

**All
Advertisements**

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Torrance Herald & Lomita News

Torrance Herald EXTRA

TWENTY-FIRST YEAR—No. 47.

TORRANCE, CALIFORNIA, SATURDAY, NOVEMBER 23, 1935.

SPECIAL EDITION

TORRANCE MERCHANTS FIGHT L. A. AND LONG BEACH STORES; WAR IS DECLARED

Santa Claus Due In Town On "Greater Torrance Days"

Merchants to Trim Stores for Event; Free Gifts for Kiddies



Santa Claus, that merry old gentleman so symbolic of Christmas, is coming to town! As an added feature of "GREATER TORRANCE DAYS" arrangements have been made with Santa's North Pole headquarters to have Saint Nick present in Torrance beginning the first day of the sale, Friday, December 6, and stay on with us right up to Christmas.

Through the kindly donation of the Chamber of Commerce, money was made available to erect a sumptuous, gaily decorated igloo for old Santa in the triangle at the junction of Cabrillo and Sartori streets. Not only will he be there every day to greet all his young friends, but he will be loaded with free gifts for every child. He will also have a mail box in which may be deposited the kiddies' letters to Santa telling him what they want most of all for Christmas.

With the personal appearance of Santa Claus the entire business district of the city will take on a gala, festive atmosphere so conducive to happy, enthusiastic buying. Attractive and colorful banners with flags and an announcement of the sale will be hung across many of the important highways and business streets. Merchants are vying with each other in decorating their store fronts, as well as the interiors.

So, Mr. Merchant and Mr. Business Man, dress up your store; dress up your stocks and make a bid for the business in this community. Be cheerful! Be happy! Tell all your friends of this sale! Talk it up! Let's see some SPIRIT!

"Greater Torrance Days," December 6, 7 to Open Christmas Buying In Torrance; Merchants to Co-operate In Gigantic Sales Event Which Will Prove Local Stores Outsell Merchants of Outside Cities

Appeal Will Be Made to People of This Area to Do Christmas Shopping In Torrance

Street and Window Decorations to Dress Up City For Big Event

with a roar and a smash and a bang that will be heard for miles around, the merchants of Torrance are planning to open the Christmas Season with two Super-Selling Days, December 6 and 7.

These days will be known as "GREATER TORRANCE DAYS."

Every merchant in town will want to join this great co-operative sales movement to prove to the people of this area that local stores actually outsell merchants of Long Beach and Los Angeles. Every resource at our command must be used to convince local shoppers that it is no longer necessary to leave the city to do their Christmas buying.

IT CAN BE DONE!

Yes, it can be done, but the whole-hearted support of every store owner, every business man, and every merchant in Torrance is needed.

VALUES, greater and more outstanding VALUES than ever before, must be offered. With two weeks ahead of us before the big sale, there is ample time to plan... PLAN... intelligently. PLAN to buy specifically for this event. PLAN to have the finest bargains you have ever offered. PLAN to support this sale with as much enthusiasm and pep as you are able to muster. Compare prices and merchandise offered in the big stores and PLAN to BEAT them.

GREATER TORRANCE DAYS, DECEMBER 6 and 7.

Herald to Give Much Publicity to "Greater Torrance Days"

Special Editions Will Announce Sale to Thousands



LET'S DRUM UP A LITTLE BUSINESS IN A BIG WAY! Let's go right out after this thing and show Torrance citizens that we, the merchants, want their trade and are equipped to handle it. Let's demonstrate

Leading Business Men Serve On Sale Committee

Store Owners Co-operate In Staging "Greater Torrance Days"

Bending every effort to gain the necessary co-operation of all the local merchants, as well as making the many arrangements for "GREATER TORRANCE DAYS," the Sale Committee believes that nothing short of an earthquake, flood and typhoon combined can stop Torrance store owners from realizing substantial gains in sales volume for the two sale days, December 6 and 7.

The committee is comprised of Sam Levy, F. M. Buffington, manager of J. C. Penney Company store; Harry Abramson, owner of the National Home Appliance Co.; J. G. Koch, owner of the Star Furniture Co.; Dr. Alden Smith, of Howard's Jewelry Store; and Harry Dolley, of the Dolley Drug Co.

A few opinions by these men show the enthusiasm and faith with which they have conceived and supported this sale:

J. C. Koch: "Better business definitely is coming back. I believe this sale, to be known as 'GREATER TORRANCE DAYS,' will do much to help recovery. Already I have contacted my wholesalers for exceptional merchandise to offer Christmas shoppers on those sale days."

Dr. Alden Smith: "I believe that 'GREATER TORRANCE DAYS' will bring much additional volume to store owners. My plans are made to give outstanding values. I am with the sale 100%."

Harry Abramson: "Certainly my store will join in this selling event and I predict it to be a big success."

F. M. Buffington: "We have already ordered extra merchandise for the sale and look for a great city-wide buying celebration."

Sam Levy: "I have seen many sales come and go in this town but I am sure 'GREATER TORRANCE DAYS' will eclipse all former selling events. It is my earnest wish to see all Torrance merchants co-operate and prove to themselves as well as the buying public that successful co-operative selling is possible in Torrance."



Keynote of "Greater Torrance Days" To Be Values!

In answer to the demands of the buying public for "Dollar for Dollar Values," the merchants of Torrance are responding to that call during "GREATER TORRANCE DAYS" by going into the markets to buy merchandise that will convince the people for all time and beyond the shadow of a doubt that real, honest-to-goodness, genuine VALUES ARE available to Torrance shoppers. They realize the importance of offering merchandise that will live up to every claim made for it. They realize that to present only mediocre, half-hearted values will kill the sale and all the build-up and publicity that has gone before it. And as well it will discourage shoppers from future sales.

We must not only ballyhoo! We must have something back of it!

So go to your resources, to your wholesalers and demand their co-operation in giving you worthwhile merchandise that can be presented as outstanding VALUES. Look on your shelves, in your stock rooms. Undoubtedly you will find REAL VALUES already there and that no one has ever heard about.

LET'S PUT OVER THIS SALE!

TO THE BUSINESS MAN WHO THINKS HE DOES NOT BELONG IN SALE

Regardless of what you have to sell... be it merchandise or service, or even something remotely connected with Christmas Gifts... take advantage of the publicity and the general enthusiasm and plan to participate in this great sales event.

Chamber of Commerce Backs "Greater Torrance Days"

Shows Faith In Torrance; Donates \$150.00 To Be Used For Decorations

Giving their whole-hearted support to "GREATER TORRANCE DAYS," the Chamber of Commerce has donated \$150.00 to the Sale Committee to be used for street decorations and the erection of a gaily trimmed house where Santa Claus will meet all his young friends with free Christmas gifts.

"We anticipate that 'Greater Torrance Days' will be the biggest event of its kind in this town for many, many years," stated Bronson C. Buxton, president of the Chamber. "It is imperative that more Christmas buying be done right here at home. I know that the local merchants are able to give as great values as can be obtained in outside cities and it is only by co-operative merchandising effort by all the Torrance merchants and the Torrance Herald that we can convince Christmas shoppers of the really outstanding selections and values to be had right here in our own city."

to this entire community... Lomita, Waverly, Keystone, and clear through to Gardena that the merchants of Torrance are wide-awake and eager to do business.

The Torrance Herald, always striving for community progress, is giving its entire resources to this sale. No effort has been spared on the part of the Herald staff to publicize this great sales event and make it one of the outstanding selling achievements for all time.

It is planned that on Friday, November 29, the Herald will publish a full page announcement and front page story telling of the coming of "GREATER TORRANCE DAYS." Many of the cuts and stories appearing in this Extra will be reprinted in the Shopping News as well as the newspaper, plus much more publicity that will reach thousands of potential buyers in this area.

Then, on Thursday, December 5, will come a special edition carrying to thousands of Herald readers YOUR message and YOUR effort to make this sale a success. Do not let us down. Do your part and the sale is bound to succeed.