

Firestone for Better Toys & Gifts

Shop Now for Selection

For Every Christmas



GLOLITI TREE 4.95

Wonderful centerpiece for the dining table or a top of mantel. Concealed, but lights up the pretty candle and the star on top. Eighteen-inch.

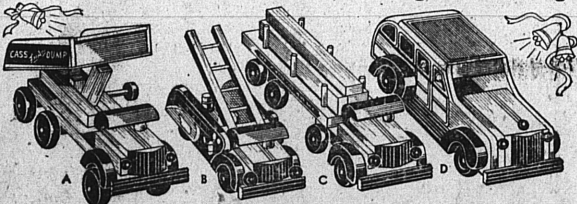
Here's Happiness for the Little Folks



Soft, Cuddly STUFFED ANIMALS
1.98 2.98 4.98

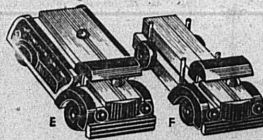
Fifteen, twenty and twenty-four inch sizes. Made of soft rich plush. All have moving eyes and big ribbon bows. Little ones adore them!

Wonderful Selection for a Lucky Little Boy!

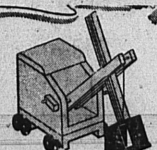


FLEET OF TRUCKS

- (A) DUMP TRUCK 1.49
- (B) FIRE TRUCK 79c
- (C) LUMBER TRUCK 1.59
- (D) STATION WAGON 1.49
- (E) OIL TRUCK 79c
- (F) LUMBER TRUCK 79c



Every boy's favorite truck is here. These are brightly colored, very well built. The oil truck, fire truck and smaller lumber truck are approximately 12 inches long. The others are from 16 1/2 to 20 inches long. Here's a lot of fun for a lucky little boy!



3.79 Steam Shovel
A big one—nineteen-inch by fourteen and a half-inch. Metal scoop.



MAGIC SLATE 99c
Lift up the film and the writing disappears like magic! Pencil included.



2.19 Rocking Horse
A gallant charger to thrill the tiny tot. Colorfully painted. Twenty-three inches long.



A Puppy, A Bear, A Cute Little Cat!

"SLEEPY TIME PALS"

1.49 ea.

Floppy ears and big ribbon bows. Soft stuffed for little arms to cuddle. From 13 to 17-inch size.



The only tire built with the famous Gear-Grip Tread; extra strong Saffi-Lock, Gum-Dipped Cord Body; and Saffi-Sured Construction for greater strength and longer mileage. Champion of them all!

Firestone DELUXE CHAMPION

The Tire that Stays Safer, Longer

Grade 1 Tire Certificate Needed

Firestone Stores
Marcelina at Cravens Torrance



LOCAL DOCTOR RECEIVES DECORATION . . . Heroic winner of the Bronze Star Medal, Lt. Frederic P. Shidler, 32 (right), exchanges a congratulatory salute with Capt. A. H. Dearing, commanding officer of the Oakland Naval hospital.

Lt. Shidler, a Navy doctor, is the son of Mrs. Mina A. Shidler, 1310 Manuel ave. The lieutenant's wife, Catherine, is living with him in Oakland now while he is attached to the hospital staff. A former medical officer aboard the destroyer USS Taylor and the heavily kamikazed APH, USS Pinkney, Dr. Shidler is a veteran of 17 months duty afloat. He was rewarded for professional gallantry after the invasion of Peleliu, Leyte and Iwo Jima, and his heroism in completing an operation after the Pinkney was hit by a Japanese suicide plane won him international note.

He is a brother of City Judge John Shidler, a lieutenant in the AAF during the war.

NEW GIFT ITEMS . . .

ARRIVING DAILY:

- ★ Hand-made Baby SWEATERS
- ★ Hand-made SLIPPERS for All the Family
- ★ Luncheon Cloths
- ★ Kay Novelty Pottery Ware
- ★ Figurines

And Many Other Carefully Selected Gifts for All Occasions.

WE DO HEMSTITCHING

BOULEVARD GIFT SHOP
MRS. LOLA HOOVER
2166 Torrance Blvd.
Torrance
PHONE 2964

Mid-City Has Big Christmas Buying Stock

In a active drive to further the campaign of making Torrance the shopping center of this entire area for Christmas, Mid-City Drug Stores announce today the completion of their Christmas holiday buying season. Harold Garfield, president, and Thomas DeJoria, merchandising manager, have left no stones unturned in the quest for merchandise which the public has repeatedly requested; merchandise which has been in demand for a long time, and practical gifts appropriate for this holiday season.

Thousands of gift items too numerous to mention may be found in all departments at the Mid-City Drug Store. The Liquor department is chock full of time-limited items, such as Tom and Jerry batter, Hot Toddy mix and many nationally advertised brands of liquors and wines.

In the Tobacco department are pipes and pouches galore, popular brand cigars, cigarettes and pipe tobaccos. In the Cosmetic departments are DuBarry, Pinaud, Helena Rubinstein, Max Factor, Bourjois, to mention only a few of the nationally advertised brand toiletries.

Practical household gifts galore, such as coffee makers, tea kettles and double boilers, and men's gifts, such as shaving lotions and shaving bowls, are just a few of the countless items which the officials of Mid-City have purchased for the benefit of all early shoppers. Even gift cards, Christmas cards and fruit packs round out selections of numerous gift items.

Full page advertisements in the Torrance Herald and Lomita News each week for Mid-City announce thousands of special items for the Christmas holidays.

HAISEY ACCEPTS

Admiral William F. Haisey, U.S. Navy, commander, has accepted an invitation to be Grand Marshal in the forthcoming Tournament of Roses Parade, it was announced by Charles A. Strutt, president, Tournament of Roses Association.

years with the Coast Guard, and Eugene S. Held, who entered the Navy in June, 1944, and trained at San Diego, are all back to their first love, eating smoke. Another member, who served as "mascot" of the fire department, John Henry Fess, Jr., lost his life aboard the USS Arizona during the Japanese sneak attack at Pearl Harbor, Dec. 7, 1941. He enlisted in the Navy in 1941 and had served as "mascot" until that date.



Ensign Vaughan Serving at Navy Air Station

Ensign James Edwin Vaughan, son of Mr. and Mrs. A. C. Vaughan, 1111 Greenwood Ave., Torrance, is serving at Honolulu Naval Air Station with Air Transport Squadron 11 of the Naval Air Transport Service Command.

The unit is the Navy's largest transport operating squadron. It is the land plane unit of the huge Pacific wing of the transport service, and flies 100 four-engine Douglas Skymasters nearly 3,000 miles a month between the Orient and Oakland, Calif.

At present, the squadron is bringing home the men it once landed under fire at Peleliu, Guam and Okinawa, areas it serviced with mail and plasma, vital material and evacuation for the wounded.

LECTURE BROADCAST

A lecture on the subject "Christian Science: Its Assurance of True Guidance to Men" will be broadcast over station KFWB (980 kc), Tuesday evening, Dec. 11, at 8 p.m., from Ninth Church of Christ, Scientists, Los Angeles. The lecturer, George Channing, C.S.B., of San Francisco, is a member of The Christian Science Board of Lectureship.

Annual Doll Party Set For Juvenile Hall

Dolls, big or small, fancy or plain, have a way of warming the hearts of little girls who are brought to Juvenile hall.

These unfortunate children have found a little of the pleasure of play, through the program of Mrs. Mary T. Hogan who has collected dolls for them during the last eight years.

Each year, Mrs. Hogan, a member of the staff, organizes a doll party inviting friendly folks to donate their dolls to the youngsters.

This year's party will be held at 2:15 p. m., Dec. 8, in the auditorium of Juvenile hall, 1389 Henry st., near the General Hospital. The public is invited. Bring your doll and make a child, 3 to 12, very happy.

TEN ENTRIES

Ten entries from business organizations for the 57th Annual Tournament of Roses have been accepted, it was announced yesterday by Charles A. Strutt, President of the Tournament of Roses Association.

SUNDAY DINNER GUESTS

Dr. and Mrs. W. I. Laughon entertained as their Sunday dinner guests Mr. and Mrs. Samuel Schneider, of North Hollywood.

NEON SIGNS

REPAINTED SERVICED

KELLY SIGNS

- LETTERING
- SHOW CARDS

Complete Sign SERVICE

1618 Cravens Ave.
TORRANCE, CALIF.

Now... for the first time

YOU CAN GIVE YOURSELF A DELUXE

Creme Cold Wave Permanent

AT HOME IN 2 to 3 HOURS

\$1.25
only PLUS 15c TAX

COMPLETE WITH CURLERS, DIRECTIONS AND EVERYTHING YOU NEED. NOTHING ELSE TO BUY.

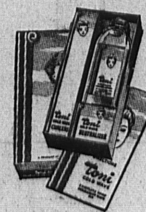


Now you can give yourself a genuine creme cold wave at home with new TONI. What a difference this creme wave solution makes! New luster . . . new easy-to-manage softness . . . a genuine beauty-salon type permanent that combs out into deep-set, longer-lasting waves and curls. Takes just 2 to 3 comfortable hours at home . . . easy as putting your hair up in curlers! Insist on TONI CREME COLD WAVE Kit, containing identical ingredients used by beauty salons for cold waves costing as much as \$15.00 and more. Try it! Guaranteed to satisfy or your money back.



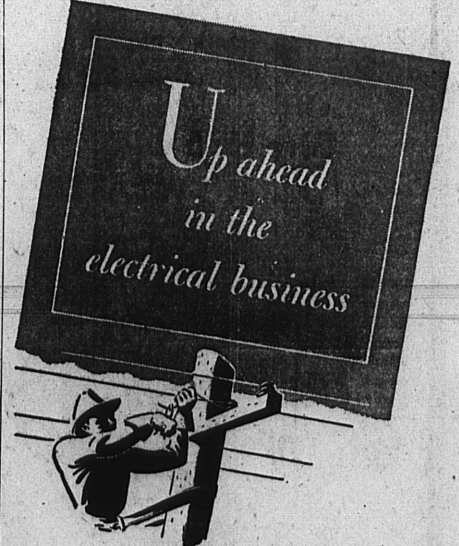
Mother, Give your daughter a TONI COLD WAVE. You'll be thrilled and proud of the result.

toni CREME COLD WAVE



McCown DISCOUNT Drugs

1334 EL PRADO



Did you ever watch an Edison lineman climb a pole? It looks pretty easy.

It takes four years of training before an Edison man can be a lineman, first class. His instruction is mighty careful. His safety training goes on all the time—for his own protection and for the safety of the rest of the line gang. Edison linemen keep up ahead in ways of working "hot" lines.

Edison has kept up ahead for more than 50 years in the electrical business—each year adding to the betterment of its service.

It is a stockholder-owned (93,000 of them) independent company. It is managed and operated by Californians.

There are 3,500 people on the Edison payroll. All of them, like the linemen, are trained for Edison business—which is to provide you with the world's best electrical service at a low price.

SOUTHERN CALIFORNIA EDISON COMPANY LTD.