

# TORRANCE GETS BIG STORE

F. W. Woolworth Co. Signs 20-Year Lease on Sartori Ave. Property

## LEASE RECORDS BROKEN

Future of City as Trading Center Assured by Event

A new epoch in Torrance merchandising history, in which this city will be the recognized shopping center for a wide area was ushered in yesterday when official announcement was made that the F. W. Woolworth Company, national organization has signed a twenty-year lease on the Sartori avenue store now occupied by the Huddleston Furniture Company. The lease was signed by the company and I. H. Hawkins, who recently purchased the property from Harry H. Dolley.

The lease constitutes the largest lease transaction ever consummated in Torrance. Those acquainted with the transaction say it involves three times more money than any similar deal in local real estate history. More important to the city itself is the fact that the decision of the Woolworth company to locate a Class A store in Torrance guarantees that this city will be the permanent shopping center for a large district including Gardena, Moneta, Harbor City, El Nido and intermediate points of which Torrance is the geographical center. Mr. Hawkins received confirmation of the signing of the lease yesterday in a letter from F. B. Jacobs, manager of leases and real estate for the Woolworth company. Mr. Jacobs stated that their construction department would begin preparation of plans and specifications for the remodeling of the store at once. The store is now 100 feet deep. It will be enlarged to 140 feet. A new front will be constructed and new maple flooring laid throughout. The store in all particulars will be what the Woolworth Company designates as Class A-1. The store will open about May 1.

Woolworth and company have been studying Torrance as a city in which to locate a store for more than a year. Representatives of the company have conferred at various times with the Chamber of Commerce and real estate men. Mr. Hawkins, who is one of the proprietors of the Sample Store, next to which the Woolworth Company will locate, applied himself to the task of convincing Woolworth officials of the advisability of placing a store here. He negotiated tirelessly for months. Two weeks ago the lease was signed, went east for confirmation and reached California again Wednesday, signed and approved.

When rumors that the lease had been signed spread through the business district, recently, merchants were jubilant. They realize that the city with a large trade-drawing store such as a Woolworth store attracts patrons from miles away and that the opening of the Woolworth store here means more to this city than the standpoint of merchandising than any other single event in the history of the city.

E. W. Huddleston, whose store the Woolworth company will occupy said his lease so that the deal might be consummated. Mr. Huddleston has been seeking a larger location for his growing business for some time. He said today that he will move shortly to a new location near that in which he is now doing business. "I'm happy to see Woolworth come to Torrance," said Mr. Huddleston. "It will help us all, merchants and public alike. I need more space for my furniture business anyway and was glad to sell my lease so that Woolworth could acquire the location they desired. In my new location I will be able to carry even a larger stock than I now have on hand."

## Torrance Girl on Bill at Theatre Here on Sunday

When Malcolm Clair, prominent vaudeville actor and brother of Ethelyn Clair, Universal movie star appears at the Torrance theatre Sunday night in the comedy skit "The Sap" Miss Virginia Buxton of Torrance will play opposite him. Miss Buxton has been seen in several dramatic roles in Torrance, but this will be her first appearance here in comedy.

## BILL THE BARBER SAYS

A guilty man is crazy if he doesn't plead insanity

THIRTEENTH YEAR—No. 48

TORRANCE, CALIF., THURSDAY, DEC. 1, 1927

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# Public to Hear All About New Fords on Friday Night

# LOMITA IN POLITICAL UPROAR

# \$100,000 Dairy With Big Payroll Opens in Torrance

## VOORHEES PLANT IN ACTION

22 Men Move to Torrance with Large Milk Company

270 COWS ON PROPERTY New Industry Located East of Gladys Ave. on Huntington Street

Another substantial industry was added to the list of plants in Torrance today when the new \$100,000 plant of the Voorhees Dairy Farms began operations and opened service in Torrance.

Located just east of Hawthorne road on Huntington street in the newly annexed part of Torrance the plant which was moved here from Inglewood is the most modern possible and is operated by a company which has enjoyed an enviable reputation in the dairy business of Southern California for years. E. E. Voorhees has been actively engaged in the business for 12 years. Prior to the construction of the new plant the company distributed milk in the territory between Lawndale and Los Angeles. Now that the new plant is in operation they will extend their activities to include Torrance and adjacent territory.

The company recently acquired ten acres in Torrance and erected its plant. Almost 200 head of registered Holstein, Guernsey and Jersey cows, housed and kept in the most sanitary manner produce milk for the adjoining new dairy.

The plant layout is so arranged that the most modern and efficient machinery automatically cools and bottles the milk.

The company employs about 50 men. All who work at the plant itself numbering about 25—live in Torrance in cottages erected on the Voorhees site.

Mr. Voorhees today asked The Herald to invite the public to inspect the new plant which is open and operating day and night.

## C. of C. Directors Rescind Action on Light Plans

Directors of the Chamber of Commerce Tuesday night rescinded their previous action in recommending an overhead lighting system in the residence district of Torrance. The directors decided that selection of a type of lighting was up to the people and declined to make recommendations as an organization. Considerable opposition to the overhead system arose when it was realized that such a system would necessitate the erection of unsightly poles and wires at every corner of the city.

## George M. Roberts Claimed by Death

George M. Roberts, aged 78, died Sunday night at the home of his nephew, H. W. Roberts, 1221 E. 1st. Mr. Roberts was one of the pioneers of Nebraska where he was engaged in the stock business. He retired about ten years ago. Since then he has resided in California with his nephews at El Monte and Torrance.

NOTICE The Torrance Relief Association announces that it will not put on a sale this season, of clothing and other articles, as has been the custom in the past. All these goods are on sale regularly at the headquarters of the association, 1801 California avenue, where they may be purchased every Friday from 10:30 to 3 o'clock.

A real plan service. Consolidated Lumber Co.—Adv.

## Observations

Mr. Haldeman-Julius Pronounces His Wife's Mistress and Gets Some More Publicity—The Wedding Ceremony and Status—Marriage and Moses

By W. HAROLD KINGSLEY

E. HALDEMAN-JULIUS, arch-critic of modern customs and civilization, is a little more than demurring editor. He is a first class publicity hound.

Five some years now this Girard, Kansas iconoclast has been speeding the sharp arrows of his satire at all which others consider holy. Such a constant shooting at other men's sacred targets is a privilege which none will deny the gentleman from Kansas. As long as the freedom of speech remains guaranteed, as long as America remains a democracy even in name, Mr. Haldeman-Julius has a right to call names and draw his journalistic bow.

Of late, however, we find the gentleman seeking an outlet for his sarcasm in the daily press, actually flitting with an institution which he professes to despise. Seizing upon the controversy over the "companionate marriage" as recommended by many and blasted by others, Mr. Haldeman-Julius announces to the world that his daughter will be wedded that way. Result—wide publicity for Mr. Haldeman-Julius—which, of course, does not detract to the discredit of the institution of his weekly and monthly. We chortled over that jump into the sacred precincts of the first paper and turn to the next column to read the latest war bulletins from Europe.

BUT Mr. Haldeman-Julius is by no means a port hog. Insatiable, he yearned for more scholastic newspaper space bearing his name and his funny ideas to the world.

So, oh, this is delicious! He told reporters that the church wedding he and his wife solemnized many years ago was archaic and that they will be remarried on the "companionate" basis.

SAD Mr. Haldeman-Julius: "I was married years ago, by a Presbyterian minister who brought in the Holy Ghost. The Holy Ghost had nothing to do with my marriage. I have brooded over the archaic marriage ceremony all these years. I was made very unhappy by it. I determined to free myself from the gloom of the medieval ceremony. My wife after our wedding ceremony will wear a ring—the first symbolizing the archaic marriage, the other symbolizing the new and civilized ceremony. We shall repeat the old church wedding with its barbarism and its insults to intelligence. We have endured it too long and shall tolerate it no longer."

Point Haldeman! Poor Julius! Poor Haldeman-Julius! One is struck deep with pity at the thought of the years upon years of deep unhappiness suffered by him (or them) because he (they) was (were) married in a barbarous manner. What a shame. How terribly must his (their) wounded soul (souls) have been oppressed.

And now how emancipated he (they) must feel. How ecstatic—how sublimely unshackled!

Particularly since the decision was born such wide publicity.

WE have no doubt whatever the angels in Heaven are singing some blithely since the gentleman with the hypoten in his name made his momentous decision. Of course Mr. Haldeman-Julius would scorn the thought that angels might sing for him. His career and his recent swan dives into the channels of publicity indicate that he thinks but little in terms of Cherubim and Seraphim and more in expressions understood by Maunimon and the newspaper boys.

JUST the same the Haldeman-Julius entertainment and the furnishings of others toward some changes in the marriage relationship must give pause of sociologists. Marriage as it now stands is a custom. Customs mature slowly through the ages. They are tradition. The wedding ceremony comes down to us from dim centuries. It originated in the Stone Age out of man's inherent instinct for ritual to symbolize matters of deep social concern. As conditions change it is certain that old traditions will be altered and customs be transformed.

SOCIOLOGISTS are bemoaning the fact that economic pressure is so high that the most fit wait until late in life to marry—that the number of bachelors is rapidly increasing, that the high cost of bearing children is cutting down the size of families among the great middle-class—backbone of any civilization.

A few revolutionists declare that the old marital relationships are due to be upset—that comes a new custom in which man and wife, though wedded, live apart, each earning his own way in the world. It strikes us that this remedy is as absurd as it is lacking in efficacy.

WOMEN who work—wedded or single—are not given to bearing children. If a man and woman love one another honestly—with the heart and not alone for the lust of the flesh they will live with one another, sharing cares, joys, tears and smiles just as they have done since the dawn of time. And if they join together without real love they will get a divorce or live apart, coming together only at intervals like master and mistress.

THE manner in which people are wedded is inconsequential. It is our conviction that God honors true love wherever he finds it, regardless of rite or ritual. At the same time men and women will never quickly turn from old customs and old traditions, all the Haldeman-Juliuses in the world to the contrary notwithstanding. The wedding ceremony will stand a lot of attacks.

THE condition of marriage and not the means by which it is effected should be studied. We must grant that economics makes marriage hard for the young and deters the bringing of children into the world. But we must also remember that as time goes on and the birth rate diminishes there will be fewer people to feed, economic pressure will ease up, and the matter will right itself.

IN the meantime we intend to grow no gray hairs over the problem. If we deemed any recommendation necessary we might ponder with deep seriousness the Jewish customs, and plead for a widespread return of the dowry system. It is just possible that the newest sociological problem may best be solved by adopting the practices of one of the world's oldest religions. Possibly the cares of the Haldeman-Juliuses might be alleviated

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## RECEPTION WILL BE HELD

New Models, Surprising in Design, Performance to Be Explained Here

DEALERS ARE ENTHUSIASTIC

Schultz, Peckham & Schultz Tell of Car's Specifications

The full story of the new Ford automobile, described by Henry Ford as being "superior in design and performance to any now available in the low price, light car field," will be told first in Torrance next Friday, Dec. 2, according to announcement today by Schultz, Peckham & Schultz.

A public reception is to be held simultaneously with similar gatherings at every Ford dealer in the United States, thus constituting a part of the greatest automobile show in the history of the industry.

The Ford Motor Company has announced that the new Ford car will be as far in advance of present public demand for speed, flexibility, control in traffic and economy of operation as the famous Model T was in advance of public demand when it was introduced in 1908.

Dealers have not yet been advised as to the prices at which the new Ford line will sell, but definite assurance has come from Detroit that the prices will be in line with the policy of the Ford Motor Company to provide the best possible automobile at the lowest possible price.

Elaborate arrangements are being made for the public reception in Torrance. City officials and prominent business men of Torrance and vicinity have been invited and preparations have been made to give the public a thorough understanding of this car which is expected to make a new chapter in automobile history.

Has High Speed Unusual speed and acceleration are among the outstanding features of the new car. It is announced as being able to make 55 to 60 miles an hour, with ease. In recent tests it has made even more without difficulty. What is more important, it is stated that when traveling at such speeds, it holds the road easily, and with comfort to driver and passengers. It is also stated with equal positiveness, however, that it performs in an equally spectacular manner on bad roads. In its design, Mr. Ford has held to his original idea of a car which can meet all conditions and types of roads.

Appreciating the constantly increasing importance of acceleration, the Ford Motor Company has given a great deal of study to this feature of the new car. In high gear tests with two passengers in a Tudor sedan it has shown an acceleration of from 5 to 25 miles an hour in 8 1/2 seconds. The new Ford car also introduces a new type of four wheel brakes. An exclusive Ford development, they are of the mechanical, shoe-expanding type, and are self-centering. The brake pedal and the hand brake each operates all four brakes. It is stated that this is the most reliable and simplest type of four-wheel brake, and also the easiest to adjust, all adjustments being made from the outside without removing any parts.

An engine that is practically vibrationless develops 40 horsepower at 2300 revolutions per minute. The low revolution speed is also to the high horsepower is illustrative of the unusual efficiency of the engine. Also, it means longer life, the lower engine speed insuring less wear on engine parts. The low revolution speed is also a substantial factor in lessening vibration. The bore is 3 3/8 inches, stroke 4 1/8 inches. The unusually

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## Rotary and Kiwanis Clubs Will Vie for Honors in 3-Day Drive for Members in Torrance C. of C.

Teams from the Kiwanis and Rotary clubs will start out Monday morning on a three-day campaign for memberships in the Torrance Chamber of Commerce.

Team workers will be given prospect cards Monday morning at the Chamber of Commerce. Reports will be made daily. The campaign will close Wednesday.

Following the campaign plans will be made for the primary and final elections for directors of the Chamber. Five directors must be elected. Those whose terms expire January 1 are George W. Neill, Rus-

us Page, G. A. Maxwell, Sam Levy and Harry Dolley.

J. W. Post, Dr. George F. Schilder, George Proctor and W. Harold Kingsley remain in office for another year.

At the primary election members will receive ballots bearing the names of all members of the Chamber. The members will vote for ten. The one receiving the highest vote will be nominated and a ballot bearing the names of the ten will then be forwarded. The five receiving the largest number of votes will be elected.

Extension Chairman Will Deliver Address Next Wednesday

Mrs. John Stern Thayer, district federation extension chairman, will be the speaker at the meeting of the Women's Club Wednesday afternoon, December 7. Mrs. Lucy French will sing "A Dream" by Bartlett. Mrs. Bob Stanger will be her accompanist. Mrs. Ulrich and Mrs. Shauger will sing a duet, "Where My Canvass Has Rested."

Mrs. Coleman, president of Rehabilitation of a Police man will be present with a consignment from the California Hut. These will be on exhibition and for sale in the lobby of the clubhouse about 12 Mrs. Coleman will give a fifteen minutes talk at the luncheon.

The monthly luncheon has been changed from Dec. 21 to Dec. 7. Reservations for your reservations before six Monday night. All cancellations of reservations must be made by this time.

## Bank Sends Out Christmas Checks; -New Clubs Form

James W. Leech, manager of the Bank of Torrance, announced yesterday that 500 checks aggregating \$14,000 were mailed last night to members of the bank's Christmas club. Mr. Leech asked The Herald to thank all who joined the club and announced that the 1928 Christmas Club is now being formed. He said that the Bank of Torrance through all its offices mailed out 70,000 checks, aggregating \$3,500,000.

The First National Bank of Torrance is taking Christmas Club memberships for 1928.

Guy L. Davis of Los Angeles was a visitor in Lomita Tuesday.

## WHAT'S ON IN TORRANCE?

- Tonight—Rotary-Kiwanis Dinner-Dance.
- Friday, Dec. 2—C. E. business meeting and social at 1008 Arlington Ave. Election of Officers, Torrance Royal Neighbors.
- Saturday, Dec. 3—Junior Auxiliary Candy Sale, Humpty Dumpty Market.
- Sunday, Dec. 4—Services in all churches, 2:15 p. m., Torrance vs. Hawthorne at Hawthorne.
- Monday, Dec. 5—7:30 p. m., directors' meeting, C. of C. Public invited.
- Tuesday, Dec. 6—Methodist Ladies' Aid Bazaar and Chicken Dinner. Regular meeting Triple City Lodge, I. O. O. F., Lomita.
- Wednesday, Dec. 7—Noon, C. S. Lecture, KFI. Regular meeting, Women's Club. Regular Meeting, Torrance Masons.
- Thursday, Dec. 8—Installation officers-elect, O. E. S. C.
- Sunday, Dec. 11—2:30 p. m., C. E. District Executive Banquet Meeting, C. E. Guild.
- Monday, Dec. 12—Brotherhood Banquet, First Methodist Church.

## OLD FEUD CENTERS ON P. O.

Charles Smith Dismissal Touches Off Old Guerrilla War Flames

THREE GROUPS ARE BUSY

So Called "Ring," Smith Supporters and People Spurred to Action

From the Lomita News The long and bitter political feud which has raged intermittently in Lomita for years broke out last week when Charles Smith, Lomita postmaster was dismissed and John W. Welte, former secretary of the Lomita Chamber of Commerce appointed temporarily in his place.

As a result of the change at the postoffice Lomita has divided into three factions. They are as follows:

1. The group whom others designate as "the ring" who maintain that the dismissal of Smith was actually for the good of the service and had nothing to do with the long-standing political feud, and who are seeking favor in the appointment of Smith's successor.

2. Smith's supporters who charge that "the ring" secured the Smith dismissal as part of its political campaign in Lomita, and who wish Smith reinstated.

3. The people themselves who are "fed" up with the political warfare which blazes continually in Lomita and who are striving to secure the appointment of some capable and experienced person affiliated with neither of the political factions and who might function as postmaster without favor to any individual or group.

All three groups are working diligently to promote their own ends. It is continually rumored about Lomita that L. J. Hunter, former justice of the peace, insurance man, private mortgage buyer and present banker is himself seeking the position. Others declare that E. M. Mosier might be selected. Still others declare that an effort is being made to secure the appointment permanently for John Welte, who is said to have considerable influence with Congressman Joe Crail.

In opposition to the group which may be promoting the candidacy of any of these three is a great group who earnestly hope that neither the Smith political faction nor the Hunter-Patterson-Mosier group will land the next appointment. But that a "neutral" will be appointed. This group is largely behind the candidacy of Miss Birda E. Paddock, who has served in the San Pedro postoffice for nine years, is experienced, capable, unaffiliated with any clique in Lomita's political guerrilla warfare and who has been a resident of Lomita for years.

Supporters of Miss Paddock's candidacy are the type that are not generally actively engaged in Lomita's political fights.

Charles Smith, retired postmaster today issued the following statement: "I wish to thank the people of Lomita for the many courtesies they extended me during my service as postmaster of Lomita. I am naturally not elated at the situation which has arisen, but feel that the elements which entered into my dismissal need no explanation in Lomita."

Miss Louise Smith, clerk, who voluntarily resigned when Mr. Smith turned the office over to John Welte issued a similar statement. "The Lomita postmaster is under civil service. Applicants for the position must take an examination. The names of the three who pass with the highest rating are sent, as a general rule, by the postoffice department to the congressman so that he may designate his choice. It is customary to appoint the one whom the congressman prefers. Examinations are usually held within 60 days after a vacancy arises."