

Torrance Herald

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Torrance Stores Carry Wealth of Wonder Gifts for Christmas

By BUDDIE DARNELL

Started out to do my Christmas shopping the other day, and of course Torrance was the location chosen. "Buy torrance gifts in Torrance," is the new slogan here—and merchants have stacked with torrents of gifts for floods of purchasers.

Quite a lot of men's shopping to do, so dropped in to the men's stores for a few ideas. Everything that a man could desire or need is featured here. For one's husband, or someone you want to spend more than a couple of dollars on, there are gorgeous lounging robes of silk and wool, for \$6 up, and in several colors.

And hey! Here are some modernistic cigarette lighters that are the cat's meow! Two shades of green with black, and gray, red and black combinations. Also there is one that the bright and dull finish on it makes the design in a modernistic manner. These are priced around \$5. Hand tooled leather wallets, key containers, and other leather items always appeal to the man lover of really handsome gifts.

These may be had at men's stores, drug stores, and jewelry stores. For the man who travels far and wide, there are attractive steamer robes, attractively priced at \$12.50. Old dad would probably appreciate one of the Coxwell chairs being shown at the furniture stores more than anything else, and they are priced at \$27.50 up.

The jewelers are showing good looking men's rings—for the fastidious man—massive looking things, and others just masculine looking. At one of the drug stores near here, I found a peachy travelling set—green pen and pencil enclosed in a green colored abalone case—\$8.

I've been told that there will be a number of suede jackets given away this year for Christmas, and what man wouldn't just adore one for hunting and fishing trips—or any sport for that matter? However, \$18 is quite a large sum for some of the housewives to part with. There are some good looking men's wool sweaters around town for \$5, and the style is right up to the minute. That's one of the things you can say in favor of Torrance—the men shops are right up and going with the latest things.

There is a new kind of billfold out now that would make a pleasing gift for the men folks—it folds once, and has space for large bills, another partition for small bills, a pocket and case for stamps, another for cards, besides a place for identification cards and what have you. These sell for \$5 and are about the nicest combination yet.

Scarves, both silk and wool make nice gifts, and there are seeds of good looking ones in town. For the young fellow who hasn't already a nice set, military brush sets are always in good taste, and some beautiful sets are on display.

For the cousins, uncles, and friends that \$1 or \$2 is to be the Christmas allowance there are socks and hot surprise, pacemans, and ties, of course—these latter being risky business, because the average man complains the year around about the atrocious ties he got last Christmas, and that you thought were quite the thing he would like.

Imported woolen scarves may be had for the sum of \$1.75, and they are stunning! Colored ash receivers that snuff the fire, out of a cigarette the moment it is dropped in sell for \$2. Shirts range from 95 cents up, and nice handties may be purchased for any price you allow to pay.

Torrance is a nice little town—and the nice little shops are full of nice little things for the nice people that live in Torrance. All brands of cigars, in boxes of 25 and 50 come in pretty holiday wrappers, and are an excellent gift for the smoker. These are found at the drug stores and confectionery and cigar stores.

Garters in bright colors, are colorful in gift boxes and prices range from 50 to \$1. Red hot "shorts", and silk garters make a nice gift for the young man, and cost but little. Perhaps \$2 or more, depending on the merchandise chosen. Cigarette lighters cost as little as \$1 at a number of places in town, and house slippers, nice felt ones are sold at one of the shoe stores for \$3.

Two dollars will buy a nice ball buckle and belt set in any size and initial at a number of places in

Now that Christmas for the men has been settled, it's better to commemorate a lot of things I saw that a woman's heart desires.

First of all into the jewelry stores—that's a woman's first leaning when Christmas comes. She thinks not of the things she needs, but of the things she'd like to have and doesn't need. Therefore, the jewelry store.

Stunning silver—how the housewife loves it—whether she owns some or is just dreaming of owning some, and it is one of the most wonderful things an indulgent husband could buy his wife.

I saw an adorable amethyst brooch, studded with brilliant, and surrounded with jagged work, and colored enamel work. Reptiles of the terrifically expensive trifles that are taking Hollywood by storm. This one priced \$12, and if you didn't know they were the real thing, you would naturally think that would be just the gift for an old lady. They just remind you of lavender and old lace.

Delicate pink frosted glassware, etched, and banded with 22 karat gold comes in all sorts of odd pieces, just the thing for lovely gifts, and inexpensive too. Watches are always a traditional thing for the young man to give his very best girl, and needless to say Torrance merchants have all sizes, shapes and prices on display.

Brilliant shoe buckles and brilliant shoe ornaments always appeal to the young girl who goes a-dancing, and it is well too, for they always flatter the feet and costume.

For Mother, I saw an adorable pottery percolator set in one of the electric shops, priced at \$22.50. This was litted pottery, decorated with a floral design, and reminded me of a set of Dresden. A creamer, sugar, percolator and tray comprised the set.

Electrical fixtures appropriate for Christmas, for mother or friend wife are numerous. I saw an adorable electric waffle iron—not just an ordinary waffle iron, but a cute shape with etching around the edge, and an ivory handle to open it with. This was priced \$15. In my primitive days of electrical appliances, it was sufficient that it was operated by electricity, and not much was thought about the outside of the article, as long as it was shiny. But in this day and age of boredom of everything "old" the manufacturers are beginning to dress up the outside of the appliance.

All this just to prepare you for the shock—toasters are not the same old toasters they used to be. While shopping for novel electrical things, I found the most adorable toaster I ever hope to see. It was rather triangular—only full of curves, and everything—you better go see it if you really want to know what it looks like! Anyhow, it had ivory handles on the sides, and ivory push buttons on the side. All you have to do is push the button, and ZIMM, the toast is turned. All this for \$10.50.

Electric pop corn poppers for \$3.50 save Mother standing over the fire nearly shaking her arm off to please the family. Curling irons in pastel colors range from \$1.00 up, and percolators from \$6.50 up.

Furniture dealers are showing a large variety of unfinished furniture. Magazine racks, \$1.00, sewing cabinets \$5, and a unique shaped table \$11.50. Unfinished furniture to be finished and given for Christmas gifts should be purchased as soon as possible, for the time is getting close.

Families often omit giving each other expensive gifts, combine the money and buy pieces of furniture. Coxwell chairs are popular, as are also radios.

One of the attractive table lamps that would please the feminine member of the family, was a gorgeous Italian pottery base, with a parchment shade. This was priced at \$27.50. Another pleasing table lamp, was a mysterious watery green, reminding me of the old time boy's "aggies", with a base of dark green china of matching type.

Another was black china base, with a black parchment shade, only a band of color, through which the light shines when lighted. This was much lower than the Italian pottery lamp.

beautiful lamps, reasonably priced, and lamps which defy my description. Linen luncheon sets are always welcome in the household, for no home ever gets too many. Delicately colored luncheon sets are being shown at prices ranging from \$1.95 to \$5.95.

For daughter, besides a nice buckles and watches, there are many sets of attractive silk underwear on display. Brassiere and pantie sets of pink crepe de chine, and lace trimmed make useful and beautiful gifts. Christmas morning, nothing looks prettier than a set of lovely silk underwear wrapped sumptuously in tissue paper.

Bath robes range in price from \$2.95 up, and quilted and hand-painted silk robes in pastel shades cost \$12.50. Every High school girl longs for a dinky—and one that will look her sweetie from prying eyes. Adorable diaries are marked

\$2.75, but of course real leather covers cost more. Stationery in a miniature cedar chest is an appropriate occasional gift for the girl friend from the boy friend. Perfumes and toilettes in medicinal bottles and boxes charm the young modernist and flatter her fancy.

Both suits in modernistic boxes, contain eight cylinders of bath salts, all different odors for \$1.25. Tennis rackets for the athletically inclined range in price from \$2.25 to \$30.

Comb, brush and mirror sets, of green and orchid, and set sumptuously in a luxurious case would be an acceptable gift to any young deb. These are found at the jewelers.

And cameras! Cameras make ideal Christmas gifts, and they last! Anybody can afford to give a camera of a kodak to someone, who needs one, for you can get

them for almost any price. I found hundreds of clever inexpensive things to give the bridge fanatic—things that you used to think couldn't be purchased any place but the big Los Angeles stores, but here they are, right in town!

A gilt edge deck of cards, and tiny bridge score pad, enclosed in a pastel colored leather case, sells for \$1. Lovely bridge score pads, all shades and kinds, and elaborate enough to make a charming gift for \$1.25. Also there are two pack boxes of cards—always acceptable.

Other inexpensive gifts may include Japanese vases, odd pieces of French pottery, made by the peasants of France, and priced from 50 cents to \$3. Pottery finds its place in some book of every home and is decorative as well as useful.

Fashion decrees narrow garters, and the thinnest of garters may

be found at the dry goods stores at \$1.25. Clear glass comports and sandwich dishes of clear glass with a colorful floral pattern in rose and green are to be found at one of the hardware stores. Pyrex and Glass-bake dishes are numerous, and such nice sizes and shapes. For a dollar bill one may get a 5-pound electric iron, decorative cake covers, an 8-day kitchen clock, ready made bouillon pillows, taffeta umbrellas, imported radio scarfs and silk underwear. Choicer beads also come under this heading.

Toys for the children are many and varied. The prettiest baby dolls to be found anywhere are right in our own stores in Torrance, and \$1 toy pianos, children's felt purses (any 11-year-old would love these) was perfume in decorated boxes, 50c, tiny sets of doll dishes and doll cooking utensils, \$1, every puzzle and toy imaginable, tiny electric motors and transformers to

be connected in the light socket, baseball gloves, bats and balls, and child improvement games. In larger toys, there are side-walks bikes, tricycles, automobiles, fire trucks, B. B. guns, fishing reels, kiddie cars with pedals like bicycles and doll buggies. Speak to the little girls who will find them. For Santa leaves Christmas morning. Little bassinets to display the child doll are too just like the ones for real babies. Wicker rockers for children and upholstered rockers in flowered cretonne are made for the tiny miss and her playhouse. These range in price from \$1.50 up.

Yours for a merry Christmas, and lots of fun Christmas shopping.

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