

TORRANCE
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The
Torrance Herald

NEWS

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SEVENTEENTH YEAR—NO. 2

TORRANCE, CALIF., THURSDAY, JANUARY 8, 1931

SECTION 17

CLEARANCE SALE PRICES ARE LOWEST IN YEARS!

KEYSTONE NOTES

Mrs. Lucy M. Sault of Amelia street here has a very interesting collection of curios and articles from Korea on display at the Wilmington branch library. This display is made up of articles received by Mrs. Sault from time to time from Edna Van Fleet, head of the Girls' College at Ewha, Seoul, Korea, a very dear friend of Mrs. Sault.

Mrs. Helen Viall of Merrill, Oregon, spent the week-end at the home of Mr. and Mrs. Fred Russell and family on Figueroa street.

Mr. and Mrs. George Nahmens and children, Elwood and Ruth, of Carson street, motored to Pasadena New Year's, where they witnessed the Rose Tournament, later being the dinner guests of Mr. and Mrs. J. B. Constables and family in Lamanda Park.

Lillian Hilpert of Grace street has returned home from Long Beach, where she spent the New Year holidays at the home of Mr. and Mrs. Robert Lewis and family.

Mr. and Mrs. H. W. Orrick and son, Clifford, of Carson street, were guests New Year's of Mr. and Mrs. T. B. Dinwiddie in El Segundo.

Mr. and Mrs. George H. Koehler of Wilmington street were guests of Mr. and Mrs. Vaughn Kaplanian in Los Angeles Sunday.

Funeral services were held Monday for Garret Conrad Nahmens of Long Beach, father of George Nahmens of Carson street here. Mr. Nahmens died suddenly at his home Friday. Besides his widow, Mr. Nahmens is survived by several children and grandchildren. He was nearly 83 years of age.

ment was in Redlands. The sympathy of the community here has been extended to Mr. and Mrs. Nahmens and family, who are prominent citizens here.

Mrs. Charles M. Forrest and family of Amelia street were holiday guests of Mr. and Mrs. John Erickson in Pasadena, parents of Mrs. Forrest.

Rev. and Mrs. H. B. Transchel and family of Oxnard were guests of Mr. and Mrs. T. C. Cunningham and family on Amelia street recently.

Mr. and Mrs. C. C. Yorke and daughter, Wyoma, and Mr. and Mrs. J. S. Hawn of South Gate were guests of Mr. and Mrs. J. D. Tipton and family on Amelia street last week.

Mr. and Mrs. Harry C. Roque and daughters, Andrea and Blossom, of Grace street, spent New Year's at Pasadena. Following the Rose Tournament they were the guests of Mr. and Mrs. E. F. Eward, parents of Mrs. Roque.

Mrs. Ella Murray of Los Angeles was the guest of Mr. J. O. Evans and Dr. Ethel M. White on Avalon boulevard New Year's.

Mr. and Mrs. Milton Lyons and family of Los Angeles were guests New Year's of Mr. and Mrs. Steve Barbeck and family on Figueroa street.

Mrs. James R. E. Vaus, H. Wagner, Pruitt, J. F. Lillard, J. F. Evans, all of Keystone, met at the home of Mrs. T. G. Cunningham last week to make plans for a social evening of all Sunday school officers and workers of the Keystone.

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Portrait Studio Is Located Here

Long Beach Man to Open Shop on El Prado

O. A. Amundsen, studio photographer, is moving to Torrance from Long Beach, where he has conducted a studio for a number of years, according to a report at the Torrance Investment Company this week. Amundsen will open a high class portrait studio at 1341 El Prado, directly across from the Herald office.

According to J. C. Smith, of the Investment Company, Amundsen is acquainted with the family of the famous explorer, Andrea, whose body was recovered recently after nearly 40 years in the Arctic. Torrance has been without a portrait studio for several months, and the entrance of Amundsen to the business life of the city is being enthusiastically received by civic leaders.

Art Lectures Are Postponed

Each of the three lectures on art appreciation to be given by Miss Ada Chase, art director at the Torrance high school, have been postponed a week. It was learned yesterday.

The first talk, which will be accompanied by colored slides and will be on the subject of "Appreciation of Architecture," will be given January 14 at 7:15 p. m. at the evening high school auditorium.

January 21, at the same time, the subject will be "Appreciation of Sculpture," and on the following week, January 28, Miss Chase will lecture on "Appreciation of Painting."

"BARGAINS-AND HOW!" MARY SAYS AFTER READING HERALD

"A community-wide sale," said Mary musingly as she glanced over the merchants' announcement in the last issue of the local paper. "That can only mean that there will be bargains in every store in town, no matter what a person wants to buy. Well, now let me see—"

She let the paper drop to the floor as she hurriedly ran over in her mind the various needs of her household. Shoes for Junior, sleepers for the baby, a new coat for little Mary, shaving cream for Dad, a bright new floor lamp or coffee table. She needed a new luncheon cloth if she was to entertain her bridge club next Friday. A rust stain on her best one had developed since the last home laundering, and a new bridge table would be nice. Oh, and the grocery list, too. There was sugar to buy, the coffee was getting low, her emergency shelf needed replenishing. So many things needed just now—even a new baking pan and some clothespins.

Mary's train of thought broke off sharply as the trill of the telephone bell summoned her.

"Hello, hello! Oh it's you, Dell. I'm so glad you called, dear. What's on your mind? You want me to go shopping with you tomorrow. Well, I see you've been reading the paper, too, and have your mind set on looking over all the bargains the Torrance merchants are putting on sale. I was just thinking over the situation, too, and there are so many things I must get, but I had worried some as to how I was to make my money reach all the way around. But when I looked at the prices of things — my dear, did you ever see such a chance for real economy? I'll meet you tomorrow, sure. Better come early."

Mary left the phone and dashed to her desk to begin making out her shopping list. With one eye on the paper and the other on her memorandum book, she set down a whole row of "wants." "And the best of it is," she said to herself, "I'll get them all in Torrance and save money besides. John will give three cheers when I tell him that," she laughed.

LONG BEACH CHAMBER TO TOUR MEXICO

The Long Beach Chamber of Commerce will take its second personally conducted excursion to Mexico February 3 to 21 by a special deluxe Pullman train, according to an announcement received here from the Chamber this week.

Six days will be spent in Mexico City, two days in Guadalajara and 15 other important cities and points of interest will be visited. The excursion will afford an opportunity to investigate more of Mexico's business potentialities and enjoy its scenic attractions as well as to become acquainted with one of the most attractive tourist lands in the world.

The special train will be completely equipped with its own dining club and observation cars. Enroute to Mexico short stops will be made at Phoenix, Tucson and Nogales, Ariz. From here the trip will be made over the West Coast route of the Southern Pacific, with stops at Hermosillo, Los Mochis, San Blas, Culiacan, Mazatlan, Tepic and Guadalajara, with arrival at Mexico City on the morning of February 11.

Six days will be spent in and around the Mexican capital to become acquainted with its manifold attractions. The return trip will be made via the Mexican National lines through Queretaro, Guanajuato, Leon, Torreon, Ciudad Juarez, re-entering the United States at El Paso, where a stop of several hours will be made. The excursion will be headed by a representative of the Long Beach Chamber of Commerce and will also be accompanied by a representative of the Southern Pacific Company.

Industrial Developers Elect Officers; Outline Campaign

The Industrial Development Association of the Harbor District met at the home of Dr. Harry Bunkers in San Pedro late last week when permanent officers of the association were elected and the local committee reported on their progress in drawing up the proposed amendment in regard to the change in the numbers of years for leases, a new renewal clause, and a new revaluation clause.

Marshall Lawson of San Pedro was elected president. Mr. Lawson is a member of the American Legion Post in San Pedro, member of Masonic Order, San Pedro lodge; Elks lodge, Lions club, Exchange club, San Pedro Chamber of Commerce, International Association of Architects, and is an architect of national importance.

Miss Montana Tuller of Wilmington was elected first vice president. Miss Tuller is one of the two oldest pioneers in the Harbor District. She is president of the Wilmington Woman's club, member of the Wilmington Chamber of Commerce, and one of the foremost leaders in the development of the Harbor District. Kenneth Henry is vice president, H. Keith Bunkers, secretary-treasurer, and the following Board of Control were also chosen: Jeff Clark, member Gardena Chamber of Commerce; Dr. Harry Bunkers, prominent in all development projects; Charles Brazee, president Keystone Chamber of Commerce and prominent leader in Harbor District Chambers of Commerce; S. A. Button, of Torrance, a leader in all community developments and member Keystone Chamber of Commerce; Mrs. Hartman, 160th and Main streets, member Chamber of Commerce; M. Lawson, San Pedro; Montana Tuller, H. K. Bunkers, both of Wilmington.

Mrs. Louis Tipping, Watts, and Mrs. Elizabeth Foster, 160th and Main streets.

An open meeting will be called sometime in the near future, probably the last of January, when all service clubs, development associations, and all citizens who are interested in the bringing of parcels to the district will be invited to a public invitation to attend and give their support.

Pupils' Writing Enters Contest

Elementary Faculty Attend Birthday Party

Specimens of writing of pupils work at the Torrance elementary school have been sent in to the writing department of the Los Angeles schools to be judged for the awarding of writing certificates.

All of the faculty were invited by Miss Grace Burnham to the teachers' lunch room last Wednesday. There a birthday cake awaited as a surprise to Miss Cora Holt. The cake contained money, a pin, and a thimble, true to the traditions. Miss Burnham was assisted by Miss Edna Fairman in serving tea and cake, and the party was so successful from the guests' point of view in that the faculty is looking up dates for another such occasion.

FIRST 1931 PERMIT
Joe Capellino, resident in the McDonald Tract, took out the first building permit for 1931 this week. He will finish the construction of a frame house in the Tract at a cost of \$1000.

TORRANCE MERCHANTS

Invite You To the Bargain Event of the Year...

A COMMUNITY-WIDE SALE

Starting Today and Continuing Throughout January...

THIS is a JANUARY CLEARANCE SALE with Bigger Bargains, —and MORE OF THEM, than you have ever heard of before, because it is participated in by practically every merchant in Torrance.

While Torrance Merchants are united in their purpose of clearing their floors of winter stocks, there is keen rivalry in the race to see who will give the greatest bargains. The result is that profits have been forgotten and shoppers will profit by the lowest prices in years. In many cases, goods are being sold below cost. But no matter how low the prices may be in this Community-Wide Sale, you need have no fear in buying in Torrance because the reputation of every merchant depends upon your satisfaction. He knows you and you know him. He must depend upon your continued patronage, and for that reason,—YOU MUST BE SATISFIED! Anticipate your future needs, and buy NOW IN TORRANCE while prices are at rock bottom.

Retail Merchants' Bureau, -- Torrance Chamber of Commerce