

Torrance Herald

Published Every Thursday
GROVER C. WHYTE, Editor-Publisher
1336 El Prado, Telephone Torrance 444
Torrance, California



Published weekly at Torrance, California, and entered as second class matter January 30, 1914, at the Postoffice at Torrance, California, under the Act of March 3, 1879

Subscription Rates in Advance

Anywhere in Los Angeles County \$2.00 per year
Anywhere in the U. S. Outside of Los Angeles County \$3.00 per year
Canada and Other Foreign Countries \$5.00 per year
Single Copies 5c

OFFICIAL PAPER OF THE CITY OF TORRANCE
Authorized a Legal Newspaper of Los Angeles County, Superior Court Case No. 218470, Dated March 22, 1927.

How Much Does a Tourist Spend?

Tourists and long-stay transients, cash expenditures in Southern California last year were approximately \$24,467,038 or an average of \$10.68 for every person in the ten southern counties, according to an authentic survey recently compiled for the All-Year Club of Southern California by a reliable economic service, it was announced yesterday by W. H. Harrison of the All-Year Club executive committee.

Commenting on the survey, Mr. Harrison said: "Few realize the proportion to which southern California's summer and winter tourist business has grown under the cultivation of eight years of national advertising by the All-Year Club. An authentic survey by a reliable economic service reveals the cash expenditures of tourists and long-stay transients in southern California to be \$24,467,038 per year, or an average of \$10.68 for each of the 3,300,000 persons estimated as the permanent population of the ten southern counties."

"In making the survey a 'tourist' was classified as a person here on a pleasure visit of three months or less, the annual cash expenditures of this group being figured at \$208,987,109. It was likewise found that Southern California had last year a constant average of 140,852 persons here on pleasure visits three months or longer, who constituted 10.2% of our consumers and spent \$136,579,353. This latter group alone is equivalent to the population of a city about the size of Salt Lake City."

"When one realizes the large amounts which the expenditures of these pleasure visitors represent, one readily understands why the tourist business ranks as one of our chief industries in Southern California."

EIGHT YEARS AGO IN TORRANCE

As Told by the Files of This Paper

Everyone around this neck of the woods is holding his breath in anticipation of the gusher oil well west of Torrance that is reported on the verge of spouting. It is understood that there is 125 feet of cement to drill through before the "black" oil is tapped. It was reported that the day the well was brought in declared a legal holiday, but it has been decided to let nature take its course.

Standings of the "Queens of the Fiesta" are as follows: Dorothea Murphy 1051, Erna Morford 868, Mary Roberts 543, Clover Stephenson 501, and Katherine Plockard 495. Elaborate plans are nearly completed for the crowning of the queen, which will be bestowed by the Hon. George A. Proctor, president of the Board of Trustees. At the dance on Cabrillo avenue between Fess Grocery and the Stefan block, everyone is to wear a mask.

In answer to objections such as "it do not approve of moving pictures in the schools, and consider them ruinous to the minds of young people," Mrs. F. H. Clark, president of the P.-T. A. explained that the movies would be educational in nature.

Last Tuesday afternoon and evening will long be remembered and cherished in the pleasant memories of Harry Paige, Gordon and S. L. Groves, Romney Lee, St. Raphael and L. Parks, the new business firm, in the Burkhardt building.

Mr. Geroff of Vista Highlands was kicked by his Ford while trying to crank it. He now carries his arm in a sling.

The Misses Vaughan of Houston, Texas, left Friday morning for their home, having received word of the sudden illness of their mother. It was with regret that these two young ladies took their departure for they have become much attached to Torrance and the genial lot of accommodating people.

James King, son of Mr. and Mrs. E. P. King of Andros avenue, left Thursday for the East where he will be married on August 19th.

The oil boom which hit Torrance two weeks ago is still "hitting" and it looks as if it was going to hit harder. Land sales have increased about fifty per cent over the previous month and there are more oil men in Torrance than there are stores and factories.

Boys' Supervisor to Speak Here

George H. Newland, boys' supervisor for the city of Long Beach, will occupy the pulpit at the First Methodist church Sunday morning during the absence of Rev. H. A. Young. Mr. Newland will speak on the "Training of Boys," a subject with which he is very conversant due to the experience gained in the work. The evening service will consist of a musical program.

NATIONAL SUPPLIES

SOME WISE - SOME OTHERWISE

Edward Timbs, district engineer, has lately returned from a week's vacation.

Guy Clair was off, sick, for a couple of days.

Al Rice, who spent most of his two weeks among the big pines, is back in the engineering department looking for more portable draw works to conquer. Al reports having had a grand time with his wife, babies and the old Nash.

Beverly Smith has just returned from a trip to the Bishop country. Bev. has little to say about how the

country looked, but from the look of his Chandler he must have been through some pretty rough going. On a trip like that Bev. says he really don't expect to "beat" much!

Harriet Henderson, foreman of the oil tool department, says he spent his two weeks, "just down to the beach."

"Judge Landis" Day reports the inter-department baseball league as progressing nicely. For snappy amateur games, visit the Torrance high school grounds every Tuesday and Thursday.

California Apartment Notes

Guy Bartell is a guest of his uncle and aunt, Mr. and Mrs. C. E. Ward.

Miss Elizabeth Burdek has returned from a two weeks' vacation spent at Merced.

Tenants of the California Apartments enjoyed a plunge party at Redondo Beach Friday evening.

Mr. and Mrs. J. W. McMurray and son Dan, who have been guests of Raymond Burdek, have moved to Gardena.

Miss Flora Pagliughi, who has been visiting her sister, Mrs. Harry Mancont, for the past three months has returned to her home in San Francisco.

Miss Julia Guadagni has arrived from San Francisco to take a position with the Pickwick Stage Co. and will reside in Torrance with her sister, Mrs. Harry Mancont.

Hospital Notes

Births: To Mr. and Mrs. Laurence Bowman, 2074 Lincoln street, a baby girl, August 17.

Jack and Phillip Jensen, sons of Mr. and Mrs. H. G. Jensen of 1605 Amapola avenue, had their tonsils removed Monday morning.

Mrs. W. G. Harrell of Keystone left the hospital Monday.

A. Benedetti, 258th avenue, who sustained injuries August 11 when he fell on some pipe, is improving.

W. A. Gee, salesman for Snow Manufacturing Company in Los Angeles, suffered a fractured pelvic bone last week when he fell 10 feet from a platform at the United Concrete Pipe company in Torrance.

Mr. and Mrs. Webber Leodon, who both sustained fractured skulls in the airplane accident at 190th and Vermont avenue August 10, have returned to their home at 4116 Lima street, Los Angeles.

Torrance Party to Camp at Bishop

A number of Torrance people will go to the beautiful lake country near Bishop for a week's camping trip, beginning this weekend. The party will consist of Rev. and Mrs. R. A. Young, and sons Galet and Claude Jean; Mr. and Mrs. G. L. Morris, Robert and Dorothy Morris; Mr. and Mrs. R. E. Hogue, Buddy and Margaret Hogue.

The Torrance Progress Club will meet tonight at the Legion Hall for the purpose of discussing politics.

Bowling Notes: Paxman's team defeated the First National Bank aggregation Tuesday night. The score was kept secret at the request of Verne Babcock who rolled one game of well, it was pretty low.

John Stroh, who has been one of Supt. Gascoigne's faithful workers for several months past, has resigned his position and has taken employment with the Pacific Electric Railway Company.

Adv.—Extraordinary values at Coles Variety Store for next ten days—40 cents on the dollar.

Palmer on Drive to Golden, Colo.

Mr. and Mrs. C. L. Palmer of Los Cotona street left Sunday accompanied by their daughter and family, Mr. and Mrs. J. H. Githens and son Delbert of Hollywood on an auto trip to Golden, Colo., where they will visit their old home now occupied by another daughter and family, Mr. and Mrs. C. H. Hudson. They have many relatives and old friends whom they will also visit. They expect to be gone about five weeks.

Mrs. H. L. Hess of Poppy street in Teasat, Indiana, called there by the serious illness of her mother, Mrs. Martha Jones.

STATE PICNICS

MICHIGAN
The Michigan people of all Southern California are advised that their official picnic reunion will be held in Sycamore Grove Park, Saturday, September 21st, 1929, under the auspices of the Michigan Association of Southern California which has been featuring these reunions over thirty years.

Announcements of town, county or local picnics will not change this regular annual event for all the Southland. Dr. M. R. Parmelee, president of the association is in charge of all the arrangements for the day. The Wolverines of the whole west will be welcomed.

NEW ENGLANDERS

The date for the fall picnic for all the New Englanders of Southern California will be all day, Monday, September 2nd, Labor Day. It will be in Sycamore Grove Park and following the basket dinner hour there will be a splendid program of singing and addresses.

Five points that require constant thought and attention about the motor are—ignition, fuel, oil, water, and tires. Ignition, fuel, oil, water, and tires are the most important parts of the motor. A frequent check after by yourself or your mechanic may save time and expense.

AMARANTH NOTES

Officers of Lomita Court of the Amaranth are requested to note that a drill will be held in Magonic hall, Newmonte avenue, Thursday evening, August 29, at which time Assistant Grand Lecturer Leota Tyler will be present.

Mr. and Mrs. W. H. Martin will be hosts to the Past Matrons and Patrons of Lomita Court next Tuesday evening, August 27, at their home on Reddon street.

JUSTICE COURT

Mrs. J. I. Miller, 1816 21st street was charged by H. A. Winsor, 15th street, on motion of the plaintiff's attorney the case was dismissed by Justice of the Peace Patterson in the Lomita Court. A voluntary peace bond was filed by the defendant. Mr. and Mrs. Winsor live at 2020 Gramercy avenue, Torrance.

Walteria Man Fined on Driving Charge

Paul Burnett of Walteria, pleaded guilty in a hearing before Judge Rippey for reckless driving. It is asserted that he turned a corner at a high rate of speed and crashed into another car on August 11. Judge Rippey fined him \$150 or 150 days in jail, \$125 was suspended on the provision that Burnett fixes the other car.

When starting on an extensive tour it is advisable to carry an extra coil and condenser for your car. In out-of-the-way places it is sometimes necessary to wait several days for these parts, and if they are carried along it is always possible to find a mechanic with sufficient skill to install them.

If you use the headlights of your car for camping lights there is an unnecessary drain on the battery. Automobile accessory stores carry a trouble or camping light with long cable and clamps for the battery which uses much less energy and is more practical.

Before going on a trip replace battery cable if worn or corroded.

If you use the headlights of your car for camping lights there is an unnecessary drain on the battery. Automobile accessory stores carry a trouble or camping light with long cable and clamps for the battery which uses much less energy and is more practical.

ILLUSTRATED GARDEN TALK FRIDAY NIGHT

Flower lovers of Torrance are looking forward with a great deal of interest to the illustrated garden talk to be given here August 23 by R. J. Clary, director of the garden department of the Better Flowers magazine, a Western publication. The meeting is to be held at 8:00 p. m. at the American Legion clubhouse under the auspices of Torrance District Garden Club.

The talk by Mr. Clary will be general in nature, covering a variety of garden subjects particularly of interest to the illustrated garden talk to be given here August 23 by R. J. Clary, director of the garden department of the Better Flowers magazine, a Western publication. The meeting is to be held at 8:00 p. m. at the American Legion clubhouse under the auspices of Torrance District Garden Club.



R. J. CLARY
Director of Garden Department
Better Flowers Magazine

Methods of building rockeries, lily pools, and grouping plants in the garden. Some of the most famous private gardens on the Coast are shown in Mr. Clary's collection of slides, all in natural colors. The lecture will be in no sense technical but is designed for the amateur grower seeking enlightenment in the matter of beautifying the garden.

The lecture, sponsored by the Garden Club is a part of the educational program which has been carried on for the past five years by the garden magazine, Better Flowers, which has its home office at Portland, and has included radio talks over some of the principal coast stations and addresses before leading garden clubs of the West.

Mr. Clary's lectures in other cities have been very well received and have inspired a renewed interest in gardening in many communities. In addition to discussing some of the growing problems of amateurs, Mr. Clary outlines suggested programs of activity for garden clubs, such as the sponsoring of flower shows and the organization of junior garden clubs in the schools promoting a love for flowers among children.

All persons, whether club members or not, are urged to hear Mr. Clary.

Manager Leech Taking Vacation

James W. Leech, manager of the Torrance branch of the Bank of Italy, and Mrs. Leech, left this week for a fortnightly vacation. They will drive to San Francisco, over the Redwood highway and Yosemite.

Professional Directory

LOS ANGELES
CONSERVATORY OF MUSIC AND ARTS
Est. 1888
Oldest, Largest and Best in the West

Main School, 715 S. Parkview, Los Angeles DRexel 6583

TORRANCE BRANCH
American Legion Clubhouse

Dr. Norman A. Leake
Physician and Surgeon
Office, Cra-Post Bldg.
Corner Cravens and Post Ave.
Telephone 90
Residence, 1625 Marcelina Ave.
Telephone 13-12

J. H. BRINEY
ATTORNEY AT LAW
Room 106, First National Bank Bldg.
Phone 169 Torrance, Calif.

J. R. JENSEN
Attorney at Law
Office, 1220 Sartori Ave.
Torrance, California
Phone Torrance 177

Dr. Hugh C. Bryan
and
Dr. A. C. Van Velzer
Physicians and Surgeons
Office, Home and Hospital Practice. Ophthalmic, Treatment, Woman's and Children's Diseases, Quartz Lamp, Diathermy, etc. Eye, Ear, Nose, Throat and minor surgery work done at local offices.
Office Suite, 18 and 20 at Castle Apartment Building Entrance
1304 Sartori Avenue
1216 El Prado
Phone Torrance 464

Dr. Lancaster and Shidler
PHYSICIANS AND SURGEONS
Office, 14; Home, 16 and 113
Office, First National Bank Bldg.
Cor. Post and Arlington
Torrance, California

INSTRUCTOR OF VIOLIN
Also Beginners on Clarinet and Theory
RUTH FULTON
Instruction Given at Your Home
Make Appointment at
Residence, Phone 9234

PERRY G. BRINEY
ATTORNEY-AT-LAW
105-6-7 First Nat. Bank Bldg.
Phone 169 Torrance

DRS. MITTS & MITTS
CHIROPRACTORS
Office Hours Evenings
9 A.M.—12 Noon Mon., Wed., Fri.
1 P.M.—3 P.M. 7 to 9
1625 Cabrillo Avenue
Above Earl's Cafe
Torrance Tel. 377

DR. R. F. BISHOP
Dentist
X-Ray Service
1625 Cabrillo, Room A
Phone 341
Residence—2021 Carson
Telephone 237-W

Dr. A. P. Stevenson
Physician and Surgeon
Office, Levy Bldg., 1311 Sartori Ave.
Phones:
House, 187-J Office, 96
Torrance, Calif.

Dr. R. A. Bingham
Dentist
New Edison Bldg.
1417 Marcelina Ave.
Just West of Postoffice
Torrance Phone 198-J

DR. O. E. FOSSUM
Dentist
X-Ray Service
Hours Sam Levy Bldg.
9 a.m. to 5 p.m. 1311 Sartori Ave.
Phone 188—Torrance, Calif.

C. T. RIPPY
ATTORNEY-AT-LAW
Torrance Theatre Bldg.
Phone 243
Vandike 4707

S. C. SCHAEFER
Attorney at Law
578 I. W. Hallman Bldg.
124 West Fourth St., Los Angeles
Residence
24229 Hawthorne Blvd., Waltham

LA PLANTE
STUDIO
PHOTOGRAPHERS
PORTRAIT
COMMERCIAL
KODAK FINISHING
PICTURE FRAMING
ENLARGING
COPYING
OIL COLORING
1509 CABRILLO AVENUE
PHONE 157-J

Keller's Studio
PHONE 398
Home Portraits
Commercial Work
Castle Apts.—Apt. 13
El Prado and Sartori Ave.
Torrance, Calif.

Patronize The Professional Directory Advertiser
'They Are Dependable'

STONE & MYERS

LICENSED EMBALMERS TORRANCE
Cravens at Engracia, Phone 195
AMBULANCE SERVICE
LOMITA
1304 Narbonne Phone 347

"THAT LITTLE GAME" Inter-act! Cartoon Co., N.Y.—By B. Link



Advertisement for HOT WATER for Beauty. Includes text: 'HOT WATER for Beauty', 'AND COMFORT - CONVENIENCE - HEALTH', 'TILL AUGUST 31 - Welsbach HOTZONE or Raud AUTOHOT automatic storage water heaters. \$5. DOWN - no interest - year to pay - allowance for your old heater.', 'SOUTHERN CALIFORNIA GAS COMPANY', 'Corner POST and CRAVENS'. Also features an illustration of a woman sitting at a vanity with a hot water heater in the background.