

Torrance Herald

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W. HAROLD KINGSLEY Editor GROVER C. WHYTE Business Manager

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THE HERALD'S PLATFORM FOR TORRANCE

- 1—Ornaamental 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.

1927 PROMISES TO BE BANNER YEAR HERE

NINETEEN-TWENTY-SEVEN promises to be one of the most important years in the history of Torrance. The losses of the post-oil-boom period have been written off. And the stage is set for a steady and substantial growth.

The foundation of Torrance is industrial. Upon it the city is building. During the year just ahead the foundation will be materially strengthened and increased in size. The city will grow and develop proportionately.

By June the Columbia Steel Corporation's big new sheet mill will be in operation with 400 men employed. Ninety percent of these new employees will be skilled.

The International Derrick and Equipment Company's expansion program is rapidly taking form. Employment for 100 will be provided when this organization's fabricating plant is put in operation during 1927.

Steady production is assured at the Torrance Flat Glass Company's plant with 200 men working in three shifts. Operations are scheduled to start before June 15. Other industrial developments are looming large and with promise on the Torrance horizon.

The Santa Fe Railroad Company is completing details of its plan for development of its industrial acreage in Torrance. Tracks will be laid shortly and utilities for factories installed.

The number of inquiries about Torrance as a site for new industries is constantly increasing and several projects of importance are now in the negotiating stage.

But all of these developments would be of little value unless they were attended by considerable building activity. For Torrance is not just a city of shops. It is designed as a modern industrial city where men and their families who work in the plants can live in attractive homes in a city that is up to date from the standpoints of material and artistic advantages.

Fortunately a substantial building program is already under way. And more fortunately still it bids fair to increase with the start of the new year.

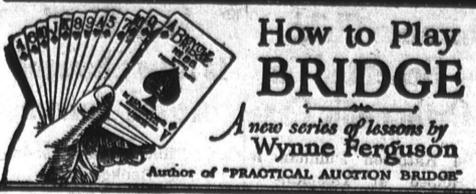
The Redondo boulevard-Cedar avenue district is being built up rapidly. A number of substantial building companies are waiting for the advent of 1927 before starting construction programs in the area.

Hundreds of employees will be added to Torrance payrolls during the year. To house them will require hundreds of homes. Now is the time to build in Torrance.

TORRANCE NEWSLETS

Mrs. William Mix of LaVerne was a recent house guest of Mr. and Mrs. P. G. Briney of Post avenue. Mr. and Mrs. W. C. Dolley of Gramercy avenue spent Sunday at the home of Mrs. Dolley's sister, Mrs. Sylvester Jessup, of Uplands. Mr. and Mrs. J. H. Fess and sons were holiday and weekend guests of Mrs. Fess' mother, Mrs. A. E. Shugg, of El Monte, and were entertained at dinner Sunday evening by Mr. and Mrs. Gale Hendry of Los Angeles. A Christmas eve family party at the J. M. Fitzhugh home on Arlington avenue was followed by a family reunion at the Thornton B. F. Hannebrink of Andree avenue.

Fitzhugh home in Los Angeles on Christmas Day. Mrs. William Tolson of Arlington avenue is recovering from an attack of rheumatism that confined her to her bed for several days. Mr. and Mrs. S. F. Webb and Mr. and Mrs. Roy Confer and family were guests Sunday of Mrs. Ada Parks of Los Angeles. Mr. and Mrs. Brady Wolfe of Sierra street were entertained at Christmas dinner by Mr. and Mrs. F. B. Dunn of the Breakers, Long Beach. Mr. and Mrs. A. H. Bartlett and daughter, of Gramercy avenue, were holiday guests of friends in Los Angeles. Rev. and Mrs. F. A. Zeller and family were entertained at Christmas dinner by Mr. and Mrs. J. F. Zeller of Redondo Beach. Miss Lois Boehlert of Gardena is a house guest of Mr. and Mrs. B. F. Hannebrink of Andree avenue.



How to Play BRIDGE

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

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ARTICLE No. 10 One thing that players should always strive to retain is an open mind on all questions. Don't allow yourself to become so sure of your own skill that you aren't willing to consider a good suggestion from another. On the other hand, don't be too willing to follow another's lead. Learn to consider both points of view, your own and the other fellow's, and then draw your own conclusions. An open mind is a great asset, as valuable at the auction table as everywhere else. The point was well illustrated the other night by the following hand:

Hearts—K, J, 7, 6, 2 Clubs—A, Q, 4 Diamonds—K, J, 10, 8, 5 Spades—none

No score, rubber game. Z dealt and bid one spade and A doubled. Y realized that his hand was worthless except at spades, so he bid four spades over the double. All passed. A opened the Jack of diamonds, and Y-Z lost their contract by one trick. After the hand was over A said to his partner: "It's too bad you didn't get a chance to bid, partner," and the latter replied: "With a two-suiter, you made a big mistake in doubling one spade. With the type hand you held you should have first bid the heart suit and then, if overbid, you should have bid the diamonds. We had a game in either hearts or diamonds, so your bad double cost us the rubber." A was very much taken aback, for he had never realized that he shouldn't double when holding a two-suiter. However, he showed the proper spirit, for he replied to his partner: "I am very sorry, but I never looked at it in that light. I will try it out and see how your suggestion works out." That is an illustration of the "open mind." If a new point is brought up, think it over and give it a trial. You can improve your game many times by this method, and never lose, even when you try out a theory and later reject it. It is a good common-sense method from any angle.

The following test hands were submitted for analysis in the preceding article:

Answer to Problem No. 11 Hearts—4 Clubs—J, 10, 8 Diamonds—A, J, 9, 8, 4, 2 Spades—J, 10, 4

No score, first game. Z dealt and bid one club, A three hearts, Y four clubs, and B four hearts. Z bid five clubs, and A and Y passed and B doubled. A then led the King of hearts and all followed. A then led the King of diamonds. How should Z plan the play of the hand? Z should win the trick in dummy with the Jack of diamonds, and then should lead the Jack of clubs. If Z has the King of clubs, as his double indicates, Z should just make his contract. If he has the Queen of clubs, he cannot now make his contract if B has four clubs to the King. Work this out for practice, giving B four clubs to the King. It is a pretty example of deciding which hand should be in the lead to accomplish a given result. When playing with the dummy, take your time and figure out carefully in advance which hand you want in the lead and why.

Answer to Problem No. 12 Hearts—A, 3, 2 Clubs—10, 9, 4 Diamonds—K, Q, 10, 9, 6, 3 Spades—J

No score, rubber game. Z dealt and bid one club, A one spade, Y two diamonds, and B passed. Z bid two hearts and all passed. A opened the deuce of diamonds and Z won the trick with the ace. He now led the four of hearts and allowed B to win the trick with the nine of hearts. B now led the seven of diamonds. What should Z play, and how should he plan the play of the hand? Z should discard a club, for A's diamond lead is a marked singleton. A will be forced to trump, and now, no matter what he leads, Z is in a strong position, provided A has the ace of spades, which his bid indicates probably is in his hand. If he leads the spade ace Z must win the next trick, no matter what he leads. Z's play of this hand is to drop the remaining hearts by lead of his ace, and then set up dummy's diamonds. He must keep his spades so that if the hearts do drop he can trump a spade in dummy and lead a spade at trick three, instead of a club, will enable A-B to save game if A will lead the ace of spades and a low spade after trumping the diamond. Play this out for practice. This hand is an excellent example of figuring out which hand you want in the lead, and then providing means for obtaining that result. A's hand was as follows:

Hearts—Q, 10, 8 Clubs—K, J, 8 Diamonds—3 Spades—A, 10, 9, 8, 4, 2

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Happy New Year PHONE STAPELFELD TIRE & RUBBER CO. 1610 CABRILLO AVE.

Million Radio Sets Are Sold By One Outfit

Atwater Kent Turns Out Millionth Unit on Dec. 3, Says DeBra

Marking one of the greatest achievements in radio history, the millionth Atwater Kent set was turned out of the factory at 4 o'clock, December 3rd, according to word just released by Eugene DeBra, local Atwater Kent dealer.

Impressive ceremonies were conducted as the set came out of the assembly line, passed its final test and went directly into the hands of Mr. Atwater Kent who personally took it to his private office to affix the gold seal bearing the serial number and his certifying signature.

By special arrangement, made several months ago, the millionth set has been shipped by express to Ray Thomas, Southern California Atwater Kent radio distributor. Mr. Thomas has planned an exceptionally interesting celebration upon its receipt. The announcement of its arrival will carry full information as to its disposal.

Practically an exact duplicate of the millionth set is now on display at the salesroom of the local dealer. It is a six-tube, single-dial set in the latest shielded metal cabinet.

According to a letter received here yesterday, Mr. Kent held a celebration including orchestra music, an evening "family" party of record an output of more than 600,000 sets against 623 for 1925-26, the first year's record. In the short space of four years, the Atwater Kent factory has increased its output to more than 100 times that of the first year's production.

In addressing his employees, Mr. Kent said: "It is difficult for me to find words with which to express my pride and gratification in this moment. I feel as if I wanted to hup-hurrah. I want to throw my hat up in the air. I am happy in the knowledge that you feel the same way about it and I am deeply grateful for your loyal, enthusiastic co-operation, which has made this achievement possible."

"The millionth set means not only that we have grown to manhood in our industrial and commercial life but that we have built together, during the rapid activities of the last four years, a harmonious, self-respecting family of co-workers who are making the world a better place in which to live. Our material success has not taken toll of society but, rather, has contributed to the happiness, comfort and benefit of society. Greater opportunity for service confronts us in the future. The drama of today, in which we have seen the millionth set produced opens even wider.

"With your splendid loyalty and co-operation I face it happily, confident that it will find us ready and able to measure up to the obligation which today's events have placed upon us."

Atwater Kent production, year by year, as made public for the first time today, follows: Year (Apr. 30-May 1) No. Shipped 1922-23 6,628 1923-24 58,927 1924-25 175,481 1925-26 331,293 1926-27 60,000

Miss Muriel Malsbury and her niece, Miss Lucile Gray, of Fresno, are house guests of Mr. and Mrs. W. E. Bowen. Christmas dinner guests of Mr. and Mrs. P. L. Parks of Marcelina avenue were Mr. and Mrs. Charles Hastie of Santa Ana. Mr. and Mrs. Edgar Reeves and son Edgar, of Carson street, were entertained at dinner Christmas by Mr. and Mrs. Reeves Sr. of Pomona.

Luncheon guests Monday of Dr. and Mrs. N. A. Leake of Marcelina avenue were Mr. and Mrs. E. E. Burdick of Big Pines and their son, Sherman Burdick, of Miami, Ariz. Mr. and Mrs. Edgar Bell and A. J. Moore, of Los Angeles, and Mrs. Rose Bell were holiday dinner guests of Mr. and Mrs. L. J. Acree of Gramercy avenue. Mrs. P. G. Briney and family are guests this week of friends in Fullerton.

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MOTOR COACH COMPANY Time Table Effective Nov. 16, 1926 STAGES LEAVE TORRANCE

1926 says to 1927 START a SAVINGS account "Heed Thou My Advice, Young Man" I AM FATHER TIME. Since time immortal I have welcomed the ambitious youngsters that come to travel this Earthly train for 365 days. And as the New Year bells warn of their departure, they stop to whisper farewell and to leave a few words of wisdom. "This is their heritage: 'Save. Save frequently. Save regularly. For the coming days see the need of ready money for leisure of life—for independence—for education—for travel—for business!'" First National Bank of Torrance