

COUGHS

Here's good news for the people of the U. S. A. - Canada's greatest cough medicine is now being made and sold right here, and if you have any doubt about what to take this winter for the common cough or bronchial irritation get a bottle of Buckley's CANADIAN Mixture. You won't be disappointed—it's different from anything else you ever used—one little sip and you get instant action. Only 45¢ at all good drugists.

McCOWN DRUGS — TORRANCE

HONOR SOUTH DAKOTANS

The South Dakota Society will be guests of the officers and men of the battleship USS South Dakota in Long Beach Harbor, Sunday, Dec. 16. Boats will leave the Pico Street landing for the ship at 1:00 p.m. Entertainment and refreshments aboard ship.

There is need for realization of the existing fact of the universal brotherhood of man.

—Dr. T. Z. Koo

Attending Case School Classes

Dale R. Wickstrom, son of Mr. and Mrs. Herman Wickstrom, 2352 Pacific Coast Highway, Lomita, has enrolled at Case School of Applied Science for the winter term which began Nov. 1, 1945.

Dale graduated from Narbonne High School with the class of 1945. He is studying at Case under the Navy V-5 Unit that began here this semester.

Donaldson Is Regional Head Of CED Group

The appointment of Robert S. Donaldson as regional manager of the Pacific Southwest area



of the Committee for Economic Development was announced this week by Morris B. Pendleton, Regional Chairman. Lloyd A. Williams, who has been manager for the past two years, becomes regional advisor as CED moves into an expanded conversion program.

Donaldson, who was formerly public relations coordinator of Lockheed Aircraft Corporation, is widely known for his economic and business activities in this area. A graduate of Occidental College, he is also president of the Alumni Association.

In announcing the new appointment, Pendleton stressed an increase in the activities of CED, made necessary by special problems retarding conversion in this area. More than 60 communities in Southern California are presently engaged in compiling the principal factors hampering the area's reconversion programs which are beyond the control of business. These will be combined with the findings of the Citizens Reconversion Council, Chambers of Commerce and the County Mobilization Office, in order to stimulate direct corrective action.

Avoid 'Red Demon,' Advice Given

Every year the red demon takes its toll in homes, garages, farm buildings, farm crops—a toll of lives and a toll of dollars. Studies by fire prevention agencies and insurance underwriters reveal that nearly 90 per cent of all fires can be prevented, so it is largely up to you what happens in your case. Clean up trash, clear out inflammable material and dispose of it safely. Check up on wiring. Build firebreaks around buildings. Above all things, use caution. Maybe you are next on the list, but you can put your name clear to the foot of the list by using an ounce of prevention—how much better that is than several tons of water and a pile of ashes.

Personal stationery? Call Torrance 444 or 443.



That expression "snug as a bug in a rug" must have originated where Shell Heating Oil keeps everyone cozy. Because snug comfort is easy with this clean-burning, dependable fuel. Try it and see how pleased you'll be. Just phone

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Letters To Santa Gets Early Start

Youthful "early birds" are getting their letters in to Santa Claus in plenty of time this year judging from the letters intercepted by the Torrance Herald enroute to the North Pole.

One of the letters is from little Marian Jones who writes:

"Dear Santa:
I have been meaning to write you for a long time but just have not got around to it. I suppose you think it kind of silly for a big girl to be writing you. Usually when someone writes you they want something. I won't change it any. I would like to have a green sloppy joe sweater with reindeer on it, brown sweater, two skirts, a diary, (Editor's note: My, my.) a pair of bunny fur bedroom slippers and I guess that's all for now. Good by."

She has addressed it: Santa Claus, c/o North Pole.

Other letters which the Herald is sending on to Santa with their indorsement are from, Kitten Wright, Walteria youngster who has requested among other things, a brush for her cat. Young Richard Tepper writes that he wants a complete 21 piece airport set and the Ark of Noah's.

PRE-WAR SEMESTERS

Dr. Robert Gordon Sproul, president of the University of California, has announced that the university will return to the pre-war two semester a year basis commencing in June, 1946, with two six-week sessions each summer.

It is the treating of the commonplace with the feeling of the sublime that gives to art its true power.

—J. F. Millet

506 Corporations Form In State During October

California's increasing prominence in the spotlight of the nation's business world today was credited by Frank M. Jordan, Secretary of State, with the high record of corporate filings during November.

Jordan said that during the month 506 new corporations qualified to operate in California, making it the seventh best in the history of the office. The month was only 18 below the previous all-time high, set in March of 1926.

During the past month new California corporations totaled 472, of which 393 were taxable. Out-of-state corporations qualifying numbered 34, with 33 being taxable.

Southern California is the location of 73.5 per cent of the new corporations as compared with 68.8 per cent during the same month a year ago.

Jordan said only 283 corporations qualified during November last year, while January, 1945, showed a drop to 259.

A sharp increase in the filings was noted immediately after the surrender of Japan in August with the last four months showing 534 more new corporations qualifying than during the quarter year immediately preceding V-J Day. This was an increase of 29 per cent, the Secretary of State said.

The previous high filing months were: March, 1924, 628; March, 1928, 524; April, 1930, 524; January, 1930, 519; March, 1926, 513; March, 1930, 507.

If mankind had wished for what is right, they might have had it long ago.

—William Hazlitt

New Four-Lane Highway Is Authorized

A four-lane highway starting at Arlington st. in the city of Long Beach, going north on Santa Fe ave. to Dominguez st. and thence west on Dominguez st. as a three-lane highway from Santa Fe to Alameda, has been authorized by the Board of Supervisors.

Tuesday by the board, will be \$84,197.50, according to Supervisor Raymond V. Darby. Lowest bidder was the Anso Construction Co.

The beautiful is the most useful in art; but the sublime is the most helpful to morals.

—Joubert

The Chevron Sign Charlie

"I'll be very busy this afternoon, dear—I've eighteen cavities to fill!"



I don't claim to be as busy as Dr. Dick Bishop. . . I've always got time to see that your car gets a perfect grease job—and a tank full of that famous super Chevron Gasoline!

Charlie Mitchell

Chevron Gas Station
Carson at Cabrillo — Torrance



WONDERFUL DOLLS

Our Toy Department is Joyland for children from crib to campus age. Reap the reward of youngsters' ecstatic delight on Christmas morn when wishes become reality.

SLEEPING EYE DOLLS \$749

20 inches tall. Real hair. Beautifully dressed. . . .

CRYING DOLLS \$695

Beautiful clothes. Real hair.

BABY DOLLS

Large selection. Regularly \$3.50. **\$2.69**

TOMMY GUNS

It Really Shoots!
Rapid Fire Repeating Rifle, complete with Target. **\$495**

Little BAZOOKA POP GUNS \$195

JUST LIKE REAL ONES!

Toy Telephones 98¢

Has spring dial and numbers. Almost as big as the real ones. . .

Children's Tea Sets \$1.65

Just right for little tea parties. 14 pieces. Choice of pastel shades. . . .

Doll Beds \$369

Very well constructed. Large size. Natural wood finish.

DESK & CHAIR \$10.35

Beautiful high gloss blue finish. Decorated with child's decal. Desk cover opens into large storage compartment. COMPLETE. . . .

ON TOY LADDER

Tumbling Bears 79¢

Down they tumble, head over heels. Gleeful toy gift for youngsters. A grand buy at . . .

TABLE & CHAIRS \$9.95

Well built. Table and two chairs. Natural finish. The one gift children want.

The Perfect Gift! Large TOY CHEST \$7.95

A place to store children's toys. Attractive addition to any child's room. Big. Roomy. 18 inches wide, 13 inches deep and 36 inches high. Well constructed with cover. Red finish with decal decorations.

BABY SHOE BANKS 79¢

Start the thrift habit young. Choice of pink, blue or white. . . .

Combination Banks \$1.50

All Metal. Just like a safe. Ideal for children. . . .

ARCHERY SETS \$5.75 up

Torrance Hardware Co.

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TORRANCE, CALIFORNIA

Help them get home for Christmas

Make only essential trips during the holidays



528,000 home-bound members of our victorious forces will reach West Coast ports this month

The biggest gift that thousands and thousands of the men and women in our fighting forces could get is a chance to spend the Christmas holidays with the folks at home.

But getting them home is far more than a matter of discharge papers or a holiday leave—there's the problem of getting them to wherever home is. Tens of thousands are now in California ports waiting to get home.

The Army and Navy tell us that better than a half million service personnel will be returning in December. That means 17,000, on the average, must be taken care of each day.

Our trains are already overcrowded. We don't want to disappoint a single soldier, sailor, marine, coast guardsman, Wac, Wave or Spar we can possibly find space for.

So won't you help us to do our share in playing Santa Claus to them by postponing your trip until after the holidays—unless it has to be made.

You'll get—we'll bet—a little glow out of knowing that you're making it possible for somebody in the service to be home. So again we ask, in all friendliness, won't you postpone your trip until we can serve you in the traditional Santa Fe manner.

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Serving the West and Southwest

