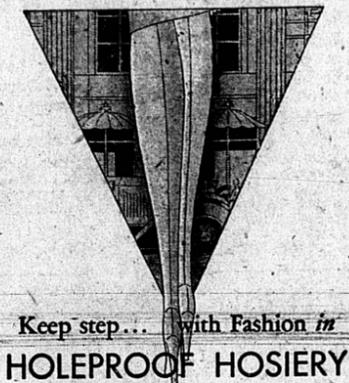


SAM LEVY
1311-1313 Sartori Avenue, Torrance

HER CHRISTMAS!

MAN . . . She sure deserves a REAL HONEST TO GOODNESS CHRISTMAS . . . For months She has been cooking your meals, darning your socks, seeing the kiddies get to school on time, greeting and entertaining your friends with a brave smile when really and truly She was terribly tired . . . so this CHRISTMAS you'll admit should be HER CHRISTMAS!
— And if She is your Sweetheart there's no doubt about it!



Keep step . . . with Fashion in
HOLEPROOF HOSIERY

Whatever the new mode in costume, there is just one authentic hosiery shade to go with it. Stamp your choice with authority—select Lucile-Paris colors, exclusive in Holeproof Hosiery. We have all the newest, approved shades.

\$1.00 - \$1.50 - \$1.95 - \$3.00
THE PAIR



LINGERIE

Since the new silhouette has changed the Lingerie fashions as well as frocks, gift choosing is more fascinating than ever this year. Here are the new fitted lines so necessary in the mode . . . more elaborately lace trimmed in keeping with the feminine trend.

The new step-ins and dance sets . . . chemise . . . gowns and pajamas . . . All in delicate pastel shades are here.

Dance sets exquisitely hand embroidered and tailored at

\$2.95

Hand Bags

for Gifts

\$3.95 to \$8.50

With all the novel styles in handbags there is almost unlimited choice for gift-makers . . . Here are bags for the street, afternoon and evening . . . all the chic shapes . . . all the fashion-right fabrics.

These Textures:
REPTILE
KID SKIN
SUEDE
BEADED



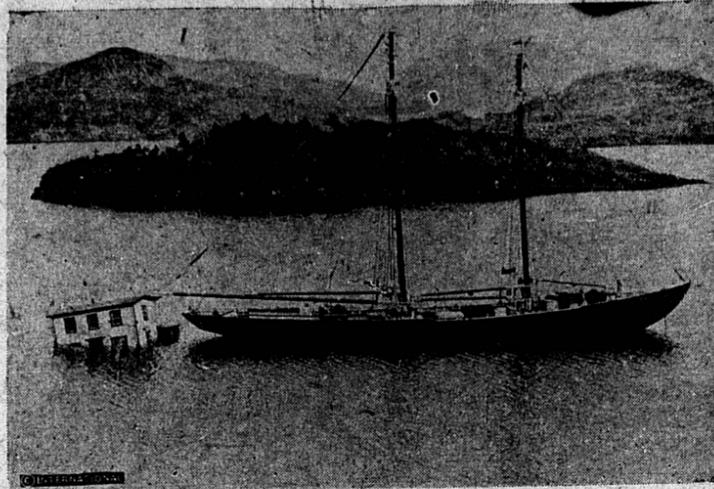
FROCKS

The new styles

in a delightful holiday showing . . . created in Satins . . . Flat Crepes and Georgettes . . . in two groups.

\$12.75 and \$18.75

Towing Back House Dislodged by Tidal Wave



This exclusive photograph from the Newfoundland area stricken by the earthquake tidal wave shows one of the dislodged houses being towed in from the sea by a returning fishing schooner. The house, along with many others, had been swept a distance of five miles by the gigantic inundation.

CENSUS BOARD MEETS IN L. A. THIS NOON

Business Men From 300 Centers Hear Speakers on Manufactures and Distribution

COOPERATION URGED

W. Rufus Page Represents Torrance Chamber of Commerce at Biltmore Luncheon Meeting

LOS ANGELES, Dec. 20—Representatives from practically every community within 100 mile radius of this city met around the luncheon table today (Friday) at the Los Angeles-Biltmore hotel to discuss the practical possibilities of the

forthcoming nation-wide census of manufactures and census of distribution which will be taken next January by the federal government. This conference was called by the Advisory Committee on Manufactures through its subcommittee on information under the chairmanship of Robert M. Davis, statistical editor, McGraw-Hill Publishing Company, New York City. The advisory committee on manufactures was appointed by Secretary Lamont last summer, under the chairmanship of Colonel L. S. Horner, president of the Niles-Bement-Pond Company, New York City, to advise the bureau of the census on the material to be gathered in the forthcoming census of manufactures, and to acquaint manufacturers throughout the country of the necessity of supplying accurate and timely reports to the census bureau.

W. Rufus Page, as chairman of the industrial committee of the Torrance Chamber of Commerce will represent Torrance at the conference in Los Angeles today.

Mr. John E. Palmer, representing the United States Bureau of the Census as chief in charge of the census information, explained to the community representatives the fundamental principles behind the cen-

uses of manufactures and distribution. "American production and distribution have entered into a new era of activity," he said. "New and intensified problems have appeared on the horizon—production has become an exact science and keener competition is harassing distribution. The manufacturer and distributor cannot depend upon the old rule-of-thumb methods—they must keep fully abreast of the times through current data if they are to succeed."

"The group of business men composing the advisory committee on manufactures is keenly aware of the great value of current production and distribution data to the manufacturers and distributors of every city and town of the country," Mr. Palmer continued. "It is desired that the United States Census of Manufactures and Distribution shall be shared by every community, so that waste in production and distribution may be eliminated and the full fruit of labor be shared by all business—large and small."

"Mr. W. M. Stewart, director of the bureau of the census has advised the advisory committee that he believes that if the manufacturers and distributors of the country will furnish the basic data reason-

ably promptly, preliminary totals covering principal points for the greater majority of industrial industries may be released by the bureau of the census starting July 1st and complete data by October 1st. He has also indicated that during the same period preliminary totals will probably be made available covering all industries combined for each city of 10,000 and over. Such releases of data would bring census information in line with the early requests for basic operating information by manufacturers and distributors for use in solution of their production and marketing problems.

"Therefore, the Advisory Committee on Manufactures is calling upon the business men of the various communities for co-operation in the forthcoming United States Census of Manufactures and Distribution. This conference is one of a series being held in 17 centers of the country and called by the advisory committee to discuss with representative local manufacturers and distributors the practical value of basic data on production and distribution in the solution of manufacturing and marketing problems, and to secure the co-operation of community trade and service organizations in the taking of the forthcoming census of manufactures and distribution. Over 15,000 representatives of community manufacturers and distributors will attend these 17 district conferences."

The various community representatives were called upon by Mr. Palmer to assume a personal responsibility in the matter and to arrange a luncheon conference of their local manufacturers and distributors before which the practical value of the census of manufactures and distribution would be explained, and their co-operation asked in the forwarding of accurate and timely data at the request of the bureau of the census.

CHRISTMAS FRUIT CAKE

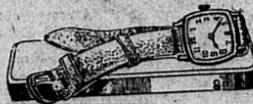
- 1/2 cup butter
- 1 cup sugar
- 1 cup orange juice
- 3 cups sifted flour
- 4 teaspoons baking powder
- 1/2 teaspoon salt
- 1/2 cup seedless raisins
- 1/2 cup candied orange peel
- 1/2 cup candied lemon peel
- 1/2 cup chopped nuts
- Whites of 3 eggs

Cream butter, add sugar and cream again. Add orange juice alternately with 2 cups flour sifted with baking powder and salt. Add remaining cup of flour with finely-chopped fruits and nuts. Fold in stiffly-beaten egg whites. Bake in loaf pan in a moderate oven (325 degrees) for one hour.

CHRISTMAS SPIRIT

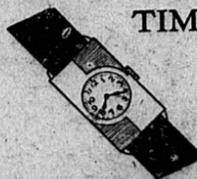
Expressed by the Giving

of a Reliable



and beautiful

TIME PIECE!



The true idea of Christmas Spirit is the giving of some lasting remembrance . . . and it is a very simple matter to give Jewelry . . . you will appreciate our DIGNIFIED CREDIT arrangement!

Baker Smith

JEWELER
OPPOSITE WOOLWORTH

Join the Throngs at the Community Tree Monday Eve.

HITT AND RUNN—Console Thyself Bull—Remember the Doctor Is Quite Liable to the Same Mistake!

BY HITT

