

King George, beloved British monarch, dined on Christmas day. The British empire sat down to its Christmas feast with thankful joy because the king had been spared. Prospects for his recovery are bright, say the king's physicians.

The "Good Will Ship" is on its way home. President-elect Herbert Hoover had a goodbye to South America after a record-breaking trip of thousands of miles in which he met the heads of many Latin-American countries, was acclaimed by their people, feasted and feted at every stopping place. Good will built up by this, the first trip of its kind, will be measured in terms of years. Its influence upon the relations of the United States with its southern neighbors is incalculable. An innovation, hailed at first with enthusiasm, then overcast with a shadow of doubt, and the rigors and subtle dangers of the trip became the argument over the voyage has ended in amity and concord. Its success as a builder of friendship between nations will be noted by historians of a later day.

Bolivia's Christmas gift to Paraguay is a note expressing its willingness to settle the argument over boundaries which has vexed the two countries for years. Explorers and geographic scientists say the region claimed by both is trackless jungle, inhabited by primitive savages.

New York's sky line was lighted for hours by a rosette glow. High in air flames shot skyward from the famous Rockefeller church on Riverside Drive, turning a \$4,000,000 architectural gem into a blazing furnace. Thousands of New Yorkers lined the Hudson on the New Jersey side watching the fire.

Los Angeles Bureau of Power and Light announces its readiness to contract for electrical power from the Boulder dam. President Coolidge signed the bill Friday. The Los Angeles bureau is among the first to seek an opportunity to bid for its benefits.

Amelia Earhart, first woman to fly the Atlantic, took her mother for a 50-mile airplane ride on Christmas day.

No more will Fred Thompson and his horse Silver King thrill the hearts of the movie fans in daring "westerns." A life of spectacular exploits, dangerous risks, closed this week. Fred Thompson is dead, following an operation.

The Waldorf-Astoria, last word in hotel distinction of a fashionable heart of many a coronation dinner, lodging place of visiting royalty, presidents of the United States, and many other distinguished personages, will be torn down to make room for a fifty story office building.

Local Plants Distribute Gifts

The Christmas spirit was prevalent in many Torrance industrial plants. Generous gifts of appreciation were distributed by nearly all the local factories, and in many cases the presentation of the gifts was accompanied by holiday fun fests.

C. M. O.
Santa Claus arrived in an airplane to visit the kiddies at the C. M. O. camp last Saturday evening. Landing at one of the nearby airports, he put his pack into an automobile and completed the trip.

There he distributed gifts to the waiting children. S. McIntyre as Santa Claus, assisted by P. H. Mize and J. E. Hitchcock, assisted in the distribution.

Eno Rubber Company
Eno Rubber Company entertained their employees with a Christmas party last Saturday afternoon in their plant offices. Luncheon was prepared and served by the women employees. Roy Musser, general manager and Bill Shauger, plant manager, were hosts at the party. The firm presented each of its employees with a gold piece.

D. & M. Machine
The D. & M. Machine Company entertained their employees with a Christmas party and dinner at Earl's cafe Monday noon. A five-course dinner was served, after which out of town entertainers amused them.

William La Rock, motion picture director, Grace Eleanor Bailey, stage and screen player, Harry Sepulveda, Miss Bailey's manager, Alice Schaffer and Pearl Ann Boggs of Los Angeles were among the visiting guests who entertained the crowd.
Those present were: M. J. Aldrich, Roy Musser, Mildred Sleep, W. E. Shauger, Frances Vaughn, George H. Butler of the Southwest Foundry in Long Beach, Pearl Glaskow, W. D. Bridge, Jay Black, Frank Dalton, J. W. McQuaid, Lenore Beach, J. A. Kershaw, T. C. Erickson, W. A. Fairleigh, A. E. Berry, E. J. Glasow, James M. Dalton, Joe Deithers, P. B. Dickerhoff, D. W. Bertollett and John Burnside.

Four hours drying enamel \$4.95
al., Consolidated Lumber Co.—adv.

Torrance Herald

FOURTEENTH YEAR—No. 52 TORRANCE, CALIF., THURSDAY, DEC. 27, 1928 5c per copy

RECORD YEAR IN RETAIL STORES

Forward, Onward in 1929

Nineteen twenty-nine bids fair to be a year of brilliant prosperity for the people of the United States in general, and for the West and this specific part of it in particular. The administrations of Harding and Coolidge have dealt largely with problems of readjustment. As Harry Carr points out, almost every line of endeavor in the United States has been realigned—from steel to peanut stands.

The forces of American business are now prepared for progress. A new spirit sweeps over the land. Since the war we have been striving to correct the errors of the past. Today we look forward to the alluring rewards of the future.

Herbert Hoover will take office on March 4. It was for Hoover, the builder, economist and engineer that an overwhelming majority of the American people voted. His administration, constructive in purpose, will guide the United States to new and heretofore impossible accomplishments.

The great farming class will be benefited by a sane plane of economic relief. Vast engineering projects destined to spread the benefits of prosperity to all parts of the country will be undertaken. Negotiations will be pushed in the Great Lakes-Atlantic waterway plan. The task of constructing a ship canal from the Great Lakes to the Mississippi will be projected. Great works for the control of Mississippi floods will be constructed.

The year should see great progress in the working out of plans for the Boulder dam. Each one of these projects is of vast importance to the whole country. Each one indicates the progressive spirit which pervades the land.

Development of the Colorado river for water flood control and power is to the West the most important governmental project since the construction of the Panama canal. It will make blossom into wealthy empires vast areas which now are barren desert. It will open to the plow thousands on thousands of rich acres in the Imperial Valley. It will guarantee water for domestic purposes and make available to wheel and loom enough cheap electrical energy to write the destiny of the Southland in terms of industrial supremacy. Into its sheer, strong walls will be builded a people's insurance policy for agricultural development and commercial progress. The Colorado river program now assured to the west will lead the people of a vast domain to rewards of which they have scarcely dared dream.

To the empire of the Southland 1929 beckons with bright promise. To the Torrance industrial district this promise is most brilliant of all. The progressive outlook of the whole American people has found expression here of a rebirth of enthusiasm based on justified hope.

The year will witness the opening of the General Petroleum Corporation's first manufacturing unit. It will witness further construction in accordance with that company's twenty-eight million dollar program of development in Torrance.

Early in the new year the United Concrete Pipe and Construction Company will begin work on its new \$300,000 plant and will move its general offices to Torrance.

The oil industry is daily becoming more stabilized, insuring steady production at the great plant of the National Supply Company, Union Tool Division, and the Doherty Stone Drill company's shops.

The future of the steel industry on the Pacific Coast is bright. During 1929 the steady expansion at the Columbia Steel Corporation's Torrance mills will proceed.

There is assurance that the Torrance Glass Company will renew operations early in 1929.

A number of industries are even now considering sites for new plants in Torrance. The year should bring development in the Santa Fe Railway Company's industrial tract.

All these facts insure a prosperous year for the people in Torrance and vicinity, guarantee against unemployment and bring assurance of growth.

In those matters which in every progressing city demand action by government the municipality stands ready to do its part. The lighting system will soon be completed. The Council is looking forward to the preparation of a city plan to guide future growth along scientific lines. Many new highways are necessary in the solution of traffic problems of Torrance and its relation to the rest of the county. Proceedings for some of these are already under way. Others will develop during the year. As the federal government is shaping its policies to suit the new demands of the urge for progress so must local governments. Improvements should not be allowed to become burdensome but they must be kept abreast of this thriving district's needs, else we must cease to thrive.

At no time in its history has the future of the Torrance district been so promising. During the past few months a new driving force seems to have been launched. With the actual development now under way in industry strengthening our already broad civic foundations, with all agencies and individuals fired by new enthusiasm for moral, social and commercial advancement we can build here a city and district to match the best ideals of modern civilization.

With the promise which 1929 holds forth there comes a challenge. We cannot win the rewards unless we meet the requirements of the challenge. Every individual through some agency must join in some measure to assist in community progress. Altogether, then, forward, onward in 1929.

Christmas Trade Best In History

Million Dollar Stocks in One Hundred Torrance Stores Bring Biggest Christmas Trade

EVERY MERCHANT REPORTS GAIN OVER 1928

Essay Contest in Schools and Educational Advertising in Herald-News Prove Big Success

Torrance merchants report the heaviest Christmas business in the history of the city. Practically every retail store in the city shows a substantial increase in sales for December over the corresponding month last year.

There is every indication that the "Buy in Torrance" campaign conducted by the Greater Retail Division of the Torrance Chamber of Commerce has produced excellent results. Merchants in every line are elated at the loyalty manifested by local residents as well as the fine patronage enjoyed from the surrounding territory. Retail stores are unanimous in their praise of the splendid results obtained from the essay contest conducted through the schools and of the educational advertising in the newspaper. There is a spirit of optimism everywhere through the business sales were 42 per cent over last year.

In expressing their appreciation for the biggest holiday trade in the history of Torrance, business men of the city unanimously passed the following resolution of gratitude to the public and the directors of the Chamber of Commerce at the regular weekly luncheon yesterday noon:

TO THE PUBLIC AND DIRECTORS OF THE TORRANCE CHAMBER OF COMMERCE:

The merchants and other members of the greater retail division of the Torrance Chamber of Commerce wish at this time to express their hearty thanks for the generous aid extended in making this year's Christmas trade the biggest in the history of Torrance.

The essay contest conducted through the school and the educational advertising campaign published in the Torrance Herald brought excellent returns.

Hundreds of people have gained a new conception of the wide diversity of merchandise sold by Torrance stores, numbering over a hundred, and have responded with their patronage in a very satisfactory manner. Every merchant can cite many cases of new customers gained through this co-operative effort and we want to assure the directors of this chamber and the public in general that this splendid Christmas patronage enables us to give better values and inspires us to render greater service in the years to come, in order that we may further merit the loyalty of our new customers and friends.

Signed: The Advertising Committee:
C. A. PAXMAN, Chairman.
SAM RAPPAPORT
PAUL EBY.
ART FINSTER.
ED HUDDLESTON.

district as reflected in the following interviews with local merchants:

SAM LEVY: "Biggest December volume in the history of our store, excepting the boom year of 1923. Our Christmas stocks were completely sold out."

ART FINSTER OF BEACON DRUG STORE: "Biggest year in five years."

SAM RAPPAPORT: "Far exceeded last two years. We are gratified to see so many new customers in our store."

HARRY DOLLEY OF DOLLEY DRUG CO.: "Our sales ran 10 per cent over last year, which was the banner year in our history as the second store in Torrance."

R. F. HOGUE: "Our Christmas business far exceeded our expectations, and if our business continues to grow as it has to date, we shall be forced to procure larger quarters. While it usually takes a year to put a new business on a paying basis, we are happy to say that we are already showing a satisfactory profit which encourages us to carry a better and more diversified line of goods during the coming year."

PAUL EBY OF EBY'S DOLLAR STORE: "We did 45 per cent more business this December than last, and we were delighted to see so many customers come back to our store after making comparisons at the big chain stores in the larger cities."

PIGGY WIGGLY STORE: "Christmas week was the biggest week since we opened our store in Torrance. Our Christmas

day before Christmas was greater than the whole week preceding Christmas last year."

B. J. SCOTT OF THE TORRANCE ELECTRIC CO.: "Our business was much more constant than last year which enabled us to do a much larger volume this year as easily as we did the smaller trade last Christmas."

BAKER SMITH: "Our sales were double any previous December, and we believe the educational campaign of the Chamber of Commerce helped materially."

L. H. HAWKINS & COMPANY: "A great many customers told us they were doing their Christmas shopping in Torrance for the first time this year and many said they were buying everything here. Last Saturday and Monday were the biggest days in our store's history and our Christmas business exceeded last year by over 33 per cent."

SANDY & SCOTTY: "We are encouraged by the many expressions of appreciation from our customers of the class of goods we are selling. We noticed a large number of patrons from outlying towns and our holiday business exceeded our expectations."

JENS JENSEN, MANAGER OF THE SAFEWAY STORE IN TORRANCE: "I believe more people shopped in Torrance this Christmas than at any time since I came here five years ago, and the Safeway Store in Torrance is enjoying a consistent increase in business."

TWO MARKS ELECTRIC CO.: "Our Christmas sales doubled our expectations, and it was necessary to close early on Monday." (Continued on Next Page)