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Ask for Treasure Hunt Tickets With Every Purchase Here!

SHOP
TALK
By
RAY BROOKS



SECTION B
Society-Sports
Theatres

TWENTY-THIRD YEAR—No. 48. TORRANCE, CALIFORNIA, THURSDAY, DECEMBER 2, 1937 \$2.00 PER YEAR—SINGLE COPY 5c

JOYOUS THROUG HAILS SANTA IN FOG

Lights and Music Add to Festivities

True to tradition that keeps him on schedule no matter the weather, Santa Claus, in person, came to a Torrance blanketed in pea-soup fog last Friday night and thereby revived the confidence of hundreds of waiting children.

Hundreds? There may have been a thousand or so wide-eyed moppets in the great downtown crowd that also witnessed the first illumination of the colored Christmas lights and cheered Santa's arrival atop one of the city's fire trucks.

There were little tykes getting their first glimpse of the white-whiskered old fellow in a red suit, older youngsters whose faith in Santa is stronger than many an adult's in death or taxes; 'twelve-age boys and girls who are inclined to scoff at such childish beliefs, and mothers, fathers, uncles, aunts, grandpas and grandmas who enjoyed the spectacle, staged by The Herald, as much or more than the most eager child.

Santa, flying from the North Pole, was unable to land his plane in Torrance. For that matter, he could not even see the great beam of light that spiked its way into the skies from 750 million candlepower searchlight located at the triangular park off Sartori and Marcelina avenues. So he landed in an open field near the city and was whisked here on the fire truck. At Torrance boulevard and Sartori he was greeted by the first illumination of the street decorations. The Torrance Municipal band, led by Margie Harris, 15-year-old drum major of Wilmington, and a police car escorted him thru the business district.

Babbie of Believers His white beard and eyebrows glistened with the fog flecks as the huge searchlight—60 inches in diameter—caught him waving greetings to the throngs that lined the streets. He was a noble figure, that Santa Claus, great of girth, a big smile and his snow-white hair which was concealed under his pilot's helmet.

The band and fire truck's progress thru the jam-packed streets was slow, allowing the North Pole visitor ample time to answer the delighted yells of the youngsters seeing him for the first time this year. Carloads of more children lined Gramercy, Cravens and Marcelina, the route of the procession. Arriving back at the little central park in front of the theatre, Santa arose and demanded: "How many of you children believe in Santa Claus?"

A babble of shrill piping and cheers shot up. Well-satisfied, Santa made a brief talk—most of which was drowned out by the noise of the searchlight generator—announcing the opening of the Second Annual Treasure Hunt, sponsored by 28 leading merchants and stores, advising his constituents to be "good little boys and girls" and explaining that he was hard at work in his North Pole workshop getting toys and other gifts ready for his world-wide trek on Christmas Eve.

Santa tried to make his way thru the shouting, excited mob of youngsters to get his mail from his special mail box at the little park but he soon discovered that if he proceeded some youngsters would have gotten hurt in the crush. So he backedtracked to the fire truck and Ray Brooks, Herald advertising manager, collected more than 200 letters from the box and gave them to Santa.

These missives clutched to his red coat, Santa shouted a hearty Christmas greeting to all and waving his other hand, he was driven off aboard the fire truck. The great searchlight beam pursued him down the street until both the truck and Santa were lost in the fog.

Herald Thanks Those Who Aided Santa's Visit Here

The Herald, which arranged for the pre-view visit of Santa Claus here last Friday night, expresses its sincere appreciation to the following for their contribution to that most successful opening of "It's Christmas Time in Torrance!"

SANTA CLAUS, for his generous response to a telegram of invitation.

MODERN COPPER AND METAL WORKS, Los Angeles, who furnished the 60-inch searchlight—largest one in stock—when The Herald had only contracted for the use of a 24-inch light. The 750 million candlepower beam was operated by Edward Newton, who did his best to sight Santa's plane thru the fog. The great light, on a clear night, can be seen 200 miles. It was the same type as used by the Army as a plane-locator.

MARJIE HARRIS, Wilmington drum-major, who donated her talent and led the band in a spirited performance.

THE TORRANCE FIRE DEPARTMENT for the use of the fire truck that rode Santa into town in great style.

POSTMASTER EARL CONNEL for the Santa Claus mail box in the little central park.

THE TORRANCE MUNICIPAL BAND for its splendid music that added greatly to the spirit of the occasion.

THE TORRANCE POLICE DEPARTMENT whose officers aided in keeping Santa's visit free from accidents.

AND CITY CLERK A. H. BARTLETT, who gave yeoman service in acting as liaison agent between the ornamental light-switch throwers, the band, fire and police department and Miss Harris and The Herald.

Letters to Santa Claus

WINNIE SEVIER: Jump rope, set of dishes, block set. Cris-mus greetings.

JOY SEVIER: Age 9. Set of dishes, bike, pincel box. Cris-mus hapines to you.

ROGER LANG, 1633 Acacia: I am a little boy almost three years old. I would like a train and a tricycle and a ball and a book. A wagon and a new suit. I have been a good boy. I hope I can see you when you land tonight. I will be watching for you.

MARILYN HOOVER: I am 5 years old. I want car with steering wheel, skates, suit case for baby clothes, sweater and tool chest and siren car. Love, LOIS TEVIER: Age 4. I want a tricycle and a doggy and ball. Doll. Yours truly.

RICHARD McRAE, 1607 216th: I am a little boy 8 yr. old. I have been a good boy. Will you bring me a pair of skates & a football. Some candy too. Goodbye.

Bag of Candy for Mama CONNIE LEE, 1748 Andree: My name is Connie Lee Bergen—please bring me a big dolly and buggy, teddy bear and story book—and anything else you want to. Love, DONNA MAUK, 2316 Mari-

Santa Lets Herald Publish Letters Addressed to Him

Amazed at the number of letters he received, Santa Claus read each missive carefully, noted the desires of his correspondents in his Big Book and then gave The Herald permission to publish them. Santa made only one stipulation: The letters must be printed exactly as they were written. This The Herald agreed to and so—here's the first installment of "Letters to Santa from Torrance Children."

The remainder of the communications will be published next week. Read them all—you'll get a laugh from some, there's childhood tragedy in others, and all are sincere expressions from boys and girls you know right here in Torrance!

Letters to Santa Claus

SHIRLEY ALLEN, 1328 Sartori: Is 7. I want a shirley doll and bicycle. (Ed. Note: Shirley's sister Beverly also wrote Santa but her screed is indecipherable—even to Santa).

RAMONA: I want a doll and dog and whatever else you bring.

VIVIAN OLIVER, 1904 Gramercy: Will you send me a Mickey Mouse watch. But bes of all I would like a big Bike.

BETTIE WEST: Will you please send me a Jane withers doll for me and my little sister or a bike. Yours truly and loving, P. S. We are goods girls and my little brother want some skates. I want a bag full of candy for mama.

SHIRLENE AND ROBERT PAULINY, 912 Amapola: Will you bring me a doll buggy with windows and a doll with hair and a iron and ironing board and black board. My brother wants a train and a car and a drum. This will be all this year Santa Clause. We have been very good children.

Bobby Writes for Ethel JOAN SCHMITT & BILLIE PADDOCK, 1325 W. 220th: Will you please bring me 1 pr. of

Letters to Santa Claus

skates, a new dress, a new pr. of shoes size 13. Size 6 for the dress and will you please bring my nephew a new pr. of shoes size 7 and a airplane that winds up and goes all over the floor. He has no father and his mother isn't working. My daddy is the only one working for the wpa and it is very hard for us to get along and my mother can't get me nothing for Christmas. I am 7 years old and my nephew is 2 yrs old. will be a good girl until christmas. love to you.

LAWRENCE D. SHIRLEY: Please may I have a scooter and a football and a cow boy suit. I am a boy of 7 years in the 2nd grade in school.

MISS ZORA LEE SHIRLEY: I am a little girl of 2 years I just love dolls, and if you can, I would like to have one, I have been a good girl.

MASTER FLOYD SHIRLEY: I have been a pretty good boy to be only 3 years old. If you can spare a shovel, rack and hoe I will be pleased.

DOROTHY & PAULINE and BILLY LEETZ, 1920 Gramercy: I want a Di-Dy doll and a wrist watch. My Brother wants a Electric Train. My sister wants a paint Set.

Letters to Santa Claus

ETHEL WEST (wrote by bobby for ethel), 2517 Sonoma: I wish you would please bring me a shirly temple doll and a stocking with candy and nuts in it I "dent" go to school! I am a red headed girl and I'm four year and I was good all year.

JEAN FRANCES POWELL, 2724 237th: I am a little girl just 5 years old. And I would like a cowboy hat and a pair of roller skates for Xmas. I am trying to be as good as I can be so don't forget me on Xmas night. Love.

Natey Regrets Fog

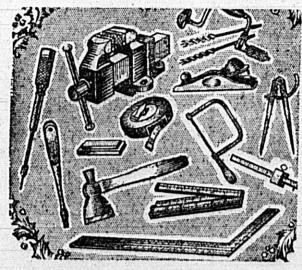
JERRY, JACKIE and SELMA JEAN Goddard: I wish you would bring us these things. My sister wants a little piano, a doll, a dress, a robe, a coat and a pair of house slippers. My brother wants a scouter with a seat, a robe, a switter, two shirts and some snow clothes, and a pair of slippers. I want a bike, a switter, some snow clothes, a robe and a pair of house slippers, and two shirts. I do not want my Mother and father want, but please bring them some very nice things. Your little Friends.

WARREN LANG, 1633 Acacia: I want a desk with a roll top and a chair to match it and I want a foot ball, and a base ball and bat. I want a lunch pail and some roller skates. I want a book. I will be looking for you. I have been good.

BILLY MORGAN, 2119 Arlington: I want a two-wheel bike and games, the first game is Bingo and Fibber McGee. I

(Continued on Page 8-B)

Well Folks,—Just a Few Christmas Suggestions



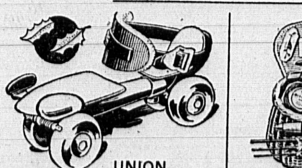
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- Planes
 - Hammers
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 - Squares
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 - Drill Bitts
 - Pocket Knives
 - Wood Chisels
 - Pocket Rules

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Scout Axes

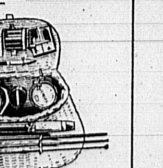
AND THOSE Yankee \$1.00 Screw Drivers

For the Kitchen

- Purex
- Baking Dishes
- Casseroles
- Percolators
- Roasters
- Waffle Irons
- Grills
- Thermos
- Bottles
- Cake Pans



ROLLER SKATES \$1.75



Plunger Reel No. 1989 \$9.00

BALLS — BATS
I CARRY 25 GUNS and RIFLES IN STOCK

Other Reels to Suit your Taste. Fish Poles for All Kinds of Fishing

FOR DUCK and QUAIL HUNTERS!—All super X shells, 12 gauge. BOX \$1.10 LIGHT LOADS 80c

And then, A NEW COAT OF PAINT for the House which all will enjoy. Get the Paint Chart and pick the color. I have yours for you. Of course, it is SWP.

WORRELL The Hardware Man

"WHERE A G OES FARTHEST"
1517 Cabrillo Torrance Phone 167-M

59¢ — This Certificate Is Worth \$4.41 — 59¢

This certificate and 59c entitles the bearer to one of our Genuine Indestructible \$5.00 Vacuum Filler Sackless Fountain Pens, Visible Ink supply. You see the ink!

A LIFETIME GUARANTEE WITH EACH PEN

Limit 2 Sets to Certificate

Price After Sale \$3.99

THE NEW PLUNGER FILLER—ZIP—ONE PULL AND IT'S FULL!

This PEN holds 200% more ink than any ordinary fountain pen on the market. You can write for three months with one filling! No repair bills! No lever filler! No pressure bar! Every pen tested and guaranteed to be unbreakable for life. **GIVE YOURS NOW! THIS PEN GIVEN FREE** if you can buy one in the city for less than FIVE DOLLARS! This certificate good only while advertising sale is on.

ALSO PENCILS TO MATCH ABOVE PENS, 26c

FRIDAY & SATURDAY, DEC. 3 & 4 MAIL ORDERS 6c EXTRA
If you cannot come at above time, leave money before sale starts to reserve your order.

DOLLEY DRUG CO.
El Prado and Sartori Ave., Torrance. Phone 10.

The Bank of America Christmas Club smile is on more than 155,000 faces this year!

Bank of America is paying more than 9 1/2 million dollars to Christmas Club savers for 1937 Christmas spending.

join Bank of America CHRISTMAS CLUB now!

BANK OF AMERICA Christmas Club members have plenty of funds for Christmas. They joined for many reasons—ranging from the purchase of a coveted fur coat to the down payment on an automobile or a new home.

Have that Christmas Club smile next year! Save for what you want most by joining now. You may deposit as little as 50 cents weekly.

JOIN AT ANY BRANCH

SPECIAL: If you're giving money for Christmas this year, don't fail to get a Bank of America Christmas Money Order in the attractive holiday container—at any branch. The ideal gift. Only ten cents, including container and envelope.

Bank of America
NATIONAL TRUST & SAVINGS ASSOCIATION Member Federal Deposit Insurance Corporation

Bank of America CHRISTMAS CLUB now!

Bank of America Christmas Club members have plenty of funds for Christmas. They joined for many reasons—ranging from the purchase of a coveted fur coat to the down payment on an automobile or a new home.

Have that Christmas Club smile next year! Save for what you want most by joining now. You may deposit as little as 50 cents weekly.

JOIN AT ANY BRANCH

SPECIAL: If you're giving money for Christmas this year, don't fail to get a Bank of America Christmas Money Order in the attractive holiday container—at any branch. The ideal gift. Only ten cents, including container and envelope.

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