

Early Christmas Shopping Is Advisable for Host of Reasons

Of course, there is no question about it, there is a "sweet reasonableness" about shopping early.

It is so much more fun to dash off on an impulse and charge madly into a store, and there we find the only impulse of its kind, and rows of clerks will be awaiting us.

And yet, and yet—what a sad shock it is to find that it isn't even easy to charge into a store because so many others are dashing for the same spot.

Making Shopping Harder And when we have elbowed our way to a weary floor man, and ascertained the location of the said holiday box, it might be that, you know, and found the location several aisles down and turn to the right, and found the very counter, and waited in line for a clerk's attention.

Well—you could have figured out what boxes you needed long ago, and then you could have journeyed into the said shop and have had undivided attention of the clerk, and many, many boxes from which to choose, and a fair chance to get them home without their being smashed on the way.

Consider Your Conscience Thus does conscience shake a reproving finger at us.

The moral is, as the Duchess in "Alice in Wonderland" would say, "The more there is of mine, the less there is of yours."

And since some of us have to shop late—because our money just isn't available earlier, and it's the best we can do—why, those of us who can—well, you can point your own moral.

It is a well known fact that thirty or forty years ago late shopping was so common that clerks and all store folks just hated Christmas. It was to them a terrible nightmare.

They felt entitled to two weeks in a sanitarium after it was all over—and some ways, there never was any allowance for that, you know.

Be Kind to Clerks And then people got together and said: "Why, if there is any such thing as a Christmas spirit we ought to pass it around. The clerks would like to enjoy Christmas as much as we would. And instead of sending them all to bed Christmas Day in a state of nervous prostration, just let's plan a little better."

The result is the annual "Shop Early" campaign. Goodness knows we all can stand being reminded. In the story of "Kim" there is an old lama or "Kum" who permitted people "to acquire merit" by feeding him. As if the guardian angel were chalking up good marks to your credit.

So when you start in November and finish all your shopping early in December and mail all your packages before the 15th of that month—why, then you will indeed have "acquired merit." The guardian angel will chalk up whole rows of marks to your credit, the clerks will call down blessings on your name, and the good folks in the postoffice will erect a bronze tablet in your memory.

Rewards for Early Shoppers In fact, special services should be held somewhere, some time, over a memorial "To the Unknown Citizen" who always finished his shopping early. Were such a memorial erected it would be covered with wreaths of holly from grateful people who had journeyed from afar to lay thereon a token of their regard.

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THE GREAT AMERICAN HOME



FORCE OF HABIT

Togger Store in Attractive New Quarters

Si Rappaport Invites Public to Inspect Fine New Store

One of the most attractive stores in Torrance is the redecorated place of business of the Torrance Togger Store on Sartori avenue next to the First National Bank.

Spacious skylights throw a flood of natural light upon all the merchandise in the store, giving buyers the advantage of inspecting goods by daylight.

The furnishings are unusually attractive and displayed to advantage.

The new show-windows behind wide panes of plate glass provide an excellent space for the display of merchandise.

Mr. Rappaport invites the public to inspect the new store, reserving an especial invitation to women to look over his stock of Christmas merchandise.

The Torrance Togger specializes in nationally known brands of merchandise, and announces a complete line of boys' clothing.

Read Our Want Ads!



Short Furrows

—By KIN HUBBARD

ON BEING GOOD

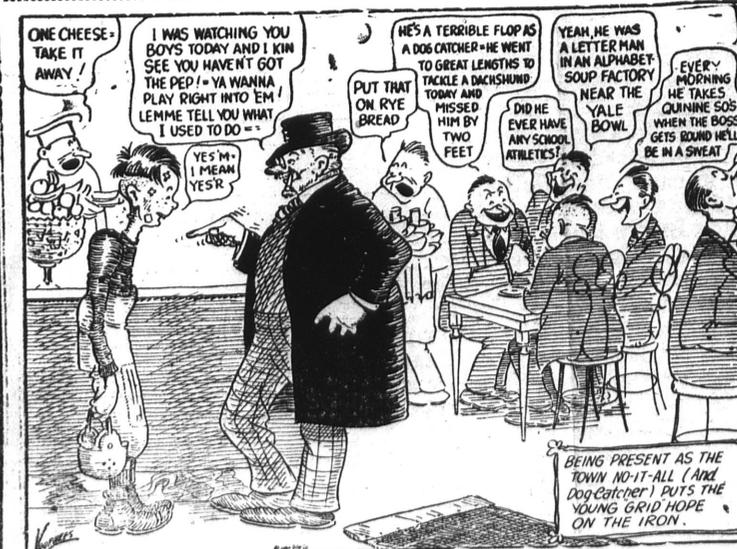
Complaints continue to pour in on Constable Newt Plum settin' forth th' awful up hill task o' bein' good these days. These communications come from ever' walk in life, from mothers an' fathers, an' boys an' girls, an' from men around fifty-five. They tell o' snares an' pitfalls, an' all sorts o' temptations that jest seem to be planted under their very noses.

ON TH' HEN EGG

There ain't been half enough written about th' hen egg. Spinach has been played up an' exaggerated an' made over, an' I've even seen carrots on th' society page, but th' hen egg, that powerful factor in th' lives o' all o's, never gets any further than th' market place.

STYLISH SPORTS

—By Voorhees



Kiwanis and Rotary Clubs To Stage Membership Campaign Race for Chamber of Commerce

Starting next Monday morning members of the Rotary and Kiwanis Clubs will swing into a membership campaign for the Torrance Chamber of Commerce.

Campaigners will receive prospect cards at 9 o'clock Monday morning. The campaign will last three days. Each club will form its own organization. Dues to the Chamber of Commerce for next year will be \$5, the amount having been decreased on account of the 10-cent promotion tax voted by the people of Torrance.

Keystone Girl Weds L. B. May

Mr. and Mrs. J. R. Hilbert of Keystone announce the marriage of their daughter, Evelyn Marie, to Robert H. Lewis of North Long Beach. Mr. and Mrs. Lewis will be at home to their friends at 1033 Daisy avenue, Long Beach.

Sunday callers at the home of Mr. and Mrs. Edward Lynch at 1910 218th street were Mrs. Jean Durham and Miss Zadie Hamel of Los Angeles.

Twelve Engraved Christmas Cards, all different, Special 66c; imprinted with your name, 90c extra. Two day deliveries. TORRANCE HERALD

"Every Day is Bargain Day at Ripple's"

GIFTS TO GLADDEN LITTLE HEARTS

At Prices You Can Afford to Pay



Doll Bassinets

(Big Enough for Baby) \$3.75

Children's Table and 2 Chairs, \$6 (Strong enough for adults)

Children's Chairs 85c Up



Tricycles 7 Different Sizes \$5 up

Kiddie Cars \$3.50 up

Scooters, \$4.85

GIFTS for GROWN UPS

Leather Rockers Cedar Chests Smoking Stands Gift-Top Tables Book Racks Magazine Racks Sewing Cabinets Bridge Lamps Floor Lamps



Christmas Tree Decorations

Wonderful assortment of Unusual Ornaments, Tree Tops, etc.

5c Up

LEWIS RIPPLE

NEW AND SECOND HAND FURNITURE STORE

1927 Carson St.

Torrance

Phone 73-W

Daley's

IN PARTNERSHIP WITH THE PUBLIC

1639 CABRILLO AVENUE, TORRANCE

Special Butter and Egg Sale All Week

MEMORIE FRUITS—At All Daley Stores Delicious Assorted Fruits to Suit Every Taste—Tenderness and Flavor in Each Package. 20c TO 25c 8 ounce Packages.

WHAT DOES THE NAME ON A CAN SIGNIFY?

Nothing, unless there is QUALITY in the can.

The Customer's Mind can easily forget the name; the customer's stomach seldom forgets good food.

"S-E-A-L" Brand is a name not easy to forget—With a QUALITY never to be forgotten.

"S-E-A-L" Brand is our own label. "S-E-A-L" Brand is not handled exclusively by the Daley Stores.

Most of the Good Retail Merchants now have it. "S-E-A-L" Brand is sold at the same price at all retail stores.

If you are not a "Daley" Customer, ask your grocer. The quality of every foodstuff under the "S-E-A-L" Label is passed on by myself before the labels go on the cans.

J. A. "JOE" DALEY.

A Brand That Guarantees Satisfaction 'S-E-A-L' BRAND CORN No. 2 Tins, 15c

A Brand Where Quality Predominates 'S-E-A-L' BRAND PEAS No. 2 Tins, 15c

MOROLA The Spread for Bread, 1-lb. carton 28c

NUCOA The Food for the Future 1-lb. carton 30c

String Beans Maryland Chief Brand

A Side Dish that is a Real Delicacy—Tender and Delicious. No. 2 tin 14c

CANDY Daley's Delicious Mixed Creams, per pound 20c

CIDER Jones, Brothers "A Great Product," Per Quart 25c

What Would Christmas Be Without Music?

Gifts of Music Make Every Day Merrier

Fada Radios

Gulbransen Pianos and Players

Brunswick Phonographs and New Stock of Late Records

BUESCHER BAND INSTRUMENTS: UKULELES—\$2.95 up

Convenient Terms If Desired—Pay After Christmas

Gardner Music Co.

NEW LOCATION

1603 Gramercy, Torrance

Next to Beacon Drug Store