

**Southern Pacific  
Advertises Torrance**

Publisher Herald,  
Torrance, Calif.  
Dear Sir: We are preparing a campaign of half pages for the Southern Pacific company. The Southern Pacific has instructed us to use your paper. The copy will deal entirely with agriculture, the industries, and various attractions of California.  
This campaign is designed to tie

in with the advertising of the Californians, Incorporated, and with the All-Year Club of Southern California. We know that the people most susceptible to the lure of California are those who have already friends or kinsmen living here. It is, therefore, our purpose to get the people of California to send to the Southern Pacific company a list of their friends and relatives living in the East (a coupon will be provided in the advertisement for this purpose).  
The Southern Pacific Company

**LUNCHEAS AT BAZAAR**

A Thornton of Los Angeles, the Cradle Roll photographer, spent Saturday with the babies of the Cradle Roll of the Torrance Evangelical church. Mr. Thornton lunched at the Ladies' Aid Bazaar in Lomita, as the guest of Rev. and Mrs. E. E. Clark.

**NOTICE TO AUTO SHOPS**

Automobile dealers who operate repair shops were advised last week by Collector Goodell that the Treasury Department had ruled that the fact that finished automobile parts or accessories are sold by the manufacturer thereof for

placement purposes, does not affect the taxability of such sales. The only instance in which actual finished parts or accessories are exempt from tax when sold by the manufacturer, are covered by Articles 14 and 16 of Regulations 47.

**TO ERECT FUNERAL HOME**

O. E. Stone, funeral director, of Narbonne avenue, has purchased a lot on Cabrillo street, Torrance, south of Carson street, and within the next sixty days will erect a funeral home similar to the one in Lomita.



## OUR CHRISTMAS GREETINGS

**ELECTRICAL CHRISTMAS GIFTS  
LAST THE WHOLE YEAR**



### A Practical Gift

**IRONS FROM \$5.00 UP**



**Hotpoint**

FROM \$6.50 UP



**Hotpoint**

FROM \$7.50 UP

|   |            |
|---|------------|
| PERCOLATOR URNS.....                                      | \$19.50 up |
| MAJESTIC WAFFLE IRONS.....                                | \$16.00    |
| MAJESTIC HEATER.....                                      | \$10.50    |
| CURLING IRONS.....  | \$3.50 up  |
| WASHING MACHINES AND VACUUM<br>CLEANERS ——— ON EASY TERMS |            |

Many Other Useful Presents  
**M. W. SMITH**  
**TORRANCE ELECTRIC SHOP**  
Post Office Bldg.

will then send to these people this series of advertisements which we are going to run in your paper. When this has been done the list will be turned over to the Californians, Incorporated, at San Francisco, who will send their literature, and to the All-Year Club of Southern California at Los Angeles, which will send their literature, and to the San Diego California Club at San Diego, who will send their literature. After this has been done the list will be segregated by cities and counties and sent to Chambers of Commerce and County Development departments.

The net results will be that hundreds of thousands of people in the East will receive splendid literature describing every phase of California life. The benefits to California should be tremendous. The object of this letter is to bespeak your kind consideration and support of this campaign. We will not send any publicity, for we are going to use your advertising columns to tell our story. Yet, if you could in some way inform your readers of this campaign, or in some way ask them to take advantage of this opportunity to boost our state, the effectiveness of the campaign would surely be greatly increased.

The press of California wields a mighty influence with its readers. It should and, we believe, will, support in its columns the efforts of those great organizations which are doing so much to maintain and increase the prosperity of our state.

We would appreciate an expression from you regarding this campaign, any suggestions you may have to increase its effectiveness, and your assurance that it will receive your support in any way you see fit. Very truly yours,  
LORD & THOMAS.

**Legion Bouts  
Will Give Fans  
Many Thrills**

Tonight's boxing bouts at the American Legion hall will start promptly at 8:15 o'clock, and D. A. Murphy, matchmaker for the club, has promised that the bouts this week are all good, the opening bout, the windup, and the one in the middle particularly being of such a nature that the fans will be willing to pay an exit fee when the cruel war is over.

Our old friend, Chief Cyrus, the Sitting Bull of the Llewellyn Iron Works, will try to scalp a fighter from Jerusalem who is called Sailor Riley and who boards on the ship Tecksaas. They go on at 118 pounds and it is said that when they get through they will weigh about 100 even.

The second leaf will be turned by two raw meat eaters called Sailor Rugged Ritchie of the fighting Texas, and Eddie West of the Columbia Athletic Club of Los Angeles. Both lads have a rep to sustain, and should give the fans some thrills.

And then the middle. This lot is marked down, or over, from two weeks ago, and has all the earmarks of a return match. Sailor Evans of the Vestal is going to prove to the crowd that he did not lose by a foul, and Noble says that the only thing that is going to prevent Evans from going back to his ship all tied up in a knot will be his great sympathy for a poor sap that should know better. We hope both of them are right—physically and predictively.

We get a new one in the fourth mixture. Kid Nino, who hails from the city of dripped coffee and French toast, down on the Mississippi and Sailor Garcia of the Texas. (Say, hasn't the Texas got anything on board but a bunch of scrap-ers?) They claim to weigh 125 pounds and the sailor has a reputation of being a beast that who lives on nothing but New Orleans boys who think they can fight.

In the semi-windup we rise to interduce Sailor Fatty Ryan of the Texas (say, here's another one of those Texas fellers), will tangle with Teddy Southern who lives in the northern part of the county. At 133 pounds these boys are touted as a pair of fast mixers, and we should see the fur fly in this act. They're both good—or so we hear, anyway.

Then cometh the last but not least. Old Chicken Watson, the lad who taught our Sammy a few a couple of weeks ago, and who is really a clever boxer with a kick, will try to to repeat the same dose on Phil Moss of the Columbia Athletic Club of Los Angeles. Phil is a wizard with his feet, it is said, and we hope that that applies also to his head and his hands, for if he is slow to think quick, Chicken will use plaster instead of wall board.

Incidentally, our friend from the beach metrop of El Segundo will be amidst us again, we hope, and he is expected to bring with him a new line of the old bull which makes him popular with the fans.

As our friend Bill Shake-a-spear said to Cleopatra on the banks of the Warbash during the peace meet, "Well, Cleo, old gal, it's goin' to be a great knight."

**SEIZES STOLEN CAR**

Deputy District Warden George Taylor "killed two flies with one schmack" one day last week when he seized a car loaded with holly, which was standing on a downtown street in Los Angeles. Later it was discovered that the machine, a Maxwell touring car, license number 735895, had been stolen.

# WHY NOT A Useful Present?

## ACCESSORIES

Are Ideal Christmas Gifts

Here Are a Few Suggestions  
That Will Please "HIM"

- Motometers
- Mirrors
- Spotlamps
- Dashlamps
- Bar Caps
- Windshield Cleaners
- Tires and Tubes
- Tire Testers

- Pyrene Fire Extinguishers
- Stop Signals
- Trouble Lamps
- Klaxon Horns
- Flashlights
- Robes
- Bumpers
- Windshield Wings

Our Stock Is Large and Complete, and Our Prices Are Reasonable

## SCHULTZ, PECKHAM & SCHULTZ

AUTHORIZED FORD DEALERS

TORRANCE

### Candy for Christmas

BEAUTIFUL LINE OF BOX GOODS  
ONE-HALF POUND, AND UP

|                           |                  |
|---------------------------|------------------|
| One-Half Pound .....      | 75c              |
| One Pound .....           | \$1.00 to \$1.75 |
| Two Pounds .....          | \$2.00 to \$2.75 |
| Three Pounds .....        | \$3.25 to \$5.00 |
| Four and Five Pounds..... | \$4.00 and up    |

(Packed in Boxes, Cases, Chests)

**JUST WATCH OUR WINDOWS**

#### Bulk Candies

|                                |                  |
|--------------------------------|------------------|
| Creams .....                   | 30c lb.; 40c lb. |
| Hard Satin Finish.....         | 30c to 50c       |
| Hard Mixed .....               | 25c              |
| Gum Drops .....                | 20c              |
| Chocolate Covered Brittle..... | 40c              |

Lots of Other Kinds of the Best Candies

### Ye Bonnie Box

**ORDER FROM US BY PHONE**

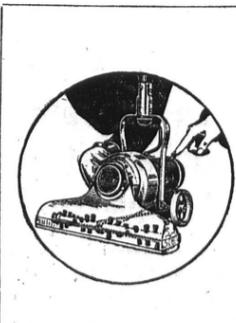
Your order will receive just as prompt and careful attention as though you were here in person selecting your meat yourself. We serve many customers in this way and have no complaints. All of our meats and cuts are of the best quality. Our phone number is 9. Call us up!



**Romey Lee Market**

IN FESS GROCERY TORRANCE

# FREE!



With every Electric Sweeper Vac sold at this time at the regular price of \$60 we will give absolutely Free a complete set of attachments. The attachments sell in a regular way for \$12.00, but as a special inducement both sweeper and attachments will be sold for \$60 cash or \$65 on terms of \$10 cash and \$5 per month. An Electric Vacuum Sweeper makes an ideal Christmas present.



**\$110** Here we offer you an oscillating Washer at the low price of \$110. We have over one thousand to sell at this price, so take your time. But, believe me, if you want a real washing machine, take a look at them before buying elsewhere.

## Washer Wilson

13 Years in Los Angeles

378 Sixth Street, San Pedro

Branch Agency: Nell's Grocery, 218th St. and Cabrillo, Torrance

Phone 432