Townsend Club Activities

Mrs. Beth Paige

Many thanks go to those faithful ones who kept open house at the Wagner headquarters, doing their bit. On account of illness, Mrs. Collier has had to postpone the Rally report until tonight.

Last Thursday night, being the occasion of the party for the October-November birthday contingent, what was our surprise, on issuing the birthday call to see four arise instead of two. After the brief ceremonies of greetings Fred Wagner, Frank Shields, John Saxon and Mr. Matthews of Lomita were escorted to the table bedecked in their honor.

Refreshments were in charge of Mrs. Rena Pruitt and donated by Mr. Colburn. It is suggested we meet Thanksgiving night.

INCREASE YULE DONATION

A donation of $50—$25 more than last year's appropriation—was made by the city council last night to the Walteria Civic association for the Christmas festivities in that part of the city.

Fifty-Foot Fall Lucky

JOGGINS, N. S. (U.P.)—Ernest Ryan fell down a 50-foot cliff here and was only slightly injured. He landed on a pile of sand.

Justice

Here is the latest picture of Harlan Fiske Stone, taken as the 66-year-old associate justice of the Supreme Court was leaving his office for his home in Washington.

What Folks Want for Christmas:

Cues for Gift-Shoppers Who Want to Please Friends

How would YOU answer this question:

"What single gift, within reason, would you like to receive more than any other for Christmas?"

A recent national survey revealed the answers—of course there were hundreds—to this question which has exceptional interest now that Christmas is only 44 days away.

The Herald herewith presents the results of this survey among adults as a service to readers who have lists of friends and relatives to please at Yuletide.

The average male when he is buying a present for a woman is likely to choose a book or perfume or candy if left to his own devices. Just how poor such a choice would be may be seen from these odds, taken from the survey:

1 chance in 1,000 that a box of candy would be most pleasing.

3 chances in 1,000 that leather handbag would be most pleasing.

12 chances in 1,000 that a book would be most pleasing.

22 chances in 1,000 that a dress would be most pleasing.

29 chances in 1,000 that a bottle of perfume would be most pleasing.

These odds do not mean that relatively few women want or use these articles, but there is a very strong implication that they prefer to buy them themselves.

Products on which the odds are generous include electric appliances, 122 out of 1,000; wrist watches, 112 out of 1,000; furs and fur coats, 103 out of 1,000.

The unimaginative woman who buys a present for a man is likely to choose from such items as handkerchiefs, hosiery and neckties. Just how bad such a choice would be may be seen from these odds:

1 chance out of 1,000 that handkerchiefs would be most pleasing.

5 chances out of 1,000 that hosiery would be most pleasing.

10 chances out of 1,000 that a tie would be most pleasing.

The most popular gifts for urban women are likely to be:

Electric appliances	12.2%
Wrist watches	11.2
Furs and fur coats	10.3
Furniture	7.4
Personal accessories	5.6
Radios	5.4
Hosiery	4.7
Rings	4.6
Automobiles	4.3
Suits and cloth coats	3.8
Lingerie	3.7
Robes	2.4
Dresses	2.2
Miscellaneous jewelry	2.2
Rugs	2.0

Significant changes from the comparable 1937 study: A tremendous increase in the demand for electric appliances, furs, watches and furniture; less demand for travel trips and dresses; moderate increase in demand for radios, hosiery, rings and personal accessories.

Men are pulling hardest for these items.

Watches	14.8%
Automobiles	14.0
Suits and overcoats	10.9
Sporting goods	8.4
Electric razors	7.5
Radios	5.2
Shirts and ties	4.2
Cameras	4.0
Tobacco	2.3
Rings	1.7
Robes	1.6

Significant changes from the comparable 1937 study: Great increases in demand for automobiles, watches, sporting goods and electric razors. Lessened demand for liquor, tobacco and cash.

The only difference between the 1938 and 1937 studies was that last year respondents were not asked to mention brand names (and only 9.6% of the men and 5.3% of the women did mention brands), whereas this year investigators followed up the first question by asking respondents to **"Name particular brand wanted if you have any preference."**

The responses show that men are far more "set" in their wishes for specific brands than are women. Some 66% of all the male mentions called for a specific brand as against 39% for women. Does this mean that national advertising registers far more strongly with men than with women? Does it mean that the opportunities of an individual manufacturer this Christmas time are greater with women than with men because so few of the former had made up their minds about the brand which might be most pleasing? The great difference in the response of the two sexes lends itself to interesting speculation.

Respondents to "what do you want for Christmas" survey were asked to specify the brand wanted, if they had any preference.

Commodity	Men % Specifying	Women % Specifying	Total % Specifying Brand
Wearing Apparel	42	8	23
Jewelry	82	54	68
Household Goods	49	42	42
Automobiles	90	95	92
Personal Accessories	71	61	67
Radios and Musical Instruments	85	66	76
Sporting Goods	63	45	61
Cameras	75	57	72
Leather Goods and Luggage	27	33	30
Automobile Accessories	86	80	85
Books and Magazines	50	63	58
Tobacco	100	....	100
Writing Materials	79	100	83
Tools and Machinery	27	....	25
Travel	100	71	82
Liquor	71	....	71
Miscellaneous	27	10	19
All Commodities	66	39	52

What Mr. and Mrs. Want for Gifts

Commodity	Men 1938	Men 1937	Women 1938	Women 1937
Wearing Apparel	22.56	23.1	28.42	30.8
Jewelry	17.20	9.4	17.82	12.5
Household Goods	3.07	2.7	28.22	17.7
Automobiles and Accessories	20.70	11.0	4.76	4.4
Personal Accessories	9.05	5.6	5.54	5.0
Radio and Musical Instruments	5.17	4.0	5.35	4.1
Sporting Goods	8.35	6.9	.89	1.6
Cameras	3.98	4.4	.69	1.2
Leather Goods and Luggage	2.19	2.3	2.38	3.1
Books and Magazines	1.19	2.4	1.88	1.5
Cash	1.99	2.8	.79	1.4
Tobacco	2.28	6.1	....	0.7
Writing Materials	1.89	1.7	.40	1.0
Tools and Machinery	1.09	1.8	.10	0.2
Travel	.40	2.2	.69	3.9
Liquor	.70	4.4	....	0.3
Miscellaneous	2.19	8.2*	2.07	10.6*

* These commodities which were classified separately in 1937, have been regrouped in the 1938 study: Boats, courses, binoculars, art supplies and pets. In 1937 they represented 5.2% of the men's mentions, and 2.3% of the women's. In the present 1937 table they appear under "Miscellaneous."

Jones' Baby Makes Third "Nancy" in Herald Family

With the arrival of Nancy Dale, four-pound, two-ounce daughter of Mr. and Mrs. LaVern Jones at Torrance Memorial hospital Sunday afternoon, the baby became the third member of The Herald family to bear the name Nancy. The others are Nancy Ann Whyte, age eight, and Nancy Lee Straszer, now nearing three.

New Papa Jones is a printer on The Herald staff and a graduate of Torrance high school with the class of 1934. Mrs. Jones was formerly Miss Wilma Arnold of Riverside. They reside at 1315 Cedar avenue. Both Mrs. and Nancy Dale are making splendid progress, it was reported today at the hospital.

Indicted

Mrs. Clara Osborne, former county clerk at Oroville, Cal., who was indicted in connection with the expose of an alleged fake divorce scheme, which was believed to have handled numerous separations by mail, with Mrs. Osborne in the role of attorney, county clerk and judge.

Street Work Launched by City Council

Potential street improvement, such as suggested by the Kiwanis club to the city council several months ago and reiterated by the former City Councilman Robert H. Deininger, Oct. 25, received most of the council's attention last night. Accomplishments were:

Passage of a resolution requesting the Department of Public Works, Division of Highways, to declare the following Torrance streets as a major importance and therefore eligible to have gas tax money spent on them: Post avenue from Carson to Torrance boulevard, Plaza del Amo from the eastern city limits to Carson, Madrid avenue from Carson to Torrance boulevard, 190th from Western to Hawthorne, 182nd from Western to Hawthorne, Prairie avenue from 190th to Redondo Beach boulevard, and Arlington avenue from 190th to Redondo Beach boulevard.

Adoption of a resolution requesting the Department of Public works to allocate $8,513.41 from the city's quarter-cent gas tax fund for the improvement of Cravens avenue from Carson to Torrance boulevard, Marcelina avenue from Carson to Cabrillo, Carson westerly to Madrid, Carson from Madrid to Cedar, Carson from Cedar to Flower, Carson from Flower to Madrona, Post avenue from Carson to Torrance boulevard and the corner at 190th and Crenshaw.

ASKS POOL PERMIT

Application of Vern Barlow to open a pool and billiard parlor at his place of business on Carson street was referred by the city council last night to the Police department for a report.

Church News

Church notices, to be assured of publication, should be in The Herald news office before 10

METHODIST CHURCH

El Prado at Carson, Rev. Harry G. Banks, pastor.

Sunday school, 9:45 a. m. Morning service, 11 a. m. Topic: "The Christian's Reading." Union service at the Evangelical church, 7:30 p. m. Young people unite in the Guild hall of the Evangelical church, 6:30 p. m.

NAZARENE CHURCH

Rev. W. A. Penner, pastor.

Sunday school, 9:45 a. m. Morning service, 11 a. m. Topic: "Cold Love." Evening service, 7:30 p. m. Topic: "Ye Shall Be Witnesses." Sermon by Mrs. Penner. Junior service, 6:30 p. m. Prayer meeting, Wednesday, 7:30 p. m. Missionary Sunday, Nov. 20; special speakers.

EPISCOPAL CHURCH

1432 Engracia, Rev. Thomas R. Marshall, vicar.

Sunday services: Church school, 9:30 a. m. Morning prayer and sermon, 11 a. m.

The vicar will continue his sermons on the Oxford Conference. The study will close with an address by Bishop Stevens at a dinner meeting Nov. 22.

EVANGELICAL CHURCH

E. W. Matz, pastor, Arlington and Marcelina.

Sunday school, 10 a. m. Morning service 11 a. m. Union service, 7:30 p. m. Young people's meeting 6:30 p. m. Choir rehearsal Wednesday, 7:30 p. m.

CHRISTIAN CHURCH

Engracia at Arlington, Rev. F. T. Porter, pastor.

Sunday school, 9:30 a. m. Morning service, 10:40 a. m. Topic: "Stewardship of Life." Evening service, 7 p. m. Topic: "The Voice of Fruit" and Amateur Hour. Christian Endeavor, 6 p. m. Bible study and choir Wednesday, 7:30 p. m.

CATHOLIC CHURCH OF THE NATIVITY

Manuel and Cota avenues, Rev. Fr. Joseph V. Fitzgerald, pastor.

Masses Sunday 8 and 10 a. m., week days at 8 a. m. Devotions Sunday and Thursday, 7:45 p. m. Instruction for children Saturday, 9:30 a. m., Sunday, 8 a. m. Mass. Adult instructions Tuesday and Friday at 7:30 p. m., at rectory, 1447 Engracia.

Illustrated Talk at Church Sunday

The Central Evangelical and Methodist churches will meet jointly Sunday evening at 7:30 o'clock at the Evangelical church and will be addressed by Walter Fehrer on the Topic: "Within the Shadow of Our Schools." This message will be illustrated by motion pictures.

LATTER DAY SAINTS

Woman's clubhouse, F. P. Halling, bishop.

Sunday school, 10 a. m. Evening service, 7 p. m. Tuesday, 2 p. m. Relief society; 3:30 p. m., Primary association, and 7:30 p. m., Mutual Improvement association.

MEN'S BIBLE CLASS

Meets at 9:30 a. m. Sundays in Boy Scout hall on El Prado. Rev. Ben Lingenfelter, teacher. All men welcome.

LUTHERAN CHURCH

Acacia and Sonoma. Rev. Frank D. Mechling, pastor.

Sunday school, 9:30 a. m. Morning worship, 10:45 a. m. Topic: "Christ Looks Into the Treasury." Choir rehearsal, 7 p. m., and Bible hour at 8 p. m., Wednesday. Bazaar and tea Tuesday, Nov. 15, with lunch served from 11 a. m. to 5 p. m.

BAPTIST CHURCH

Rev. C. Miles Northrup, pastor, Carson and Martina.

Sunday school, 9:45 a. m. Morning service, 10:50 a. m. Topic: "Our Liberty in Christ." Evening service, 7:30 p. m. Men's chorus of 25 voices from Glendale Presbyterian church. Young people's meeting, 6:30 p. m. Beginning Nov. 15, Tuesday evening, 7:30 p. m., the Mason Bell Ringers will be at the church every evening except Saturday.

FIRST CHURCH OF CHRIST, SCIENTIST

1208 El Prado.

Sunday morning services at 11. Sunday school, 9:30. Wednesday evening meeting, 8 p. m. Reading room in church edifice. a. m. Tuesday.

"Mortals and Immortals" is the subject of the Lesson-Sermon on Sunday in all Churches of Christ, Scientist. The Golden Text is from Paul's second letter to the Corinthians: "If any man be in Christ, he is a new creature: old things are passed away; behold, all things are become new."

A Scriptural selection presents these words of John: "Beloved, now are we the sons of God, and it doth not yet appear what we shall be: but we know that, when he shall appear, we shall be like him; for we shall see him as he is." These passages from First Peter are also included: "For all flesh is as grass, and all the glory of man as the flower of grass. The grass withereth, and the flower thereof falleth away: But the word of the Lord endureth for ever."

One of the passages from the Christian Science textbook, "Science and Health with Key to the Scriptures," by Mary Baker Eddy, states: "Mortals are not like immortals, created in God's own image; but infinite Spirit being all, mortal consciousness will at last yield to the scientific fact and disappear, and the real sense of being, perfect and forever intact, will appear."