

Old-Fashioned Hospitality Rules in Torrance Homes During Holiday Season

For a Merry Christmas
Next Year--

open a
**Christmas
Savings Club**

More and more people are using
this convenient way of saving funds
for various purposes.

We Have Club Plans
To Fit Any Income.

JOIN NOW . . . And Begin Saving
Systematically and Easily.

Torrance National Bank
"Your Community Bank"

DO YOU NEED A JOB—Advertise in the Herald Classifieds

THANK YOU

CUSTOMERS and FRIENDS

A New Year is almost here!

As we, of the Torrance Laundry & Dry Cleaning Co. review the events of 1937 there are many things of which we are justly proud: . . .

WE KEPT FAITH with the loyal workers without whose staunch support it would have been difficult to weather the labor storm that descended on us for several weeks last summer.

WE KEPT FAITH with our hundreds of customers upon whom we depend for the business that keeps us operating, and who, in turn depend on us for their cleaning and laundry.

WE KEPT FAITH with a principle . . . the AMERICAN principle of doing business . . . fairly, honestly, honorably.

WE MAINTAINED QUALITY WORKMANSHIP of the highest type and workmanship for which we have been famous for over 15 years.

WE MAINTAINED PRICES; that the people of Torrance and neighboring communities could be given the best workmanship at reasonable rates, yet prices fair to us and our competitors.

WE ARE PROUD OF THIS RECORD!

But because it could not have been accomplished without the sincere help and co-operation of a host of good friends and loyal customers, we pause as the year 1937 draws to a close and say to these same friends and customers . . .

THANK YOU, SINCERELY AND HONESTLY, AND
MAY YOU HAVE A TRULY SUCCESSFUL
AND PROSPEROUS NEW YEAR!

Wm. J. Rojo

TORRANCE LAUNDRY & DRY CLEANING CO.
Carson at Border • TORRANCE • Phone 141

Parents Home Scene Of Birthday and Christmas Party

Mr. and Mrs. D. A. Murphy and sons Jimmy Gene and Pat spent Christmas with Mrs. Murphy's parents. Mr. and Mrs. Fred Smith of Hollywood. The annual family dinner party was held at noon with covers placed for 15. Miniature sleighs served as favors and the six children were presented with birth certificates tied with pink and blue ribbons.

After the dinner gifts were exchanged under the huge Christmas tree.

Mrs. Murphy, whose birthday was Christmas eve, received a lovely birthday cake and a number of extra gifts.

**SHOWER HONORS
BRIDE TO BE**
Honoring Miss Mildred McMullen, whose wedding to Paul Drury will take place in Long Beach, Saturday evening.

A shower was given at the R. A. Huber home, 1444 Post avenue, Tuesday evening. Miss Olive Belle Huber served as hostess.

Attending the affair were Mrs. Jane Traller, Helen Smith, Susie Bell, Rosalie Warren, Mary Ann Taylor, Pat Carlin, Lois Williams, Mickey Humer, Esther Carlson, Peggy Jenkins, Esther Hall, Velain Flint, Martha Greaves, Fanny Greaves, Maxine Smith, Marie Schmidt, Mrs. Estelle McMullen, the honoree and the hostess.

FAMILY REUNION PARTY TOURS YULE TREE LANE

Edna Stone and her son Joe with her mother, Mrs. Ida Flint and aunt, Miss Laura Conch of Los Angeles spent Christmas with Mr. and Mrs. Fred Helfrich of Long Beach. Mrs. Stone later took the party to the Christmas tree lanes of Altadena, Glendale and Los Angeles.

Sunday Mrs. Stone entertained Mr. and Mrs. Seth Gregory, Mr. and Mrs. Harry Ainsworth and Mr. and Mrs. L. J. Acree at dinner.

**MRS. HYDE HOSTESS
AT BRIDGE PARTY**
Mrs. Thos. Hyde, 1609 Post avenue, was hostess when she entertained members of her bridge club at their Christmas party in her home Tuesday.

Those present were Mrs. John Disario, M. J. Beale, Albert Fletcher, M. Smith, Tom Schriever, Albert Isen, I. Watson and Mrs. Hyde.

Prizes for high scores in bridge play were captured by Mrs. Beale and Isen.

**JUNIORS STAGE
PROGRESSIVE PARTY**
Members of the junior group American Legion Auxiliary held a progressive dinner party Monday evening.

Cocktails were served at the L. C. Dean home, 2223 Torrance boulevard, with Patricia Janice as hostess, main course was served at the L. G. Barkdull home, 1521 Beech avenue, with Jeannette as hostess, dessert and gift exchange took place at the Herbert Robinson home, 2353 Sonoma avenue, with Marion as hostess.

**SNOWS HOSTS AT
DINNER BRIDGE**
Mr. and Mrs. J. C. Snow, 1522 Beech avenue, entertained at a dinner and bridge party in their home Sunday evening. Their guests included Messrs. and Mrs. Gilbert Wegner, L. G. Barkdull and Baker Smith. L. G. Barkdull captured the prize for high score in bridge.

**TOWNSEND CLUB TO
ELECT OFFICERS**
Election of officers will be the principal business transacted at the regular Townsend club meeting in the Elementary school auditorium Thursday evening, Dec. 30, at 7:30 p. m.

Helen Mitchell New Guild Prexy

Newly elected officers of St. Cecilia Guild of St. Andrew's Episcopal church are: Helen Mitchell, president; Dulcie Brooks, first vice president; Mildred Harder, secretary; Dorothy Post, treasurer, and Mina Shidler, chaplain.

This group was especially honored at the potluck luncheon held in the guild hall on Engracia avenue Wednesday. Games furnished diversion after the luncheon and gifts were exchanged. Maude Deininger, retiring president of the club, was in charge of the affair.

**THEATRE PARTY
HONORS MOTHER**

Mrs. Effie Quayle, 2326 Sonoma avenue, was guest of honor at a birthday dinner party Tuesday afternoon, when her daughters accompanied her to Melody Lane in Los Angeles and later to Grauman's Chinese theatre, where they saw "Rosalia."

In the party were Mrs. Quayle, Miss Julia Quayle and Mrs. L. G. Barkdull of Torrance, Mrs. Harry Marshall of Huntington Park and Mrs. N. R. Barnard of Alhambra.

**DISTRICT PRESIDENT
TO SPEAK HERE**

At their first meeting of 1938 Torrance Woman's club will have as their speaker Mrs. John Stearns Thayer, president of Los Angeles District Federation of Woman's clubs.

Mrs. Thayer will speak at the meeting Wednesday, January 5. Luncheon will be served promptly at 12:30 p. m. Make reservations at once with Mrs. Gilbert, phone 420.

WEDNESDAY, JAN. 5
12:30 p. m.—Woman's Club Luncheon.

7:30 p. m.—Boy Scout Troop No. 218.

8:00 p. m.—United Artisans.

"Open House" Parties Will Continue on New Year's Day

Just an old fashioned Christmas with all its hospitality exercised as in days of yore was that which Torrance boasted for 1937. Those who failed to observe Christmas by holding open house will take advantage of New Year's Eve and New Year's Day. Egg-nogs, so it is said will replace the famed Tom and Jerry's served at Christmas gatherings.

Family parties claimed their usual share, while a number of Torrance people attended the opening of the Santa Anita racing season.

New Year's will find many attending the Tournament of Roses parade in Pasadena. A few fortunate will see the California-Alabama football game and still others will go to the races at Arcadia.

Among those who entertained Christmas were Mr. and Mrs. J. B. Scott, 1438 El Prado; Mr. and Mrs. C. T. Rippey, 1444 El Prado; Mr. and Mrs. Dean L. Sears, 1428 El Prado, who welcomed some 50 including Mr. and Mrs. C. O. Best of Keeler and Harold Steitz of Pasadena; Mr. and Mrs. Herman Mitchell, 1104 Amapola avenue, entertained Christmas Eve; Mr. and Mrs. J. R. Wilkes, 2019 Gramercy; Mr. and Mrs. John Mitchell, 1517 El Prado; Mr. and Mrs. Guy Kelley, Amapola avenue; Mr. and Mrs. R. L. Lewellen, 1307 Madrid avenue; Dr. and Mrs. R. F. Bishop, 1433 El Prado; Mr. and Mrs. Henry Uhlright and others.

**DINNER PARTY AT
SMITH HOME**
Entertaining at a dinner party in their home Monday evening, Mr. and Mrs. Sidney Smith, 1614 Amapola avenue, had as their guests, Mr. and Mrs. Kramer Carson and son Jerry, Messrs. Jimmy Grubb and Bob Carson.

**GATEWAY COUNCIL
MEETING MONDAY**

Meeting of Gateway Council Parents and Teachers will be held in Richard Dana Junior High school in San Pedro, Monday, Jan. 3, at 10 a. m. All members of the high school Parent-Teachers Association wishing to attend should phone 283.

**MRS. MURPHY HOSTESS
TO BRIDGE CLUB**
Mrs. D. A. Murphy, 1423 Amapola avenue, will entertain members of her bridge club at her home Thursday. Included will be Mrs. Michael Strasser, Dean L. Sears, J. B. Scott, R. L. Lewellen, Herman Mitchell, J. R. Wilkes and R. S. Sleeth.

**BIRTHDAY LUNCHEON
HONORS TWO**
Mrs. Elsie DeBra, 1325 Engracia avenue, entertained at a luncheon in her home Thursday. Covers were placed for Mrs. Ruth Woodcock, Kathryn Buffington, Erma Carstens, Nadine Farrar, Lorene Ulrich and the hostess.

The party honored Mrs. Woodcock and Buffington whose birthdays were Dec. 23 and 24.

TODAY'S FASHION TIP
Smart Parisians are wearing hats with dinner and evening gowns.

**N.B.W. MEETING
MONDAY EVENING**
National Business and Professional women will hold their regular business meeting Monday evening, January 3, at the home of Lute Fraser, 1732 Cabrillo avenue.

Meeting starts promptly at 7:30 p. m.

**Late Mail Swamps
Postoffice Here**

(Continued from Page 1-A)
before here and as a result there were no complaints of any kind received from him by patrons. He expressed his appreciation of the many compliments the postal service received for its extra service during the holiday rush.

**LOMITA POSTOFFICE
SHOWS BIG GAINS**
"At the present time our parcel post receipts are 15 percent greater than all of last year's, the stamp sales for December have shown a 20 percent increase over the same month last year and the total receipts for the year will be about 15 percent larger than 1936," Postmaster Birda Paddock of Lomita was glad to announce yesterday.

The Lomita postal staff worked Christmas morning to clear the office of all parcels and "dug into" the big job of Christmas mail again Monday morning when some 40 sacks delivered nearly 400 more late-arriving parcels and other mail at the adjoining postoffice.

OIL PRODUCTS

CHARLIE MITCHELL'S
Standard Stations, Inc.
CARSON and CABRILLO
Phone 765

Torrance Herald
And The Lomita News
Published Every Thursday
Grover C. Whyte
Editor-Publisher
1336 El Prado. Phone 444
Torrance, Calif.

Entered as second class mail January 30, 1914, at post office, Torrance, Calif., under Act of March 3, 1897.

Official Newspaper of City of Torrance

Adjudicated a Legal Newspaper By Superior Court, Los Angeles County.

After January 1st . . .

**The Beu Mar
Beauty Salon**

Will Be Owned and Operated By

EDNA WEIS

10 Years Experience As a Shop Owner.

LICENSED ZOTOS SHOP

1331 EL PRADO

PHONE 663

EXPERT CLEANING and PRESSING
1344 POST AVE. PHONE 370
PIPER'S CLEANERS

GANGWAY FOR 1938
PENNEY'S PRE-INVENTORY BARGAINS

DON'T LET ANYTHING KEEP YOU AWAY!!

Dramatic savings advertised are but a Small part of our Pre-Inventory Bargain group. Things you need and want NOW have been slashed in price—slashed because we'd rather sell now, at a sacrifice, than carry over into next year. But assortments are limited—so come early! Get first choice—and buy more with the money you're certain to SAVE!

DOWN COMES THE AXE
Entire Stock of Women's COATS \$10

Reduced to . . .

Women's and Growing Girls SPORT OXFORDS \$1.98

Pre-Inventory Reduction

SLIPS
Women's Rayon Taffeta 33¢

HOSE
Women's Lisle Size 8 1/2 to 10 1/2 25¢

Women's Suede PURSES 29¢

Extra Large Size Sheet Blankets 88¢

Extra Heavy Printed Outing Flannel 19¢

Reduced—Yard

Men's OVER COATS \$15

Reduced for Quick Selling!

Men's and Boy's Long Sleeve POLO SHIRTS 49¢

Men's Part Wool WORK SOCKS 10¢

Pair

Men's Heavy Duty OXHIDE Overalls 69¢

Men's Winter Weight UNION SUITS 59¢

Men's Full Cut WORK SHIRTS 49¢

Men's Covert Sanforized Shrink WORK PANTS 88¢

Boy's Fancy DRESS SHIRTS 49¢

Fast Colors

WOMEN'S DRESSES REDUCED

GROUP 1 \$3.66

GROUP 2 \$1.44

1000 Women's Fast Color PRINT FROCKS 49¢

Women's Outing Flannel PAJAMAS 89¢

Fast Color—36" Wide PRINTS 12¢

Reduced To . . .

REM NANTS Reduced for Pre-Inventory Clearance!!

Men's Heavy Mole Skin PANTS \$1.59

Reduced . . .

PENNEY'S
J. C. PENNEY COMPANY, Incorporated
1269 SARTORI AVE., TORRANCE