

Torrance Herald

Published Every Friday by
THE HERALD PUBLISHING COMPANY
Torrance, California

DEVOTED TO THE PROGRESS AND DEVELOPMENT OF TORRANCE
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.

OFFICIAL PAPER OF THE CITY OF TORRANCE

C. P. ROBERTS - - - - - Publisher and Owner

Subscription Rates In Advance
One Year.....\$2.00
Single Copies..... 5c

FROM BAD TO WORSE

While Americans are attending strictly to their own business, and enjoying excellent prospects for one of the most prosperous years in the history of the country, they still find time to note that affairs across the sea are steadily going from bad to worse.

Within the past fortnight Germany has offered France a proposition which would, if accepted and carried out faithfully, absolutely prevent a clash between those nations for at least a generation. But France has refused to favor such an arrangement, and in doing so has lost considerable of her prestige with England. While it is hard to sit away off here and size up conditions abroad, to tell just what should or should not be done, we are close enough to see that France will have to show a bit more leniency toward her enemies if she accomplishes that which her allies would like to have, and are willing to make concessions to get—a lasting world peace. More and more it is becoming apparent that France isn't seeking so much a money settlement from Germany, as she is seeking to hold Germany's nose to the grindstone now that she has it there. And Great Britain has expressed this same belief by refusing to take any further part in conferences which only keep open the wounds of war.

Turkey continues to be a thorn in Great Britain's side, and Russia goes dragging along as far from peace as she has been at any time since she fell into the hands of the Bolsheviks. All of which interests us over here, because we are anxious to see peace settle over the whole world. But all of which cannot, however, prevent us from continuing in our determination to keep right on at work, doing our best as we have always done to make this country dearer to us than any other nation in the world.

SPEAKING OF EQUALITY

Fancy anarchist Russia telling the world that she will deal with other nations "only as an equal." We imagine that even the dumbest man can get a good laugh out of that. What standard does Russia raise by which to judge equality? Is it by barbarism, famine, demoralization of transportation, murder or incompetency in government? Russia has the effrontery to ask civilization to meet her on a plane of equality. But by what possible right does she seek equality with any other nation? They have misspent their force in riotous and tumultuous administration of public affairs. They have built gallowes faster than other countries build new residences. The firing squad has been more active there than the railroads; hunger has supplanted all forms of economic supply. Russia, in her present state, talking about meeting other countries as an equal is only furnishing the other nations with something to laugh about.

WILL IT COME TO THIS?

J. Ogden Armour, president of Armour & Company, meat packing concern, is slated to retire and devote himself to a Delaware corporation which has just been organized and chartered. Those who profess to be on the "inside" say that the Delaware corporation was organized to handle the consolidation of Armour & Company and Morris & Company and "any other business which might come up." It looks as if Mr. Armour is going to try to do to the meat industry what John D. Rockefeller did to the oil industry. You need not be surprised if, within a few years, you find on every cross-road and corner a Standard oil station and an Armour meat market, where you will have the privilege of paying whatever price the "owners" see fit to ask. This is another step toward monopoly in a basic industry, notwithstanding the fact that we have a federal anti-trust law.

ANOTHER WAY TO HELP

The holidays are over, you've got more time on your hands now than you have had for a good many weeks, so why not resolve to use an hour or so of it to good advantage? Take an hour sometime during the afternoon and drop into the schoolhouse. Explain to the teacher that you are always interested in the welfare of the children, but that this is the first opportunity you have had to make a personal call, and to show by that call that you are anxious to be of still greater aid in school affairs if it is possible for you to do so.

The children will be glad to have you call while they are at work. The child is a good deal like the man in one respect—he likes to have people see how well he can do the tasks put before him. The teacher will be pleased to have you call, for while the teacher knows that he or she has the co-operation of the entire neighborhood in their work, they realize it more fully when you show enough interest to call at the schoolhouse and note the work that is being done. Don't get the idea you'll be in the way. It's your institution, and you ought to go around occasionally and see how it is progressing, or if there is any way you can better it. It will be an hour well spent.

Maybe the reason Thanksgiving comes but once a year is because it takes a whole year for some people to discover something to be thankful for.

If a girl is pretty she knows it just as well as a man does, but she won't think any the less of him if he tells her so.

A Chicago man has discovered a way to make a pair of shoes last ten years. Going barefoot will do it, too.

Some people argue that having a \$2 bill is bad luck, but we've found that not having one is worse.

Every now and then we meet a man who figures on how much money he could have saved if he hadn't married.

It seems pretty easy for our high-salaried railroad magnates to figure out a living wage—for the other fellow to live on.

"Current Affairs" On Publicity Value

(From "Current Affairs," official journal of Boston Chamber of Commerce.)

"If you live in Boston, you read any one, or all, of the Boston dailies. If you live in Boston, and have been promoted from any small town, you read the Boston papers and the weekly that the folks back home send every so often. The Boston papers you read for news, local metropolitan, national, and international. It is crowded with news. You haven't time to read it all, so you scan it rapidly, assimilating a little here and there, reading the editorial. You've read the paper.

"But the home town paper you save to read thoroughly at your leisure. And you read it—title, date line, fire alarm boxes, advertisements and fillers. You are interested to know that Hudson Appliance has been seen around town in a new car; that Patsy Miele can find no trace of the criminal who embezzled \$200 from the lunch cart; and that the dump will hereafter be closed on Tuesdays and Thursdays. That is news of much more importance than Marilyn's marriage.

"As you work in town, and live in the country, your own weekly gets the same attention. A weekly newspaper knits any community together. It is read by everyone in town. If you do not subscribe for it yourself, you borrow it from the woman next door, who reads it with her man upstairs gets through with it. One publisher within fifteen miles of Boston found that one subscription served eight families. Each family read it after the other got through with it.

"As a public institution, the suburban or country newspaper is a public service in the fullest meaning of the term. The publisher serves his readers with all of the local gossip and news, and he serves the advertiser in more ways than in placing his advertisement in the paper. Advertisers expect him to make arrangements for window displays, locate jobbers to handle advertised lines, hunt up business men to handle agencies, introduce advertised products among the merchants, and act as a combination sales promotion manager and auxiliary salesman. All of this service is included in the payment for the advertisement. His business demands that he work for himself and other people, and sometimes for nothing.

"When local organizations run a dance, or a profit-making entertainment he is expected to whoop it up in valuable advertising space by printing stories about it, arouse public sentiment, get the people interested. If it is a success, the publicity committee of the club gets the credit. If it is a failure, the publisher is blamed. And for all his trouble, sometimes he gets a free ticket.

"He records the history of the town from week to week. When the selectmen were just a little bit too self-important, and obtuse about putting the benches back on the public common in the spring-time, so that mothers and babies could enjoy the air, it was the town paper that ridiculed them into it to the amusement and satisfaction of all readers. Every reader knows the publisher, either personally or by sight. They know the people who are putting the same way. They are more personally interested in the news. It explains the difference in the attention given the metropolitan daily and the country weekly.

"The publisher has his troubles, too. Publicity seekers are perhaps the most irritable of them all. National advertisers, particularly automobile accounts, seem to labor under the delusion that he does not know what to print, and that he would appreciate having someone send him stories all typewritten on one side of the paper in regulation form. Stories that they think are of absorbing interest to their readers, and always, even in the very receipt of the story, there is the insinuation that advertising will follow. He receives reams of it every week. If an article appeals to him, or if he thinks it will appeal to his readers, he prints it, and most of it goes into the waste basket. The national advertiser who actually advertises with him, gets the same fair publicity treatment that he would get on any paper.

"Again, local metropolitan advertisers are slow to see what national advertisers saw long ago, the real value of advertising in small town papers. Almost all of the large national accounts, selling automobiles, tires, household necessities, foods, etc., include them in advertising schedules. But the nearby metropolitan merchant who draws most of his trade from outlying residential sections depends almost entirely on the metropolitan dailies without supporting this advertising in a weekly, where advertising is read almost with the same interest as reading text.

"Some Boston concerns are now distributing copy among nearby weekly papers. They are finding it profitable. Where checkups and keyed advertisements have been used, they found that the weekly possessed unusual pulling power. The weekly newspaper publishers feel that if more merchants would investigate they would find it profitable. Many of them think that Boston advertisers should go farther out into the country with advertising in weeklies.

Catalina For 1923 Attracts Thousands

The year 1923 was ushered in at Catalina Island with an extensive program of improvements that will keep the Wrigley resort bustling with activity for the spring months.

Although an adequate supply of water has already been developed by a system of wells and tunnels, additional water developments are under way that will insure a surplus at all times.

The department of horticulture has been progressing steadily and it is Mr. Wrigley's purpose to place considerable acreage in fig orchards to take advantage of the ideal climate and location of the Catalina hills and valleys for fig culture, as well as for other fruits and vegetables.

The beautiful Hotel St. Catherine is being enlarged by the addition of a resplendent colarum, from the expansive glass windows of which the lovely St. Catherine gardens, bathing beach and the ocean are visible. An elaborately furnished smoking room has been installed with entrance from the main lobby. A port cochere has been constructed under which the Catalina jaunting cars will discharge their loads of passengers, affording an attractive bit of architecture as an introduction to the satisfying beauty and homelike atmosphere of the hotel itself.

To advance as rapidly as possible the work of leveling some of the hill sides for building lots and roadways, a steam shovel was recently purchased and is now busy on the job from morning until night, six days a week, opening up for improvements considerable area which in its natural state is not suitable for construction purposes. The steel steamship "Avalon," which operates to and from the island daily has been refurbished and made resplendent with new paint, varnish and shining brass until it presents all of the attractiveness of a palatial and gigantic private yacht.

Business is brisk to the island, the "Avalon" carrying several hundred passengers for the daily trip, many of whom stay over night on the special "two-day ticket" which Mr. Wrigley devised to include transportation, room over night, meals and all expenses. This ticket has become famous among the resorts of America, and a number of outing places have adopted the idea. Distant but forty-nine miles from the heart of the city of Los Angeles, Catalina is in reality an island suburb. The trip affords the most comprehensive view possible of Los Angeles harbor, as the Catalina steamer docks at the inner-most slip at Wilmington. From which point twenty-five minutes is consumed in reaching San Pedro light house. With the government battleships and cruisers anchored in the outer harbor and with all of the diversified activities of the shipping and fishing industries to examine from the broad decks of the "Avalon," Catalina passengers are given a sight-seeing treat second to none on the Pacific coast.

Also, the natural submarine gardens at Catalina with their wonderful display of fishes and foliage, as viewed through unique glass-bottomed power boats, constitute a distinctive attraction of the "Magic Isle" and one which people come from far and near to see.

New Roadster Is An Instant Hit

Slanting, self ventilating, windshield, one man top, larger detachable turtle-deck, deeper seats, same sturdy little motor, same shaped radiator and hood.

It's the new Ford roadster just arrived and put on display in the show rooms of Schultz, Peckham & Schultz, authorized Ford dealers for Torrance. Two carloads were handled by this firm last week, most all of which were the classy roadsters.

The sewing machine was patented in 1879, and some neighbors have been dropping in to use it ever since.

We are taught that a cow has four stomachs. That must make the average small boy pretty envious.

CHRIST WOULD ADVERTISE

CHICAGO, Jan. 18.—If Christ came to Chicago, or any other city, he would advertise in the newspapers, according to Rev. J. T. Brabner Smith, who presided at the opening of the national conference on church publicity here. "The press is helping to make a better world," said Rev. Mr. Smith. "The next great crusade for the redemption and conversion of the world to Christ will demand a publicity campaign and use of the press. Christ returned to earth He certainly would use modern newspapers."

of Boston's ninety suburban papers would cost about \$180. The same advertisement in one of Boston's dailies would only cost about \$55. There is but little difference in the circulation in both places, but advertising managers find that it is worth almost quadruple the price of the daily paper space to secure the close reader interest found only in the weekly. The weekly lasts for almost a week. The daily is no longer read after 24 hours. The circulation of the weekly is misleading, too, inasmuch as one paper does for the whole family, and sometimes for three and four families in the same house.

M. W. A. SHOW FEB. 7 IS TO BE A BIG EVENT

Eight Vaudeville Numbers By High Class Artists

The big vaudeville show that is to be staged at the Torrance theater the evening of February 7 for the benefit of the Modern Woodmen of America, preparations for which have been under consideration for the past several weeks, promises to be the most noteworthy musical and dramatic event of the year in Torrance.

All of the excellent professional talent has been furnished the Woodmen's committee by the Parks Vaudeville circuit of Los Angeles, who are amusement purveyors to the best cabarets and places of entertainment in Los Angeles. Under the personal direction of Miss Martha Dye, traveling representative of the Parks company the following selection of well-known artists has been arranged:

1. John Cooper, composer of "In Siam" and "Do You Ever Think of Me?" at the piano.
2. Mark Nelson, comedy juggler.
3. The Treble Clef Trio—The Harmony Girls.
4. Barnes and Robinson, the two tiny, tuneful tots.
5. Genevieve Yoder, in "The Swan Dance."
6. Zimmerman and Grandville, the Swiss Alpine yodlers.
7. Genevieve Yoder, ballet.
8. Lopa Oriental string band.

"Buy a Home Before Stock," Says Conductor

To his desire to "save a little each month" may be attributed the fortune in an oil investment which recently came to C. E. Michener, conductor on Pacific Electric local lines in Long Beach. Through his lucky investment, Mr. Michener will be the recipient of an income of approximately \$240 daily. Quite naturally, he resigned his position as conductor a few days ago and will henceforth devote his time exclusively to collecting royalties and a field of endeavor which he has long desired to follow.

In discussing his good luck, Mr. Michener said he wished the fact emphasized that he did not take a gambler's chance, nor would he advise any one to do so. "I simply bought a lot," said Mr. Michener, "and did what I believe every married man should do—provide a home for his family. That I should locate on oil land was simply good fortune and was no part of my plans. To my friends who are besieging me to advise them regarding oil lands I am suggesting that the purchase of a home anywhere in Southern California should precede investment in oil stock or properties."

Mr. Michener bought a lot for \$700, 50x130 feet, in the Signal Hill oil district in March, 1920; he planned and built a temporary home on it.

Shortly after his investment Mr. Michener was offered \$25,000 for his property, which removed his objection to oil drilling in the district and convinced him that if the property was worth that to someone else it was of equal value to him. He retained his property and with five others in the immediate vicinity entered into a community lease agreement on a royalty basis with a drilling company and was rewarded with a 4500-barrel well of 28 degree gravity.

Mr. Michener has a wife and three children to share his good fortune.—Pacific Electric Magazine.

Big Eaters Get Kidney Trouble

Take Salts at first sign of Bladder irritation or Backache.

The American men and women must guard constantly against kidney trouble, because we eat too much red meat and all our food is rich. Our blood is filled with uric acid which the kidneys strive to filter out; they weaken from overwork, become sluggish, the eliminative tissues clog and the result is kidney trouble, bladder weakness and a general decline in health.

When your kidneys feel like lumps of lead; your back hurts or the urine is cloudy, full of sediment, or you are obliged to seek relief two or three times during the night; if you suffer with sick headache, or dizzy, nervous spells, acid stomach, or if you have rheumatism when the weather is bad, get from your pharmacist about four ounces of Jad Salts; take a tablespoonful in a glass of water before breakfast for a few days and your kidneys may then act fine. This famous salt is made from the acid of grapes and lemon juice, combined with lithia, and has been used for generations to flush and stimulate clogged kidneys; to neutralize the acids in the urine so it no longer is a source of irritation, thus often ending bladder disorders.

Jad Salts is inexpensive; can not injure, makes a delightful effervescent lithia water beverage and belongs in every home, because nobody can make a mistake by having a good kidney flushing any time.

Professional Directory

Dr. N. A. Leake
PHYSICIAN AND SURGEON
Lomita Office Hours:
1:00 to 2:30 P. M.
Torrance Office Hours:
2:30 to 5:30 P. M.
Phone—Office—Residence—13-M

Dr. J. S. Lancaster
PHYSICIAN AND SURGEON
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