

Down Goes Our Torrance Warehouse

and Down Goes the Prices of all Surplus Merchandise with it-

TORRANCE GETS BIG STORE

F. W. Woolworth Co. Signs 20-Year Lease on Sartori Ave. Property

LEASE RECORDS BROKEN

Future of City as Trading Center Assured by Event

(Reprinted from The Torrance Herald of Dec. 1, 1927)

A new epoch in Torrance merchandising history, in which this city will be the recognized shopping center for a wide area was ushered in yesterday when official announcement was made that the F. W. Woolworth Company, national organization has signed a twenty-year lease on the Sartori avenue store now occupied by the Huddleston Furniture Company. The lease was signed by the company and I. H. Hawkins, who recently purchased the property from Harry H. Dolley.

The lease constitutes the largest lease transaction ever consummated in Torrance. Those acquainted with the transaction say it involves three times more money than any similar deal in local real estate history.

More important to the city itself is the fact that the decision of the Woolworth company to locate a Class A store in Torrance guarantees that this city will be the permanent shopping center for a large district including Gardena, Moneta, Harbor City, El Nido and intermediate points of which Torrance is the geographical center.

Mr. Hawkins received confirmation of the signing of the lease yesterday in a letter from F. B. Jacobs, manager of leases and real estate for the Woolworth company. Mr. Jacobs stated that their construction department would begin preparation of plans and specifications for the remodeling of the store at once. The store is now 100 feet deep. It will be enlarged to 140 feet. A new front will be constructed and new maple flooring laid throughout. The store in all particulars will be what the Woolworth Company designates as Class A-1. The store will open about May 1.

Woolworth and company have been studying Torrance as a city in which to locate a store for more than a year. Representatives of the company have conferred at various times with the Chamber of Commerce and real estate men. Mr. Hawkins, who is one of the proprietors of the Sample Store, next to which the Woolworth Company will locate, applied himself to the task of convincing the Woolworth officials of the advisability of placing a store here. He negotiated tirelessly for months. Two weeks ago the lease was signed, went east for confirmation and reached California again Wednesday, signed and approved.

When rumors that the lease had been signed spread through the business district recently merchants were jubilant. They realize that the city with a large trade-drawing store such as a Woolworth store attracts patrons from miles away and that the opening of the Woolworth store here means more to this city from the standpoint of merchandising than any other single event in the history of the city.

Mr. I. H. Hawkins asked us to clear our warehouse of all Goods, so while he is building a warehouse for one of the nationally known chain stores he will build a 30x50 fire-proof and dust proof warehouse for our use at the same time. This will be built with the one idea in mind to make it suitable for handling of merchandise on a large scale. This is our reason for slashing prices now, with business at its best. Our surplus goods must go. Our Redondo stock-rooms are packed like sardines in a can. Our only recourse is to offer you this staple merchandise so cheap you can't help but buy. No commission to outsiders. We are going to offer you, the good people who have made this business a success, the one opportunity of reaping the harvest that you sure have deserved for your liberal patronage.

27 inch Daisy Cloth, 6 yards	\$1.00	Sheet Blankets, single plaids	98c
3 lbs. Sewed Cotton Batts, 2 for \$2.00	\$1.19	Woolen Goods and Plaids, 54 inch, \$4.50 value, yard	\$1.49
36 inch Outing, 6 yards	\$1.00	Georgette Crepes, \$1.50 value 3 for \$2.00. Yard	\$1.19
2 1/2 Cotton Batts, 2 for \$1.25	69c	Crepe de Chine, \$2.00 Value, yard	\$1.49
35 to 36 Inch Cretonnes, 6 yards	\$1.00	Flat Crepe, \$2.50 Value, 3 for \$5.00. Yard	\$1.89
Dimities, Outings, Muslins and Challies, 7 yards	\$1.00	90 inch Pequot Sheeting, 10 yards \$6.50, yard	69c
Muslin, bleached or unbleached, 7 yards	\$1.00	90 inch Unbleached Sheeting, Pepperill	49c
1 lb. Cotton Batts, 3 for 79c	29c	72 inch Unbleached Sheeting, Pepperill	39c
\$1.00 Linens, yard	25c	54 inch Bleached Sheeting, 3 for \$1.00	35c
1/2 lb. Cotton Batts, 3 for 50c	19c	44 inch Indian Head, 3 for \$1.00	39c
Black Satin, \$2.00 value, 3 for \$4.00	\$1.39	44 inch Printed Indian Head Table Squares	49c
Silk-mixed Goods up to 54 inch. Values to \$1.50, 3 for \$2.00	79c	18 inch Printed Indian Head Napkins, 2 for	15c
Fine Voiles, values to \$1.00, 3 for \$1, yard	39c	Bias Tape, 3 for 25c	10c
Extra Fine Voiles, worth to 50c, yard	25c	J. P. Coats and Star Pearl Cotton, 3 for 25c	9c
Men's \$1.00 Ties, 2 for \$1.00	59c	J. P. Coats Crochet Cotton	11c
Men's 75c Ties, 2 for 95c	49c	Men's \$10.00 Boots	\$7.95
Men's 50c Ties, 3 for 50c	19c	Men's \$9.00 Boots	\$6.95
Men's Dairyman's Overalls, \$2.00 value	\$1.49	Men's \$8.00 Boots	\$5.95
Men's Khaki	\$1.49	Men's \$6.00 Boots	\$3.95
Pants	\$1.49	Men's \$5.00 Work Shoes	\$3.95
Men's Horsehide Gloves, \$1.50 value	\$1.00	Men's \$4.00 Work Shoes	\$2.95
Men's Buckskin Gloves, \$2.00 value	\$1.00	Men's \$3.50 Work Shoes	\$2.79
Men's All Wool Lumber Jack Shirts	\$3.95	Men's \$3.00 Work Shoes	\$2.29
Big Yank Shirts (boys' sizes), 3 for \$2.00	79c	Women's House Slippers, 2 for \$1.00	59c
Boys' Nazareth Union Suits, 2 for \$1.25	69c	Men's Sweaters, \$5.00 values	\$3.95
Women's and Children's Handkerchiefs, 6 for 25c	5c	Men's Wool Mixed Shirts, 2 for \$4.00	\$2.19
Men's Dress Shirts, full cut	\$1.00	Men's Carpenter Overalls, Union Made, extra heavy	\$1.89
Men's Hickory Stripe Work Shirts, 3 for \$2.75	98c	Men's Bib Overalls, Heavy, \$1.39 to	\$1.49
Men's Straight Eight Work Shirts, 3 for \$2.75	98c	Men's Overall Jackets, \$1.29, \$1.39 to	\$1.49
Men's Uncle Sam Work Shirts, 3 for \$2.00	79c	Women's Silk and Rayon Hose, values to \$1.00, \$3 for \$1. A pr.	39c
Men's Knit Union Suits, 3 for \$2.00	79c	Women's Silk and Rayon Hose, values to \$1.25, 2 for \$1. A pr.	59c
Men's Extra Heavy Union Suits, 2 for \$2.00	\$1.19	Women's Silk and Wool, Silk and Rayon, and All Silk Hose, values to \$1.50, 3 for \$2. A pair	79c
Men's Dress or Work Suspenders, 2 for 95c	49c	Women's Full Fashioned Hose, values to \$2.50, 2 for \$2.50. A pair	\$1.39
Men's Garters, 40c values, 5 for \$1.00	25c	Men's Wool Mixed Work Sox, Pair	25c
Boys' Garters, 3 for 50c	19c	Men's Boot Sox, 50c value, 3 for \$1.00. A pair	35c
A Close Out of Crochet Cotton, 6 for 25c	5c	Men's Cashmere Sox, 3 for \$1.00	39c
(No Exchange)		Men's \$1.00 Interwoven Cashmere Sox, 2 for \$1.25	69c
Turkish Towels	12c	Men's 75c Interwoven Cashmere Sox, 2 for \$1.00	59c
Extra Large Bath Towels, plain or fancy	49c	Infants' Silk and Wool Hose, 3 for \$1.00	39c
70 x 80 Double Cotton Blankets, 2 for \$4.00	\$2.29	Infants' Wool Mixed Shirts, 3 for \$1.00	39c
\$3.00 Pillows, 2 for \$3.50	\$1.98	Infants' Rubber Pants, 3 for 50c	19c
\$2.00 Pillows, 2 for \$2.50	\$1.29	Infants' Sets — Sweaters—Blankets—Rubber Sheets—Rubber Sheeting are at Cut Prices.	
\$1.00 Pillows, 2 for \$1.50	79c		
Rayon Bedspreads, 81x108, 2 for \$6.00	\$3.25		
Fancy Krinkle Bed Spreads, 2 for \$5.00	\$2.69		

We are unloading all our surplus goods regardless of Profits. Extra Sales Force—All Experienced Help—No Amateurs—One Cash Price to All

THE SAMPLE STORE

Redondo

Hawkins & Oberg

Torrance

TOWNE TALK

"Just for Fun"

By RAS BERRY

The state of Washington is named after the father of the country and we don't think it is very nice for So. Calif. to give a football team with such a patriotic name such a awful drubbing.

Mike Fix says the only undefeated team in the country this season is the Torrance firemen.

Ted Frerger who has got one of them heads of hair where a fellow makes two cover what 100 covered before he says our bus mgr. got such good results for hair tonic—paper bag variety—that Sunday a. m. he got his hairs snarled in the comb and broke off three comb teeth.

They was two hairs on the comb when he drew it away, too.

I guess the thing that killed them two hairs and made them come out was the ringer the cabaret singer at the Kiwanis-Rotary party left on the bus mgr's head when she kissed him last Thurs. nt.

Gene Tunney ain't the only society boxer in the world.

Frank Merriam he was to the Rotary-Kiwanis dinner and he said he didn't expect to be called on because he come in a disguise and somebody says yes you was so well disguised that I thought you was Baron Pitts and Frank says later that they was a lot of other people once that made the same mistake.

Edd Huddleston and his little boss is gonna move and they is putting on a big sale and Hudd says they have got some sofas guaranteed to land a husband before the last payment is made.

They have also got some nice down mattresses—ten per cent down and the balance when they come to take it away.

Furniture says Edd is getting better and better but business ain't no softer than ever.

When Edd was new in the business he once run a sale and advertised that he would stand behind every bed sold and then he wondered why he didn't dispose of none.

Edd he read in the paper that these here new fancied companionate marriages is getting quite a run throughout the country and he put in a order for a gross of twin beds, and cancelled one for a car or baby carriage.

I goes into his back room the other day and catches him sawing the legs off a flock of high chairs.

Ain't it queer the way fashions affects business.

When the ministers is busy marrying folks the furniture men sells plenty of go-carts and when the lawyers is busy getting people divorces the second-hand furniture boys gets their play and guess like Edd and Lewis Tipple has to saw off high chair legs.

I think a better balance would be struck if ministers charged as much for yoking couples together as lawyers does to split 'em apart.

Wife Savers

By NELLIE MAXWELL

LAMB AND MUTTON DISHES

Mutton en Casserole.—Cut a pound of mutton from the shoulder into serving-sized pieces. Brown in a little fat, add salt and pepper and dredge with flour. Cover with boiling water and one cupful each of diced fresh carrots, and green peas with one small onion. Cover and place in a hot oven to cook for three hours.

Mutton Stew.—Take a neck piece and cover with boiling water with a small onion. Simmer until tender, then add a can of peas, thicken the gravy and pour round the meat on the platter. Garnish with the vegetables. Season well while the meat is cooking.

Roast Leg of Lamb.—Rub the leg of lamb well with salt, pepper and sweet fat. Place in a roasting pan and sear on all sides in a hot oven. Now add one-half cupful of water, one cupful of tomato, one onion, six peeled potatoes and roast with the lamb. Baste often while cooking.

Casserole Calves' Hearts.—Fry an onion with two or three slices of bacon, roll four calves' hearts in flour and brown them all over. Put into a hot casserole, add one cupful of stock, a shredded pimento and half a teaspoonful of mixed whole spice. Cover the casserole tightly and bake two hours. Before serving garnish the meat with crisped bacon.

FRATERNAL

Woman's Benefit Association
Torrance Review No. 37
Meets Second and Fourth Tuesdays
Mary Blanchard, Commander
Women's Clubhouse, Engracia Ave.
7:30 P. M.

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50 Bands to Play at Rose Tournery

Approximately three hundred units, including ninety huge floral floats and thirty bands, will make up the parade which is to be the chief attraction at the thirty-ninth annual Pasadena Tournament of Roses on January 2nd.

In addition to the floats and bands, the parade will comprise an equestrian division, a novelty division and a division devoted to blossom-decked automobiles. All units will be floral in nature.

The pageant will be approximately the same size as last year. A parade of three hundred units covers the entire route, which is five miles long, and tournament officials regard this as the maximum size which the pageant should be permitted to attain.

The ninety floats in the parade will represent about forty Pacific Coast cities and communities, including several in northern California, Oregon and Washington, according to tournament executives. Los Angeles will send half a dozen floats, while several Southern California cities will have from two to four each, and Pasadena, as usual,

will be represented by about thirty entries from service clubs, fraternal organizations, public schools, hotels and various other organizations.

"States and Nations in Flowers" will be the theme of the 1928 tournament. As in the past, every float must be a floral creation, and only fresh, natural flowers may be used. Last year marked the first time that the tournament had a definite theme underlying its gorgeous floral pageantry. The idea was conceived by the woman's division of the tournament association, comprising two representatives from each of fifty Pacific Coast cities, and it proved so successful last year that it was retained.

Due to the fact that New Year's Day falls on Sunday in 1928, the tournament will be staged on the second, which is to be generally observed as a holiday.

Born in 1889 as a small village, the Tournament of Roses long ago ceased to be merely a local event, and is now regarded as belonging to the entire Pacific Coast. It is said to have become one of the best-known annual festivals in the world.

Late Shoppers Are Urged to Utilize Air Mail Service

Postmasters throughout this section are urging belated Christmas mailers to take advantage of the fast dispatch afforded by the air mail service to insure delivery of their Christmas packages, letters and greeting cards.

In this regard, it is pointed out that air mail posted in any American postoffice will reach any other American postoffice within sixty hours by combined airplane and fast train service. The charge for this is ten cents per half ounce, no additional charge being required for train haul. All the advantages of special delivery, insurance, registry or C. O. D. may be given air mail upon payment of the extra service fees applying to ordinary mail.

Large posters and window streamers done attractively in Christmas colors and bearing pertinent air mail information are being displayed in all postoffices and substations throughout this territory.

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