

All Advertisements

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STORES READY FOR "GREATER TORRANCE DAYS" TOMORROW

Merchants Announce All Preparations Complete For Great Two-Day Sale, December 6 and 7

With preparations for "Greater Torrance Days" fully completed after many weeks of hard work and feverish activity, the retail merchants of Torrance open their doors tomorrow morning on the first of two great sale days which promise well to over-shadow all previous Christmas buying opportunities in this entire area.

Displaying an array of new, fresh Christmas merchandise that is being offered at prices equal to, or below those of Los Angeles and Long Beach "bargain days," the merchants of Torrance are making a bid for your Christmas business, which gives you not only an opportunity to save money, but to shop in comfort and ease in your own city.

Every effort has been made to present outstanding values. Every store owner or manager has scratched his head and worried and gone out and bought merchandise which can be offered as real values without the common practice of so many metropolitan stores of lessening the quality when the price is reduced. The Torrance merchant knows he cannot do that. He knows that where there is no quality, there is no bargain.

Santa Here
To add Christmas cheer and fun for the children to the sale, Santa Claus will entertain all his young friends at his igloo located in the triangle at Cabrillo and Sartori streets in front of the theatre. He will have gifts for all and a mail box in which can be deposited those very important letters to Santa.

Troubadours
Singing and playing troubadours will stroll through the streets and in and out of the stores. Their bright costumes and Christmas carols will give color and gaiety. Store owners are decorating their store fronts and interiors.

Bargains Galore
You will find many of the important bargains being featured for Friday and Saturday advertised in this edition. Look over every advertisement. You'll see for yourself what truly worthwhile savings are in store for you. Make out your list. Then pack the children in the car and shop in Torrance tomorrow and Saturday, December 6 and 7.

Driver of First Car Built In United States Has Perfect Record

Last week the Herald told about the master automobile driving of C. F. Fiesel, oldest Torrance resident, who learned to manage a car when this section was still a potato patch. And now comes a driver who learned the art when all the world was a potato patch, so far as cars are concerned. This driver, who lays a valid claim to 32 years' experience without a single ticket, is Harley M. Haynes, 1342 Engracia avenue.

Haynes is a distant relative of Elwood Haynes, the inventor and builder of the first car produced in the United States, a two-cylinder affair that now reposes in the Smithsonian Institute, as a permanent reminder.

POSTMASTER RETURNS

Postmaster and Mrs. C. Earl Conner, who have been visiting relatives and touring the middle west for the past month, returned home this week. Mr. Conner says that citizens of New Mexico, Arizona, and West Texas are experiencing a real boom and have forgotten all about the "depression," but conditions in Kansas were not so favorable.

Sweet Music to Play Whilst Shoppers Shop

"HEAR YE! HEAR YE!"
"Rally 'round, ye good folk and loyal townspeople, and give an ear to goodly tidings about ye big sale to come this Friday and Saturday. For, begad, 'tis Christmas time and cheer and good fellowship and happiness are upon us. Least ways, they should be upon us, and zounds, it's a certainty they are on the most of us."

"But for ye sour folk who go about the town with long faces and mightily downcast, we will have MUSIC... music that will warm your hearts and stir your blood. Six troubadours, mighty pretty in their gay costumes, will warble and play Christmas carols in ye village streets, and, for sure, 'twill be a merry sight. And in and out of ye old shoppes will they go, while ye goodie townspeople wax mighty frugal and spend divers and sundry shillings with ye goodie shop keepers as ye do your Christmas shopping."

"Squire George Marshon has arranged for ye troubadours, who, 'tis said, are donating this goodly music gratis. Ye olde benefactor, responsible for ye gay costumes, is none other than the village Chamber of Commerce."

"So, prithee, come to Torrance this Friday and Saturday and visit ye olde shoppes where mighty savings await you."

Young Girls Are Detected In Act Of Shop-Lifting

Woolworth and Newberry Stores Recover Goods Taken Unlawfully

Merchants in Torrance are taking extra precautions and redoubling their vigilance against the raids of light-fingered visitors, who find in the rush and hubbub of Christmas shopping a golden opportunity for laying in supplies without the formality of paying for the goods.

All through the year merchants everywhere have this petty thieving to contend with, but at this season it seems to blossom out vigorously. It is very easy to slip out with some small article tucked away under coat or in a handbag, picked up while clerks' attentions are elsewhere.

Last Saturday night two young girls, 14 years of age, were detected in the act of pilfering, the goods taken from them and the girls were given a lecture that it is hoped will prevent them from straying from the honest path again.

Manager Noyes, of the J. J. Newberry store, became suspicious of the pair when some goods which had been folded up and put aside from a pile of garments, were missing. He followed them to the Woolworth store, where he and Manager Dick Lockwood watched the girls closely and caught them in the act of pilfering.

Articles amounting in value to about \$200 were recovered. That the act of pilfering goods is not a youth's pastime in Torrance, was revealed recently when the manager of a chain grocery set two detectives to watch in his place of business. During the day 22 persons were discovered walking out without paying for the canned goods and other articles they had attempted to conceal. In each case they were politely referred to the cashier's desk and asked to make good.

For obvious reasons no charges were preferred against the parties, and on Saturday night Managers Noyes and Lockwood also let the two girls in the latest shop-lifting episode off without calling in the police, but warned them to give up the practice.

Officer Hurt In Odd Accident

Willard Haslam, night police officer, was the victim of a peculiar accident about 5 o'clock Saturday morning which put him in the Jared Sidney Torrance Memorial hospital for a time, where he was treated for bruises and cuts on his face, and shock. Haslam fell as he was pushing a stalled car along Marcelina avenue, and struck on his head.

He was knocked unconscious for a moment, but recovered enough to roll to the curb out of the way of any chance passing cars, and again lost consciousness. His groans were heard by newsboys who were rolling papers at Harvey's for their morning delivery, and they went to the officer's aid. Gale Travers, employed at the Famous Chili shop was summoned who called Fred Spehger from the police station. A police car took Haslam to the hospital.

The car which Haslam was pushing was driven by one Williams, employed at Palos Verdes Estates. Williams' car it is believed started suddenly, causing the officer to fall, and then rolled on to Cabrillo avenue where it stalled again, and Williams, seeing a crowd gathering went back to see what had happened. Neighbors for some distance around were aroused by the commotion and gathered around. Haslam was not seriously hurt and is again on duty.

The Biggest News In Today's Paper

The GREATEST, the BIGGEST, the HOTTEST news in the Herald today is the news about the merchants of Torrance. When the entire retail interests of a city co-operate in staging a BIG SALE; when endless effort has been expended to buy new, desirable merchandise and to present that merchandise to YOU at appreciable savings; when the opportunity is given YOU to help support the businesses of this area; and when it is possible to do your Christmas shopping practically within walking distance of your home WITHOUT the traffic, the crowds, the fatigue, and the expense that baffles and dismays you when you shop miles from home... then THAT'S NEWS!

Read the advertising in this issue... not carelessly or hurriedly, but thoroughly and conscientiously. It is the merchants' message to you. IT IS NEWS! IT IS MONEY-SAVING NEWS!

All Stores Open Until 9 O'Clock Friday and Saturday Nights.

COUNCIL STILL MARKS TIME ON BUILDING CONSTRUCTION

Sale of Bonds Deferred for the Third Time Due to Non-Arrival of Expected Official Word Concerning Federal Grant

Since the official letter, bearing the news of the grant to the city of Torrance of federal funds for the construction of three new public buildings, had not been received at 4:30 p. m. the city council met Tuesday to take action on the sale of bonds, adjourned to next Tuesday evening, 7:45 p. m.

Pending the receipt of the letter, which is known to be on its way, James L. Beebe, bond expert, advised the council to take no action, since any moves in advance of official notice would have to be done over. No decision was made concerning the sites for the auditorium and library for the same reason. The council has yet to receive the funds and will not be in a position to make a purchase until the bonds have been sold and the federal grant money is in hand. All necessary papers for acknowledging the receipt of the grant are ready, and will be executed on receipt of the draft.

In connection with the site problem, the Torrance Investment Company, presented a communication setting forth that Lot 7 and 10 feet of Lot 8 in Block 14 could be purchased at a price of \$2,000, and Lot 6 in Block 14 at a price of \$3,000. These lots adjoin on the south the corner lots which were offered to the city at a price of \$15,000 when proposals were asked recently.

They have the advantage of facing on the park, and are diagonally opposite the city hall site on the east side of El Prado. These lots if purchased would be used as the library site. A number of objections have been informally filed against locating the library on the east side of El Prado south of the new city hall because of its proximity to the jail.

Members of the council, City Engineer Frank Leonard and City Clerk A. H. Bartlett, were in Los Angeles yesterday morning to discuss with Mr. Beebe certain details regarding the disposal of the funds in order to bring the construction within the sum available. Contractors' bids and the cost of sites runs somewhat in excess of the total which will be received from the sale of bonds and from the federal grant, and some adjustments will be necessary to reconcile the differences.

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Skilled Workmen Urgently Needed For Water Jobs

Contractors On Units of Water System Waiting On Applicants

Start of construction on the water tank, tower and pipe lines for the completion of the municipal water system is waiting on the registration of skilled workmen, Judge Robert F. Lessing says today. Unless more skilled men who are registered voters in Torrance come forward to sign up for this work the contractors will be forced to employ outside labor. This condition is not pleasing to the city dads, but so far, out of the 150 men who have applied for work on these jobs, the majority are unskilled.

Tower and tank men, gasoline hoist engineers are urgently needed. The construction of these two units, the steel tower and tank, require the services of trained men. Judge Lessing, who is in charge of the registration, urges any and all Torrance men who are qualified along this line, to come to his office immediately.

The contractors are ready to start work, but are unable to do so until they get the right kind of a crew. If no skilled men are to be found in Torrance within the next few days they will be forced to bring in men from outside.

As there is a time limit on the jobs, with construction to be completed within that time, the contractors are most anxious to get to work.

Torrance men who are qualified will get first call.

Brother Dies Suddenly Thursday

Mrs. Bea Erickson, 1925 Gramercy, and Mrs. Mildred Johnson, of Lomita, were called to San Francisco last Thursday by the shocking news of the sudden death of their brother, Clifford Evans, 33, who has for some time been living in Torrance at the Gramercy avenue address.

Evans left here a few days before Thanksgiving Day to go to the family home in Salt Lake City, Utah, and had stopped off in San Francisco. He was found dead in bed at the Lanker-shim Hotel on the morning of Thanksgiving Day and had been dead three days. Death was apparently due to natural causes.

Mrs. Erickson, who is employed at the J. C. Penney Company store here, accompanied by Mrs. Johnson, left immediately for the northern city to take charge of Evans' effects and make arrangements for shipping the body to Salt Lake, where funeral services were held this week.

Evans leaves another sister in Torrance, Mrs. Evalyn Morosco, and six other brothers and sisters in Utah.

When Mr. Evans left Torrance he was carrying a large sum of money, as he expected to be away some time. According to Mrs. Erickson, when she and her sister reached the hotel to take charge of Evans' belongings all but \$1.42 of the money was missing. Evans' baggage had been ransacked and his clothing strewn about the room. Several articles of wear were also missing.

Torrance Man Is Frat Member

Cecil Bishop, son of Mr. and Mrs. J. O. Bishop, 2021 Carson street, is one of five new members adopted into the Kappa Delta Nu fraternity at Chapman College. Roy Warner of Gardena was pledged by the Phi Alpha Chi frat.

JURY RETURNS VERDICT OF HOMICIDE IN SEWELL DEATH

Charles Martin Smith, Prominent Lomita Resident, Involved In Unfortunate Affair In Which Oil Man Loses Life; District Attorney Studies Testimony

An inquest to inquire into the cause of death of Walter H. Sewell, 2269 243rd street, Lomita, who passed away at the Jared Sidney Torrance Memorial hospital last Saturday morning, was held yesterday at the office of the coroner in Los Angeles.

Football Squad Entertained At Dancing Party

Social Affair Is Sponsored By Rotary, Kiwanis and Legion Post

Members of the Torrance high school football squad, numbering about 50, will be entertained with a party at the American Legion clubhouse tomorrow evening, an event sponsored by the Kiwanis and Rotary clubs and the Bert S. Crossland Post.

The party is given to the boys in recognition of their valiant work this season in maintaining their prestige as co-champs of the Marine League. The boys will be privileged to invite their girl friends, and an evening of dancing to the music of Talmadge Ulrich Jr.'s orchestra will be spent. Refreshments will be served.

The clubhouse will be appropriately decorated in the high school colors, with pennants, pom-poms, goal posts and streamers. Mrs. Frank W. Smith, mother of Max Smith, varsity linesman, will be in charge of this committee.

Arrangements for the affair have been made by a committee including Robert Lewellen, chairman; Dr. Alden W. Smith, president of Kiwanis; Dr. George P. Shidier, president of Rotary, and James Birchett, commander of the Bert S. Crossland Post. Mr. and Mrs. Lewellen, and Coach and Mrs. Bernard J. Donahue will be the patrons and patronesses of the affair.

M-G-M Shoots Glider Film Here

Glider Hill and the Torrance beach will be featured in a new Pete Smith short, soon to be released by Metro-Goldwyn-Mayer, whose directors and actors have been working for the past two weeks on scenes for the film play in this vicinity. The picture, "Air-minded," shows a great many glider stunts, six motorless ships being used in the scenes, with Alan Renn, 1434 Post avenue, as one of the pilots. Work on the scenes was concluded here last week.

RAINFALL
At Lomita, for the 24 hours ending at 8 a. m. yesterday, 13 inch. At Torrance, 10 inch.

Where To Mail Letters To Santa!

"Attention! Boys and Girls! This is important! I have a special mail box with my name on it, which has been set up right next to my igloo in front of the Torrance Theatre. Write your letters telling me what you want for Christmas, put the letter in this mail box, and I will get it without delay. You ought to thank Mr. Parks of the Torrance Plumbing Company for supplying me with this dandy mail box, as it sure helps a lot. Merry Christmas, SANTA CLAUS."

