie Coogan at the Torrance theatre.

The Torrance theatre draws large crowds from Gardena, Moneta, Keystone, Lomita, Wilmington, Redondo, Inglewood and other communities every week, and whenever a superlative attraction is showing the crowds that come to this city's theatre are unusually large.

Taking advantage of this fact and with the knowledge that the two big films booked for the Torrance theatre will bring hundreds of outsiders to the city, local merchants are endeavoring to encourage the strangers to trade here. As a result many merchants are offering discounts on merchandise during the week.

Torrance business men believe that no city near Torrance offers such a choice of merchandise as can be obtained in Torrance stores.

Everything from hardware to gingham dresses will be sold at liberal discounts during the week.

Merchants' special announcements, together with complete details about "Robin Hood" and "Circus Days" appear on a double-page co-operative advertisement in this issue of The Herald.

Residents of Torrance who appreciate the advantage to everyone in the city if the Torrance trade area is extended are requested to invite friends from other communities to spend a day here during the week of September 16—to take advantage of the bargains in the morning and afternoon and see the show at night.

30 THOUSAND REFUSED FOR LOMITA ACRE

Mr. and Mrs. Irvin Allen Lease Corner Lot

Refusing \$30,000 for an acre of ground on Pennsylvania and Palm street, Lomita, Mr. and Mrs. Irvin E. Allen of Portola street, Torrance, this week leased the land for drilling. They received a cash bonus of \$3500. The lease contains a six months drilling clause. Rental for the first three months is \$100 per month, with \$200 monthly rental for the last three months.

SCHOOL OPENS NEXT TUESDAY

School will open Tuesday, Sept. 11. With the beginning of the term the elementary schools and the high school become two separate and distinct institutions. The high school will be under the supervision of Prof. Barnett and the elementary school under William Bell. Pupils in the elementary grades will report Tuesday at the bungalow buildings. High school pupils will attend at the old building.

KEYSTONE DANCE

The Keystone Boosters club will hold a dance Saturday night in the Boosters hall at Harbor Boulevard and Amelia street, Keystone. An invitation to Torrance residents is extended by the progressive organization of Keystone.

THANKS TRUSTEES

The board of trustees Tuesday night received a letter from Mrs. Ella M. Flood thanking the city for sprinkling 220th street.

You can sell "it" through Herald Want Ads.

Midway Northern Drills New Well 2100 feet in Week

Pioneers In New Sector Take The Lead In The Race For The Sand Along The Old Redondo Boulevard

TORRANCE 8 IS DRILLING AHEAD

Six New Rigs Go Up In And Near Lomita During Week; See More Development Near Main Corner

Having pioneered the southern extension of the field, the Midway Northern is now leading in the free-for-all drilling contest along the old Redondo road. Establishing a drilling record for crews to shoot at for some time to come, the men on the Midway Northern's second well have drilled down 2100 feet since last Tuesday. After eight days drilling the well was down 2100 feet—almost 300 feet a day. This well is east of the Midway Northern producer.

The Chanslor-Canfield Midway Oil company's Torrance No. 8, the second well to be drilled on the old Redondo road is drilling ahead into the oil sand. The state mining department gave the company an O. K. on the water shutoff Tuesday. This well should be on production in a few days.

Six new derricks rose up in the southern part of the field during the week. The Belridge Oil company, a new entrant in Lomita in the field was responsible for two on Cedar street—one on Lot 8 and one on Lot 30, Tract 639.

The Petroleum company is offsetting the Superior Oil company on Fir street, having erected a derrick south of the Adamson lease.

The Sentinel Oil company has completed a derrick on Lot 16, Tract 639. This offsets the Petroleum Securities (Dohey) Torrance No. 1.

The Federal Drilling company's second derrick in the section has gone up on Lot 25 on Cedar street.

Stake Out No. 23 The Chanslor Canfield's Torrance No. 23 has been staked out on Parcel 301, Tract 1952.

Erection of new rigs in the south

SANTA FE'S TORRANCE NO. 7, STRIKING BIG GAS POCKET, SHOOTS OIL TO CROWN BLOCK

Striking a gas pocket last Sunday morning that caused consternation among the crew Torrance No. 7 of the Chanslor-Canfield Midway Oil company shot oil to the crown block and attracted crews from all the neighboring wells. It was necessary to install a control head at the well. It is reported that the gas pressure was the highest ever encountered in the field. Torrance No. 7 is just east of George F. Getty's No. 2.

To Cement Off No. 10 The Santa Fe is preparing to cement off Torrance No. 10 on Carson street, at around 3500 feet. This well is opposite Superior's Shedd No. 1, which showed such good indications on a production test last week. Probably the next well to be put on production in the Carson street area will be the U. S. Royalties Vista Highlands No. 1. An O. K. on the water shutoff was received Monday and the well is being drilled into the sand. This well was cemented at 3256 feet.

The U. S. Royalties is building a rig on Block 18, Tract 2761 on 216th street on the Hub Oil lease. This will offset the Southern Midway's well, and add one more drilling well to the important developing well to the important developing well in Torrance No. 6, as a O. brought in Torrance No. 6, as a high gravity producer.

The Santa Fe this week spudded in Torrance No. 17 on 216th street, between Torrance No. 6 and No. 12.

FORTUNA WELL IN LOMITA MAY CEMENT OFF THIS WEEK

Phenis No. 1, the Fortuna Oil company's well on Acacia street in Lomita probably will be cemented off the last part of this week or the first part of next.

The drill is now below the 3200 foot level and the log of the Midway checked with that of the Midway Northern producers on the old Redondo road leads officials of the company to believe that the top of the oil sand will be reached somewhere around 3400 feet. The Midway Northern was cemented at 3450 feet, but the strata on the Acacia street well is showing somewhat shallower.

Oil scouts and "mud-smellers" of all the companies are watching the Fortuna well like cats before a mouse hole and several companies are expecting to commence a renewed rush of activity in Lomita if the drill strikes the sand on Acacia street.

Phenis No. 1 was the first well spudded in Lomita. The drill started turning on Aug. 8.

Considerable interest is attaching itself to the Federal Drilling company's operations on the Gurner lease at Narbonne and Elgin. This well, the southern outpost of the field is now down 1600 feet.

COMPLAINT IS FILED ANEW IN FARM SUIT

City Re-Opens Sewer Land Case Against Dominguez

IS FIRST SET ASIDE

But New Paper Starts Suit All Over Again

Re-opening the suit of the city against the Dominguez Land corporation, the city of Torrance Tuesday, through City Attorney Briney filed an amended complaint, setting forth the city's claim to the property known as the sewer farm.

The amended complaint was necessary owing to the fact that the defendants succeeded in throwing out the first complaint on the contention that the city did not establish cause for action.

The status of the case now is the same as it was last December when the original complaint was filed.

BAPTIST BIBLE SCHOOL VOTES PICNIC DANDY

The First Baptist Bible School enjoyed its annual picnic at Griffith Park Labor day. At 8 o'clock a truck load of merry young people left Torrance, followed by several autos. After hitting the last bump and arriving safely on the truck they said "Hurray for Griffith Park." Here a wonderful dinner was served. Baseball, races, croquet and pillow fighting followed. At the conclusion of the day a number of hymns were sung. Afterwards, one by one, they climbed in the truck and autos pronouncing the day a very enjoyable one.

TO DEDICATE CHURCH HERE NEXT SUNDAY

Dr. Roach of Long Beach Will Be Speaker

Next Sunday will be the greatest religious day Torrance has seen for a long time. The new Methodist Church at the end of El Prado street will be dedicated with imposing ceremony. Rev. E. J. Inwood, D. D., will speak at the morning service, at 10:45. Dr. Inwood is superintendent of the Long Beach district, and one of the leading men of the conference.

The dedication proper will take place at 2:30 p. m. when Dr. I. Frank Roach, pastor of the First Church, Long Beach, will deliver the dedication sermon. Dr. Roach is one of the great preachers of the Methodist denomination, and has a nation wide reputation as an eloquent, and captivating speaker.

Sunday evening there will be an Evangelistic service, with an inspirational song service led by Evangelist Brillhart, and a sermon by Dr. A. J. Hughes of Grace Church, Long Beach. Mr. Brillhart is an evangelistic singer, and will lead in the revival meetings to continue in the church for the next two weeks.

There were two splendid congregations last Sunday. Rev. F. M. Larkin gave a very able sermon in the morning, and the Junior Choral Society rendered a delightful Vesper Service at the 7:30 hour. The large congregation seemed greatly pleased. The song sketches recited by four of the juniors, and one other recitation were all written by the pastor. Under leadership of Mr. Brillhart this society of young folks will be greatly increased in numbers, and trained to something worth while. This special training is free to all who will come at once and get in. A number of parents have spoken kindly words of appreciation of what is being done.

New members will be received at next Sunday-morning's service, and the ordinance of baptism administered. Parents are invited to bring their children for baptism, which will take place at the opening service.

You can sell "it" through Herald Want Ads.

Price of System Will Be \$120,000 Plus Good Will

Company And City Reach Basis For Physical Valuation By Deducting Depreciation From Cost

NEGOTIATIONS ARE FRIENDLY

Directors Of Water Corporation Believe Value As Going Concern Should Be Figured In Price, However

Torrance city officials and directors of the Torrance Power Light and Water company are agreed that the physical value of the company's water system in the city today is approximately \$120,000. This figure was reached by deducting depreciation from the original cost of installation.

Before the trustees are able to present a bonding proposition to the people for the purchase of the system, however, several more points must be threshed out by the directors of the company and between the trustees and the directors.

Company Is Reasonable

Negotiations between City Engineer Jessup, other city officials and directors of the company have been most friendly, the company being determined to press no unreasonable demands. But the directors have pointed out to the city that the water company is now an established concern with a definite good will value, which should be taken into consideration before a selling price is agreed upon.

Just what the company will place this good will value at is problematical, even among the company officials themselves. A strenuous effort is being made, however, to secure the unanimous opinion of all the directors of the company, so that a definite selling price may be presented for the consideration of the trustees next Tuesday night.

The company has bonds outstanding and bills payable, but does not expect the city to take over its obligations.

\$120,000 Plus

It is likely, according to those closest in touch with the situation, that the price eventually agreed upon will be \$120,000 plus an equitable amount for the company's value as a going concern.

In case the price tendered the city by the company is acceptable to the trustees, the trustees next Tuesday will start the machinery going for a vote on the three proposed bond issues—for the purchase of the water system, the paving of Western avenue and for street lighting.

DON'T DRIVE IN CITY TRAFFIC TO LOSE MONEY, SAYS COWBOY

(By THE COWBOY)

Met a man the other day who drove into metropolitan traffic in order that he might obtain a couple of spark plugs for 33 cents a piece. Of course he anticipated getting some other things, based on the unusual lure as per drawing above. When he got into the center of things he found that "the spark plugs had all been sold," but that he could get a few at \$1 per. He had to take three, as he needed them on the spot, (more hard luck). He also got a \$2.50 hat for \$4, marked

Hurum Reece this business of a dozen years' standing is ever finding increasing public favor.

The progressive Beacon drug stores are becoming widely known and appreciated throughout Los Angeles county. In the general scheme of expansion Torrance has come in for the handsomest establishment in this admirable and efficient chain. Ably conducted by Mr. A. E. Finster, native son and U. of S. C. graduate, the milestone No. 7 in this popular group bids fair to outrival them all in big returns in the business world.

Maude R. Lathrop, able chiropractor and charming lady, has made a host of friends for herself since coming to this city last November, to say nothing of the large clientele she has created through her skillful practice. Chiropractic has come to be regarded as a blessing to the human family. The philosophy of this noble science is sound and enlightening. Dr. Lathrop has a world of faith in it, and she practices it with all the zeal and efficacy that could be desired.

Demure and bland, the charming doctor of beauty culture, D. Priscilla Thomas, who conducts the efficient little beauty shop in the First National Bank Building, has won instant favor with her friends and patrons. All her patrons are friends and vice versa. She came here, not long ago. Found out about Torrance through the press; and so decided that here is the place for herself and her useful services. The feminine beauty is in gentle and worthy hands at this little shop.

The old school house in lower Cabrillo street houses a mighty useful partnership, that of M. O. Nelson and J. A. Davidson, the proprietors of the Torrance Mill and Cabinet Co. Mr. Nelson is an old time cabinet maker while Mr. Davidson is a building contractor who is very busy in his line in this city. Their plant is equipped for the best of work in cabinet making and the built-in fixtures. Their services are much in demand and the future is pretty rosy for them. They are pleasant and efficient.

Mr. Paxman, the serviceable hardware man, was born not so far from the birthplace of President Coolidge. After living in New York City for eight years he located in Hartford, Conn., from which place he came to California for a "vacation." That "vacation" is still on. Mr. Pax-

(Continued on Last Page)

