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OFFICIAL PAPER OF THE CITY OF TORRANCE  
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### THE HERALD'S PLATFORM FOR TORRANCE

- 1—Ornamental Lighting System.
- 2—Interchange of Freight Between P. E. and Santa Fe.
- 3—Western Avenue Bus Line.
- 4—Hollywood - Palos Verdes Parkway.
- 5—New School North of Carson St.
- 6—Aviation Field.
- 7—Co-operation of All Torrance People, Firms, Industries and Other Agencies, to Induce Torrance Workmen to Live in Torrance.
- 8—The conduct of All Local Affairs in a Spirit of Neighborly Friendliness and Constructive Co-operation to the End That the Peace and Prosperity of All May Be Encouraged by an Alert Civic Consciousness and Patriotism.

#### TORRANCE KEEPS ITS HEAD

RECEIPT of the news of the big expansion programs of the Columbia Steel Corporation and the International Derrick and Equipment Company was received in Torrance with enthusiasm. It is noteworthy, however, that this enthusiasm was not marked by hysteria that sent land prices soaring, despite the fact that the industrial future of Torrance guarantees a great growth of the city during the next two years.

The lesson of the oil boom apparently has had its effect. Torrance naturally wants to grow, but inflated real estate values which anticipate growth do not assist that growth. It is not our intention to minimize the effect of growth upon property values. An advance in land prices is certain to follow industrial development. But it is well when the advance remains within the limits of reason.

The announcements by the two Torrance industries attracted wide attention throughout Southern California. A number of prospective builders visited the city and investigated land prices. A large number of building lots changed hands. Torrance welcomes builders, for Torrance needs homes. Probably no city in the great Southwest, if any on the coast, has before it a future of such brilliant promise as that to which Torrance now looks forward.

#### IN AN ENVIABLE POSITION

GLANCE at the list of building permits for Southern California cities for last month shows Torrance in an enviable position. If one should compute the November building statistics on a percentage basis, it is probable that Torrance would be well near the top of the list. Compared to our population our permits for November were greater than any other city in Southern California. The best part of it all is that the building here is not the result of a mushroom boom. Torrance is growing, but it is growing conservatively and steadily. Fifteen thousand population by 1930 constitutes no wild prediction.

#### A NEWSPAPER IS BROADCAST

ONE of the means by which a newspaper serves its community was illustrated last week when the demand for issues of The Herald containing the news of industrial development here exceeded the supply, despite the fact that about 500 extra copies were run off the press.

Scores of Torrance residents sought extra copies to send to friends back east. Several companies ordered extra copies in advance and mailed them to various parts of the country.

The Herald anticipated a strong demand for the issue, but underestimated it somewhat. But the several hundred copies that went into the mails to friends of Torrance persons constituted excellent advertising.

#### World's Greatest Golf Stars Enter So. Calif. Tourney

LOS ANGELES—California is going to be a veritable gold mine for golfers during the 1926-27 winter season. Purses offered for a 30-day period already exceed \$20,000, and there is a possibility that another \$50,000 will be added.

The Del Monte tournament Dec. 10-12, with a purse of \$50,000, opens the season, being the first stopover on the winter route. This is Del Monte's first open tourney in conjunction with the winter schedule, and according to Darsie L. Darsie, golf director of the Del Monte hotels, it will in all probability become an annual affair.

Long Beach will again have a

\$25,000 tournament Dec. 31, Jan. 1 and 2. Following this event to be held at Virginia Country Club, in the Los Angeles \$10,000 open, the magnet for the westward golfing contingent. Early entries for this event now total 45, and the list is expected to reach 450 before it is closed. One of the latest of the "big guns" to announce his proposed trip to California is Gene Sarazen, the clever little Italian. He is expected to arrive here in December, and it is possible that he will make the winter circuit. Late entries include George Duncan, Surrey, England; Mike Twiss, Ed Gayer, Frank Walsh, Bob Peoples, Al Watrous, Leo Diegel, Jack Burke, Neil Christian, Danny Williams, Bill Creavy, Dewey Weber, and Jack Forrester.

Read Our Want Ads!

## Those Whose Christmas



we might forget

By MARJORIE HOWE DIXON

Remembering the unfortunate ones has become part of the scheme of things, where Christmas giving is concerned. Perhaps it was the war that brought to our attention those unhappy ones in hospitals and institutions, for whom Christmas was indeed a dismal day if we all forget them.

In one woman's club it is a practice to look after disabled soldiers in a nearby hospital at the Yuletide season and plan for their presents and a merry time. Early in December donations are called for from members of the club. Christmas boxes are made up and tied with bright ribbons. The contents of each box amount to a dollar in price, so as to keep them uniform. Playing cards, stationery, cigarettes, soap, stamps, toilet

water, are gifts with which to fill them.

#### Performers Go to War

A Christmas program is planned, groups of performers going to different wards to entertain the boys. It is sometimes possible to have a small tree at each bedside—and then again a large tree for each ward is arranged.

In public institutions like county hospitals, poor farms, and old people's homes, are many opportunities to arrange for a happy time for others—those whom we might forget.

A bit of real thoughtfulness for one who is shut in is a gift of Christmas cards, about a week or two before Christmas—say six to a person, with stamps. He, too, would like to give at Christmas time, and will be especially grate-

ful to be able to remember his friends and loved ones.

#### Division of the Program

If several clubs were in the vicinity of a single institution, say an old people's home, the Christmas work and planning might be divided among them. One club could see that cards were distributed well ahead of Christmas. Another group could see that those who were able to make things were supplied with materials. For instance, the women who could knit might be supplied with yarn, and so on.

Another club could take care of a Christmas program, and another the Christmas trees—trees if more than one were necessary. Another group could take care of seeing that each individual received a present, and arrange for the distribution of these.

In a large hospital, where disabled veterans were placed, a gift of phonograph records was deeply appreciated. Those they had worn out from long and hard use, and new ones were indeed welcome.

Greenhouse of Interest  
 In this same place it was noticed that gardening was a matter



### How to Play BRIDGE

A new series of lessons by Wynne Ferguson  
 Author of "PRACTICAL AUCTION BRIDGE"

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#### ARTICLE No. 7

What is the most puzzling point of the play at auction bridge? That is a pretty broad question, and probably every player has his own opinion, but to the writer there seems only one answer, and that is "The lead." When your partner hasn't bid, or sometimes when he has, it is very difficult to determine the proper lead. Many a game or rubber is won or lost by the opening lead and, as it is always a guess, the writer feels that, for that reason alone, it is always the most puzzling point of play. One lead will win and one lead will lose, but which shall it be? No one can be right always, so the only thing to do is to learn what should, as a matter of averages, be the right thing to do at the time, and then follow these rules. The following hands illustrate some good points as to the proper opening lead, so should be carefully studied. An analysis will be given in the next article.

#### Problem No. 7

Hearts—7 : Y  
 Clubs—A, 9, 7, 3 : A B  
 Diamonds—Q, 8, 4, 2 : Z  
 Spades—K, 7, 5, 4

No score, first game. Z dealt, bid one heart, and all passed. What should A lead?

#### Problem No. 8

Hearts—6 : Y  
 Clubs—K, 7, 6, 2 : A B  
 Diamonds—K, 8, 4, 3 : Z  
 Spades—K, 10, 7, 4

No score, rubber game. Z dealt, bid four hearts, and all passed. What should A lead?

The following hands are given as examples of the type that causes a wide difference of opinion, and should therefore be very interesting:

#### Hand No. 1

Y : B :  
 A : Z :

#### Hearts—7

Clubs—J, 4  
 Diamonds—A, J, 10, 8, 7, 8  
 Spades—A, 9, 8, 6

No score, first game. Z dealt and bid one diamond. A doubled, Y bid three diamonds, and B bid four clubs. What should Z now do? Should he bid four diamonds or pass? Z should pass. His partner's bid of three diamonds shows that he has diamonds and nothing else, so why should Z take a chance of being doubled? He has two aces, so that if he and his partner can win them and one more trick they will have the game at clubs. It is an excellent example of passing when there is a good chance to have game and no chance to make the overbid. In the actual play Z bid four diamonds, was doubled, and lost 200 points, while A-B could not have made four clubs.

#### Hand No. 2

Y : B :  
 A : Z :

#### Hearts—Q, 8, 7, 5, 4

Clubs—Q, 8, 6, 3  
 Diamonds—9, 2  
 Spades—K, 7

No score, rubber game. Z dealt and passed. A bid one heart, Y one spade, and B passed. Z passed, and A bid two hearts. If Y and B passed, what should Z now bid? Z should pass. He hasn't any reason to bid two spades, for he has little help for his partner and good defense against two hearts. In the actual game, however, Z bid two spades and his partner lost the contract by two tricks undoubled—a fine example of what not to do.

#### Hand No. 3

Y : B :  
 A : Z :

#### Hearts—A, K, 10, 9, 7, 5

Clubs—Q, 6  
 Diamonds—8  
 Spades—8, 5, 7, 5

No score, rubber game. Z dealt and bid one heart. A passed, Y bid one no-trump, and B bid two clubs. What should Z now do? Should he bid two hearts or two no-trump? This is a close hand, but the writer prefers a two no-trump bid. Z cannot hope to go game in hearts after A's two no-trump bid. There is a chance for game in no-trump. Y has the queen, six of clubs, and they will probably help his partner to stop the clubs. Z, however, bid two hearts and made three odd, although he and his partner had a game at no-trump.

#### Hand No. 4

Hearts—K, 4  
 Clubs—none  
 Diamonds—A, Q, 9, 7, 5  
 Spades—K, Q, J, 8, 4, 2

#### Y : B :

A : Z :

No score, first game. Z dealt and bid one club. If A bid one spade, what should Y now do? Should he double, bid one no-trump or two diamonds? This is a pretty close hand, but the writer thinks the bid of one no-trump will produce the best results. It will conceal the spade strength and possibly coax a two spade bid. The bid of two diamonds seems the next best bid, but the danger is that the bid may be left in. A double is bad, as it gives the situation away. One suggestion has suggested a two spade bid, saying it would probably be doubled and thus give a good chance for game. It is a clever suggestion and might work out, but how can you be sure of a double? All in all the writer prefers the no-trump bid.

of deep interest to the boys in the summer months, and that a greenhouse would mean a great deal to them during the winter. That winter the club got together and assisted in paying for a greenhouse, so that the boys might continue their joy in growing things through the cold season. This was the club's Christmas gift, and it was indeed a joy to those to whom time must drag heavily.

An old-fashioned novel bore a title that even now can be considered, especially at the Christmas season, "Put Yourself in His Place" it was called. And a visit by a committee, with this advice in view to the institution will reveal many new ideas and ways of helping those who find themselves there. The committee can then report to its club as to the best way of helping and the most urgent need.

**Charge of Settlement House**  
 It is a custom for some clubs to take a settlement house workers in the settlement house are asked for advice, and the club co-operates with them in caring for needy ones. Soap and stockings were the great demand one year—all kinds of soap and any size stockings. These would not occur to one as being the things most wanted, but investigation revealed this interesting fact.

Is not a Christmas that is shared the merriest one?

### Our Want Ads Bring Results

## Women's Work

Among all the conveniences which have been invented for relieving women of their heavy work none has been of more service than the modern type of gas water heaters. There is neither waste of time nor labor when hot water is instantly available by opening the tap.

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### Here's the List

- |        |       |             |      |            |           |                   |               |       |           |         |        |        |            |          |       |          |                    |           |         |          |               |         |         |           |                  |                 |           |            |            |             |        |          |               |            |        |        |          |             |        |        |             |          |         |           |               |                |              |              |            |           |        |          |        |          |          |        |       |          |          |
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| Athens | Baker | Bakersfield | Bell | Bellflower | Belvedere | Belvedere Gardens | Beverly Hills | Chino | Claremont | Compton | Covina | Downey | Eagle Rock | El Monte | Essex | Fillmore | Fontana-Arroyo Way | Fullerton | Gardena | Glendora | Green Meadows | Hanford | Hermosa | Hollywood | Huntington Beach | Huntington Park | Inglewood | Long Beach | Long Beach | Los Angeles | Mojave | Monrovia | Monterey Park | Ocean Park | Orange | Oxnard | Pasadena | S. Pasadena | Pixley | Pomona | Porterville | Redlands | Redondo | Santa Ana | Santa Barbara | San Bernardino | San Fernando | Santa Monica | Santa Paul | Sierra M. | Strath | Torrance | Upland | Valencia | Van Nuys | Vernon | Vista | Whittier | Woodlake |
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