

TORRANCE
BARGAIN
SATURDAY
DECEMBER 14

Neighborhood

Section

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The Torrance Herald

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Second Section

FIFTEENTH YEAR, NO. 54

Christmas Is Peeping From Every Shop Window in Torrance

Whether the Christmas gift is a new automobile, shining with fresh varnish and nickel trimmings, or an initialed linen handkerchief, it can be found in 125 stores in the business section of Torrance.

Tinsel and holly and mistletoe, Christmas bells and lighted trees already are here. Fat Santas with bulging packs are only a few days away.

While to the person from the outside where the holidays mean below-zero weather and frosty winds, a Christmas of blossoming roses and cloudless skies seems strange, pointsettias offer a stamp of authenticity, and then there is no mistaking the spirit.

Christmas spirit is a tangible thing, with nothing in the world to do with climate, and it long has been here.

Although the seasonal rush is not yet on, stores already are doing an increasing volume of business. That goes for department stores, men's stores, women's stores, children's stores, jewelry stores, electric stores, book stores, furniture stores, drug stores, hardware stores and the multitude of specialty shops.

And best of all, gifts of distinction may be purchased, whether the pocketbook is plump or long and lean.

With a new car making the best present of them all, clothing this year is second in popularity, it is said. Stores handling this line have large stocks displayed in a fashion that shows them to the best advantage.

For women, there are coats, frocks, evening wraps, dress accessories that make every woman's heart glad, and those frothy underthings that make desirable gifts, if no man does know their name. The rage for costume jewelry makes possible a gift at any price.

The clothing choice for men naturally narrows down to ties, hose, shirts, mufflers and bathrobes, but all make good gifts.

Gifts That Last
Jewelry stores are filled with gifts for both men and women.

Useful and beautiful, they carry refinement and distinction.

Furniture stores are very popular during Christmas as sources of gifts to the entire family.

Distinctly Californian are the boxes of candles, nuts and fruits, tied in their tinsel trappings.

Trade routes leading to Torrance from all parts of the world make this wide variation possible. When an article is found abroad that is a bit different from anything in the United States, it is imported. And so extensive is the trade that the added expense to the consumer is trivial.

But foreign products do not begin to make up the stocks carried in the Torrance stores. Markets in all parts of the United States and none greater than those on the Pacific Coast, pour their products into this city.

The result of this huge system of buying is clearly evident when the Torrance shopper starts out to fill Christmas lists.

Not only is Christmas spirit carried out in the stores that offer most of the gifts. Grocery stores, meat markets and fruit stands display appetizing foods for the Christmas table which is as much a part of Christmas as the gifts.

Candles, nuts and dainties now are featured. Olives, celery, cranberries, salad dressings, sauces and spices are at hand. Soon it will be the turkey and the goose.

Torrance is recognized as the shopping center for a big district around, and for this reason a diversity of gifts are offered that would not be possible if goods were bought only for Torrance people. It is indeed the shopping center just as truly as it is the industrial center of over 40,000 people.

FREE ROUND TRIP BUS FARES ON ALL STAGE LINES TO TORRANCE

The driver will give you a "coupon". Save it and use it as cash at any Torrance store.

COME TO TORRANCE SATURDAY

"See You in Torrance."
—Santa



See the
Christmas
Tree with
a Thousand
Lights!

You'll want to see the huge Community Christmas Tree in Torrance, towering 50 feet into the air and aglow with exactly 1000 brilliant colored lights.

Instead of the usual decorated streets, Torrance pooled its funds and has provided this mighty monarch of the forest with its elaborate Christmas dress.

The tree is a silver fir, brought down from 8500 feet elevation on the further side of Old Baldy. Its tall straight spire pierces the sky and its myriad of colored lights seem to rival the stars in the heavens. It is indeed a most inspiring spectacle, and one that you will never forget. Come and see the children's eyes sparkle as they view this beauty of the forest, bedecked in such glittering Christmas splendor.

Alongside of the big Community Christmas tree (Continued from page 3)

SATURDAY BARGAINS IN GIFTS FEATURED BY LOCAL STORES

Last of Bargain Saturday Events of the Year to Be Climax of Trade Expansion Movement

TORRANCE IS GROWING AS A SHOPPING CENTER

Communities for 10 Miles Around Turning to Torrance as Their Best Trading Center

This is Bargain Saturday in Torrance—December 14—CHRISTMAS BARGAIN SATURDAY—and the last one of the year!

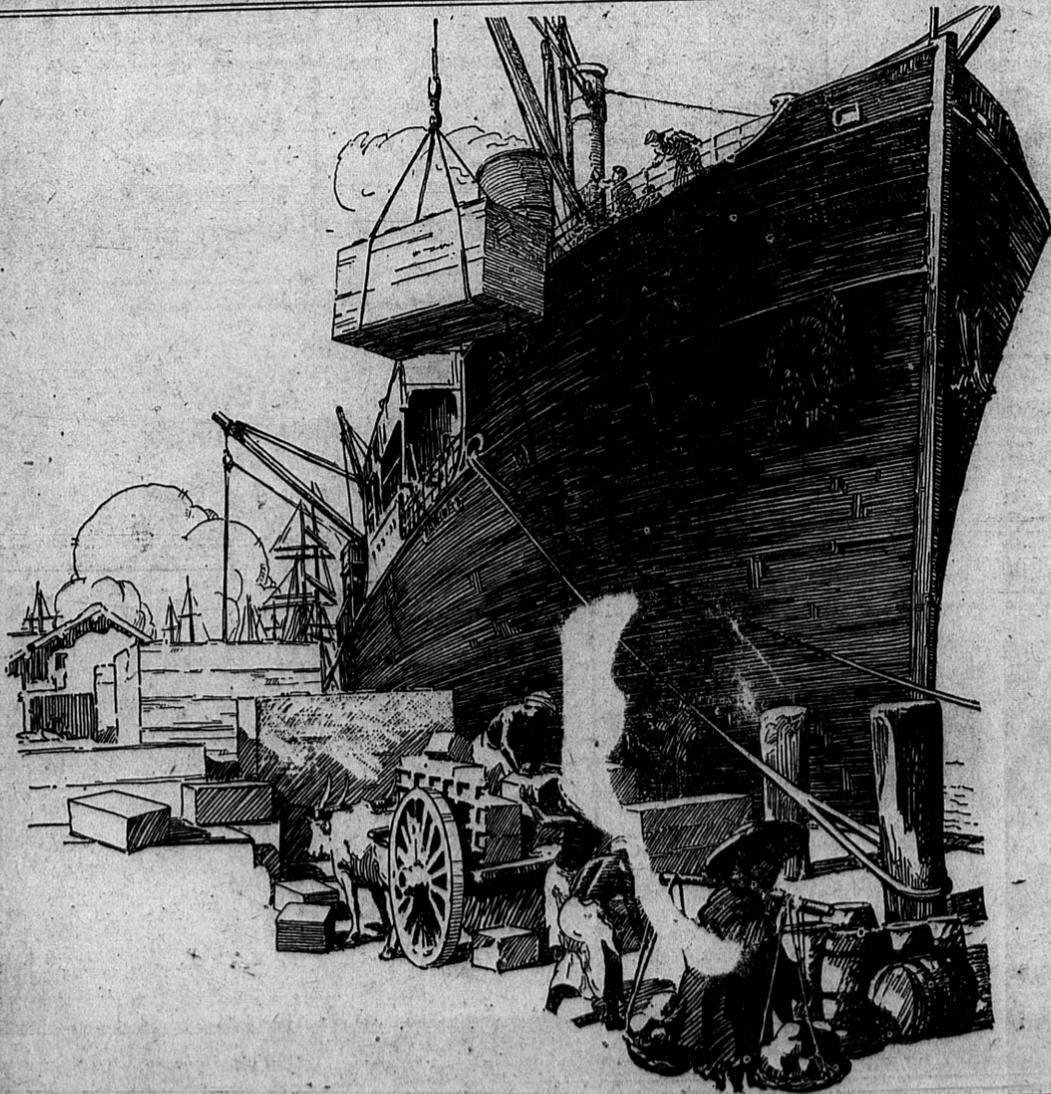
For months and months Torrance merchants, over 125 of them, have been preparing for this occasion, and now it is here. And what a lavish display of holiday goods awaits the shopper. Bargains in crisp, new Christmas merchandise are featured for Saturday, but outstanding values in practically all lines of goods are offered every day from now until Christmas.

Even as the eyes of the Pacific Coast have been attracted to Torrance since the announcement of the United States Steel entry to Torrance, so are the people in the nearby communities looking to Torrance as their shopping center.

Talk with any Torrance merchant and he will tell you of the rapidly increasing business from such towns as Gardena, Moneta, Redondo, Lomita, and our closer neighbors at East Torrance and Keystone. And why is this neighborhood trade coming to Torrance? Because the variety of merchandise offered by the greatly increased number of Torrance stores is better than it has ever approached before.

No longer are buyers restricted to one or two stores of each class. Now they can shop around from one to the other, compare styles and prices. Consider this as a personal invitation from the merchants of Torrance to come and inspect the wealth of Christmas merchandise that is on display. You will not be urged to buy—just come as thousands of others are doing, and look around this year.

Torrance Is a "World" Shopping Center This Christmas!



Wonderful Gifts
from many
Foreign Lands are Revealed
Among Displays
Along With Those "Made in U. S. A."

TORRANCE is daily becoming recognized as not only the Shopping Center for us who live within the city limits, but for the friends and neighbors of miles around.

TORRANCE MERCHANTS, it is evident by the beautiful displays in all the stores, have collected marvelous GIFTS from all corners of the globe.

You will find it lots of fun once you have "caught the CHRISTMAS SPIRIT" shopping for all your GIFTS IN TORRANCE.

**TORRANCE
CHRISTMAS BARGAIN SATURDAY
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Retail Merchants Bureau
Torrance Chamber of Commerce