, 1937

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ote ,

Listen! This Christmas out of necessity must be Practi-cal. We won't be able to Splurge!

But we can be sensible and don't kid ourselves. Just spend the cash you have ONLY and make it go around.

Most any Boy or Girl will be pleased with Skates. Mother desires a Pyrex Dish, and Dad a new Pocket Knife, a nice football or hand ball.

And then, why not redec-orate the kitchen; in fact, the complete house, that all will enjoy? And if it is SHERWIN-WILHAMS, it will be better out.

By all nieans, don't kid ourselves into DEBTS. Just

ORISMAS.

RE—?: DOLF—EOR.

ANN OLSON, 1229 Beech: 2
yrs. old. I would like to have
you bring—me an ironing board
and an iron for Xmas. I also
would like an automobile in
which I may ride and a doll
with a ribbor on. Also please
bring me a little lamp, a drum
and a trunk of dell clothes.

ELSA ANN STANLEY, 2232
Andreo: I want some bedroom
slippers and a die-de doll. Wish
you luck. Your friend.

Anything is Alright
GORDIE STANLEY: I would
like to have a little car that I
could ride in and some littl
bunny slippers and a big ball.

CAROL JEAN IVIE: I am
three years old and dont remember you very well but I still
have the dolly you sent me last
Christmas. I need a new dolly
to go with her and a doll buggy.
My baby-sister wants a little
baby buggy. Santa Claus I
lope you have a Merry Christmas.

GUENILIAN IVIE: L'M. slx.

GWENLLIAN IVIE: I'M sb work for what you want. I have it or will get it for you and save you cash.

WORRELL
The Hardware Man
1517 CABRILLO
Phone 167-M

MELISSE ANN STRASZER,
1003 Acacia: I told my Daddy

Wants a Million Marbles, NADINE: I want a quite a lot of things this year but learn that is if you have the toys in the lot of things this year but learn that is if you have the toys in the lot of things this year but learn that is if you have the toys in the lot of things this year. In all the work of the lot of things the lot of the learn that you were held ware the things. I want the lot of the late of the lot of the lot of the lot of the lot of the late of the lot of the lot

Letters Show Youngsters' Belief In Santa Claus of the locking for the locking

rest of the letter is one serawled line. Bet Santa understands what it is about, tho!)

BILLY McLEOD, 1695 Granecey: I am writing you to tell you what I want for Xmas. I would like a Electric train and and why sister wants a cooking set and a painting set. My Daddy

Thrifty Holiday Special!

Our Regular \$3.00
PERMANENT WAVE Monday, Tuesday, Wednesday

B. RICHARDSON

BEU MAR BEAUTY SALON Licensed Zotos Shop

1331 EL PRADO

TELEPHONE 663

\$ 1 95

SHOE REBUILDING

1917 CARSON at CABRILLO

IN EVERY CITY THERE IS ONE STORE THAT SELLS THE NICER THINGS ...

In Torrance It's

HOWARD'S

BULOVA



Jewels. As shown \$29.75



In the Charming Color of Natural Gold, Another "Lady Bulova" 17 Jewels. \$29.75





ALL



BULOVA HAMILTON

WALTHAM GRUEN



Grush "CURVEX ACE," the

only watch with a curved

GRUEN

Gruen "MEADOWBROOK,"



"AIR LARK," a dainty 15 d to match case. 15



Above: "The Prosident," Bulova's ace timeplece. 21 jewels, yellow gold filled. \$49.50

TERMS YOUR

BUDGET



WALTHAM 45%

SPARKLING NEW FOR BOTH MEN and

\$37.50 WALTHAMS (LESS 45%) \$35.75 WALTHAMS (LESS 45%). \$19.66 \$35.00 WALTHAMS (LESS 45%). \$19.25 \$18.70 \$34.00 WALTHAMS (LESS 45%): \$18.42 \$33.50 WALTHAMS (LESS 45%)... \$32.75 WALTHAMS (LESS 45%) \$18.01 \$31.00 WALTHAMS (LESS 45%) \$17.05 WOMEN \$29.75 WALTHAMS (LESS 45%).

GCASH PRICE

1503 CABRILLO AVENUE



Ladies: a LEAK-PROOF Pen!

THIS NEW EVERSHARP PEN

The safety ink shut-off seals the ink in the barrel.

it can't leak!Holds more than twice the usual ink sup-ply—and it's vis-ible, fills in one

NO SORE FEET! NO TRAMPLED TOES! SHOP THE EASY WAY AT HOWARD'S

Just Arrived!

Remington Rand CLOSE-

week

SHAVER

doll that wets its pants and a fire engine car. Love.

JAMES DAVID DOUGLAS:
I want a fire engine car and a too too train.

RALPH C. LEWIS, 23414 Lomita are Electric train.

GERALDINE DIETRICH:
Want to tell you that I have been a very good girl and I will be extra good to mother and daddy all the time even if want a bicycle & a doll & a turn looks like "Harold" but the virtual part of the cause milk makes your cheeks cause milk makes your cheeks will be a piece of cake for you when you book and a big teddy bear. Be cause milk makes your cheeks will be a piece of cake for you when you book and a big teddy bear. Be cause milk makes your cheeks will be a piece of cake for you when you book and a big teddy bear. Be cause milk makes your cheeks will be a piece of cake for you when you book and a big teddy bear. Be cause milk makes your cheeks will be a piece of cake for you when you machine and ironing bo a rd.

MALTHE EDMUNDS: Please blocks. P. S. I am 4 yrs. old and am a big busky boy. ANNA MAE DOHERTY, 527.

ANNA MAE DOHERTY, 527.

I would like you to bring me for Christmas some games, owne and a glass of milk be cause milk makes your cheeks.

MALTHE EDMUNDS: Please blocks. P. S. I am 4 yrs. old and am a big busky boy. ANNA MAE DOHERTY, 527.

I want a fire engine car and an a big busky boy. ANNA MAE DOHERTY, 527.

I would like you to bring me for Christmas some games, being the provided by the provided

WHAT A GRAND

CHRISTMAS GIFT \$100

> BRIDGE SUEDE

TABLE COVER and

DECKS BRIDGE PLAYING CARDS



MEN'S ZIPPER TRAVEL KITS

\$1 00

\$ 29

This is the best value and the lowest price we've seen in years in Mens' Traveling Kits! Imagine getting a zipper case set with brush, comb, tooth brush holder, nail file, razor Container and after-shaving lotion for only \$1.29! You must see this to appreciate it!

No Mail, C.O.D. or Phone Orders On These Two 1503 CABRILLO