

Torrance Herald

With Which Is Consolidated the Lomita News

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OFFICIAL PAPER OF THE CITY OF TORRANCE
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You can help restore business conditions. Did you ever stop to think of that? Your dollars are just as important as the other fellow's.

No one would think of telling you how much you should spend. But it is not out of place to suggest that you call for Southern California products when you are making your purchases—especially your Christmas purchases. It will help you back to work the man or woman who has no job.

Wouldn't your Christmas be just a little happier if you knew that your dollars spent for gifts would remain here to make the lot of the factory worker's family easier?

Elsewhere in this paper there is a large advertisement sent out by the Los Angeles Chamber of Commerce, working in cooperation with the Chambers of Commerce of the county, Civic and Business Men's organizations and Women's organizations. These leaders in business, civic and social circles know the importance of restoring local payrolls. They realize that every dollar that is spent for goods made in Southern California will help to build up prosperity for you and your neighbors—the whole community. Perhaps you had not thought of this. That is why it is called to your attention now.

Practically everything you want in the way of Christmas purchases is produced in Southern California. These products are just as good as those made in other places and the prices are just as low, in many cases lower. Tell your dealer you want goods made here. Locally made goods should be identified. He will be glad to show them to you, for he knows that the money you spend for products turned out in Southern California will remain here to help his business.

Letters to the Editor

The Torrance Herald accepts no responsibility for articles published under this heading, but is glad to publish opinions of its readers even though these opinions may differ from those of the publisher.

Editor Torrance Herald:
The writer has been asked by several business men and property owners to give my views as an engineer regarding traffic conditions caused by the condition of the Pacific Electric tracks. Although I have never attended any meetings at which traffic conditions were discussed, everyone must admit that the traffic conditions are very bad. It is a pity that the well known engineering expertise which call for immediate action.

California Avenue is the most glaring example being extremely hazardous for those familiar with conditions anyone who has given most casual study of the situation cannot fail to be struck by the chaotic conditions. The chaotic conditions are taking when passing through at night or in rainy or foggy weather. Not only for the above reasons but for the purpose of eliminating dangerous conditions and the possibility of future accidents, they are suffering and most of all from dust and dirt which conditions are remedied. My idea is that the car tracks on California Avenue are not only a "dead-end" nuisance and liability to Torrance, but they are a definite nuisance whatever they are an economic liability to the P. E. Traffic could be changed to double track and tracks removed from California Avenue with no interruption of traffic. The tracks should be changed to double track with two very wide tracks. But the grade should be changed—especially on the crossing in front of the Union Trust office.

I am not acquainted with anyone connected with the Union Trust, but the above-mentioned conditions, also be made at the one at California Avenue should be improved. A plan should be worked out involving the crossing between the city and the P. E.

On Redondo Boulevard the tracks and poles should be removed starting at the switch leading to Sartori and the end of Sartori should be raised at least a number of feet higher. The right-of-way on Sartori, from Redondo Boulevard to the P. E. station should be raised and widened. As the writer is not acquainted with other cities of the P. E. I believe the above are the only personal views of an engineer with a background of many years experience in public utility work. However, in case I was in charge of the P. E. I would consider that in the California Avenue situation that I had a "ready-made" plan of large proportions of my hands-on an engineering standpoint at least.

E. F. BARTON
1211 N. Prado

EDITOR'S NOTE: The following communication from the secretary of the Good Cheer club is self-explanatory of the good work being accomplished by that organization.

Editor, Torrance Herald:
One week ago, on the 4th of December, the members of the Good Cheer club will pick up their donation boxes from the machine-room built on the Westside designed to bring a lot of good cheer to the community.

The need is great—poor and plain are everywhere. Teach Johnny and Mary the beauty of their sacrifices, that they may add a few pennies at times to help to cheer the world. The joy of Christmas is in the giving. Whether through our own gifts or the Torrance Herald, give us for just the same—we all are trying to help others.

A few of our present needs: A bicycle, two shirts for the 12-year-old to wear to Sunday school, pieces of old blankets, or blankets, some of good pieces of meat or beef, oranges. And gas and oil for a car—want to have a better of "Good Cheer"—would be a mighty kind thing, for they are to be found at our present needs. Please, if you can, send your gifts to Mrs. Perkins at 1336 El Prado, under the post mark.

IN SOCIETY

FIFTY ENJOY BRIDGE TEA

American Legion Auxiliary held their annual Christmas dinner yesterday afternoon when they entertained at the club house with a bridge tea. High scores were awarded to Mrs. James Wilkes, second to Mrs. Dixie Smith and consolation to Mrs. Paul Youder.

NORTHERN FRIENDS ARE ENTERTAINED

Mrs. Clara Christy invited a number of neighbors to her home Monday evening to meet five of her friends from Seattle and Portland in Torrance. The honored guests were Mr. and Mrs. J. D. Ross and Mr. and Mrs. John Tompkins of Seattle, and Mrs. George Woodson's sister, Mrs. Barton of Portland, Oregon. Mrs. Woodson and her score awards going to Mrs. J. S. Lancaster and Mr. J. D. Ross; low score awards going to Dr. Lancaster and Mrs. Woodson.

Mr. and Mrs. Ross and Mr. and Mrs. Tompkins and family are residing at the Mayfair apartments this winter.

OUT OF STATE FRIENDS ENTERTAINED

Dr. and Mrs. John Doerflinger entertained at luncheon last Thursday at their home, an American aviator for Mrs. and Mrs. J. H. Green, Mr. and Mrs. W. O. Tompkins, and Evelyn Smith, all of Astoria, Oregon.

WEEK END GUEST AT PLAZA

Miss Georgia Kotch of Los Angeles spent the week-end at the Plaza Hotel visiting the Mrs. Earl Christie and her mother, Alford Kotch.

MATRON FETES STAFF OF OFFICERS

Mrs. Max Stuebelmann, Worthy Matron of the Eastern Star, entertained her staff of officers at a special dinner last night at the Hotel Hamilton. The business presented each officer with a beautiful gift as a token of her appreciation.

Christmas parties decorated the Hamilton tables as new presents were opened for Mrs. Albert E. Fletcher, Mrs. V. L. MacCallum, Mrs. W. W. Wood, Mrs. Eugene Graham, Mrs. Earl, Mrs. Mrs. Myrtle Stevens, Mrs. A. W. Johnson, Mrs. Cecily Perkins, Mrs.

Get Tickets From De Bra Here

W. C. T. U. MAKES PLEA FOR COOKIES

Members of the W. C. T. U. met last Friday evening at the home of Mrs. James Wilkes on Sartori Avenue for the regular monthly meeting of the organization.

During the evening plans were laid to send a large box of home made cookies to the Soldiers and Sailors home in San Diego at Christmas time. Friends and members of the organization are asked to contribute as many cookies as possible and to take them to the home of Mrs. S. S. Worrill at 1542 El Prado on or before December 20. This note is the W. C. T. U.'s annual plea of charity work, and it is hoped that a large box of the home made cookies may be sent to the home.

Mrs. John Joyce presented her resignation as president of the W. C. T. U. and Mrs. S. S. Worrill was elected to succeed her in office.

GUILD HAS SEWING DAY

The Central Evangelical Guild will hold an all day sewing meeting Monday, December 15, beginning at 10 o'clock at the home of Mrs. W. J. Neelands, 1212 Encarnacion Avenue. The ladies will sew for the Red Hospital. Those who attend are requested to bring sandwiches for the noon lunch.

ROYAL NEIGHBORS PREPARE FOR PARTY

Nearby members of the Royal Neighbors Circle spent Wednesday at the home of Mrs. Frank W. Smith, 718 Cota Avenue, preparing for the Christmas party to be given December 25 at the K. C. Hall for the children of the house members. A pot-luck luncheon was served at noon.

ATTEND MEETING AT INGLEWOOD

Royal Neighbors of the Torrance Club are planning to attend the Inglewood meeting to be held at Inglewood next Wednesday evening. Those who wish to go are requested to meet at the Inglewood rooms at 7:15.



For the first time in radio history tickets will be sold for the privilege of listening to a football game broadcast.

This unique idea is being put into effect by Philco who has purchased the record breaking Army-Navy football game broadcast broadcast, starting December 12, in a further effort to raise additional funds for the Salvation Army for the benefit of the unemployed.

Philco will distribute tickets known as the "Army-Navy Broadcast Tickets" so that everybody who listens to the broadcast can plan by sending in a check of money order for one dollar or more as their contribution for the privilege of listening to this great game.

These tickets can be obtained from "De Bra" at Philco's Radio Shop at 1218 First Avenue, or football fans may simply send their checks to the Salvation Army Radio Fund, care of Philco at Philadelphia.

With the Army and Navy teams



For Anyman Anywhere

There's nothing so appreciated as things to wear—Nothing with which so much impression can be made for the amount of money expended.

PRICES ARE DOWN! QUALITY IS UP!

Sandy and Scotty Men's Good Clothes
1325 Sartori Avenue
Torrance, Calif.

EBY'S, -- Outstanding REMOVAL SALE Prices!

\$1.25 New Crepe Finished FULL FASHION Silk Hose 89c
Including Attractive Christmas Folder—All Lace Styles
All \$1.98 Service Chiffon Hose \$1.49
Including Christmas Folders

Why Pay Full Prices For Men's Ties?
Dix's have 50c Ties for 39c
50c Ties for 69c
Best grade Ties for 93c

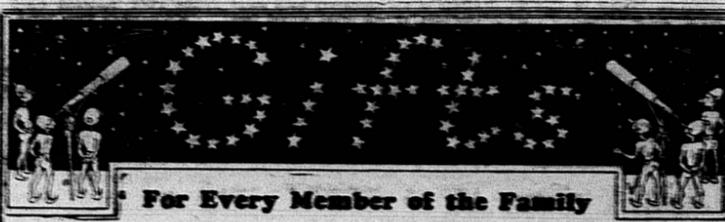
Give Flannelette Night Gowns
Eby's Are Selling 98c Gowns for 70c
Two for \$1.50

Get Our Prices on Toys and Dolls
And Remember We are Giving S. & W. GREEN STAMPS

Will the kiddies need New Sleepers
As they enter upon the Christmas time so that morning of morning?

All We Ask is for You to Get Our Prices FIRST
If You Really Want Your Money to Stretch Further — Go to

Eby's Dry Goods Store
Carson & California Streets, Torrance
"A Local Store Supplying Local Demand"—No High Salaries Executives



For Every Member of the Family

Give Him a BILL FOLD
Even if he already has one or two, the man on your gift list will be pleased with another bill fold. Come in—we have several different styles priced from
49c to \$2.98
Military Brushes 98c to \$2.98
Traveling Sets \$1.98 to \$4.98

Toyland

WHERE LITTLE FOLKS' HOPE BECOME BIG THRILLS
Tricycles \$2.98 to \$11.90
Doll Buggies 39c to \$10.90
Auto Racers \$8.90
Games 27c to 95c
Dishes 31c to 95c
Toy Sewing Machines 95c
Big Trucks 95c
Christmas Tree Light Sets 95c to \$1.95

The Gift for Homemakers BEDSPREADS

These are the latest extra size rayon bedspreads with firmly woven-in stripes or jacquard all-over patterns. Each \$2.49

J. C. PENNILEY CO. DEPARTMENT STORE
1269 SARTORI AVENUE TORRANCE



Turkey Shortage

AT THANKSGIVING, AND
Order Early FOR CHRISTMAS

The lucky folks who ordered early for Thanksgiving are still talking about the luscious, tender birds they bought from us. But many others were disappointed.

- We are searching the poultry ranches far and wide to bring in another fine lot of Turkeys, Geese, Ducks, and Chickens for Christmas, but if you want to be sure of a good bird—ORDER NOW. We guarantee you the lowest prices that good poultry will be sold for.
- Specials for Friday and Saturday
- Lean Pork Chops, lb. 25c
 - Lamb Chops, lb. 25c
 - Eastern Bacon, lb. 28c
 - Puritan Skinned Ham, lb. 27c
 - Shortening, lb. 10c
 - Pure Lard, 2 lbs. for 25c

We Sell Fancy Steer-Beef Only. Try Our Meat and See the Difference
Rock Bottom Market L. Ott 1629 CASRILLO in Continental Store
Supreme Market Henry Grubb 1729 CARSON in MacMillan Street