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Santa Claus Flying Here Friday Night to Meet Kids!

Torrance Personalities TODAY: BAKER SMITH

... with words by Herald, drawing by young Japanese artist

CARICATURE BY ROY KAWAMOTO

Since 1930 one of the most attractive stores on Sartori avenue has been Baker Smith's jewelry and watch-repairing shop.



JEWELER BAKER SMITH ... proud of his Charles ... Artist Uses Linoleum Blocks for Amusing Personality Sketches

Baker is a product of West Seattle high school where he learned the game of tennis. That sport and his vocation of watch-repairing are his only hobbies today.

He was born at the turn of the century, has an older brother who lives in Long Beach and is in his 16th year with the Richfield Oil company.

Five years after coming to Torrance from Fullerton, on April 9, 1928, Baker married Maxine Roberts, a Nebraska girl.

The Japan-California Daily News and the Bafu Shimpo have used a number of Roy's linoleum block drawings.

Baker is the sole local distributor of the famed Lord and Lady Elgin watches and he takes great pride in displaying those nationally-advertised products.

What is that gadget that a watch repairer screws in his

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Yule Display Contest Told

"Spread your Christmas cheer out-of-doors!" This was the invitation to Torrance residents today by the Torrance Woman's club which has decided to sponsor an outdoor Yuletide decoration contest.

The holiday decorations may be natural or artificial, of any size, shape or description. The only requirement is that residents desiring to extend their Christmas out-of-doors this year must fill out and send the following entry blank to Mrs. Barrington, 2368 Torrance boulevard; The Herald office or the Chamber of Commerce. Entries must be received before Dec. 20 in order that the decorations may be included on the judges' itinerary.

Further details of this effort to spread Christmas cheer will be published in subsequent editions of The Herald. But you can fill out this entry blank and send it in now to be sure that your efforts will receive inspection:

Torrance Out-Door Yule Display Contest

I plan to decorate my home exterior or grounds for Christmas and would like to have my home included in the Torrance Woman's club prize contest:

Name Address

CITY WILL GIVE THANKS THURSDAY

Devout recognition of the bounteous blessings of Divine Providence will be paid at the union community Thanksgiving service Thursday morning, 10 o'clock, at the Civic Auditorium.

Rev. E. W. Matz, pastor of the Central Evangelical church and president of the Torrance Ministerial Union, will preside. The order of the service will be: A piano prelude by Miss Dorothy Matz followed by the hymn, "America the Beautiful" sung by the congregation.

The Scripture reading will be by Rev. C. M. Northrup, pastor of the First Baptist church. Some appropriate choral selections will be sung by the P.T.A. choir under the direction of Mrs. Marjorie Eischen. The President's Thanksgiving proclamation is to be read by Rev. B. C. Brewster, pastor of the First Methodist Episcopal church.

A free-will offering will be taken while Miss Matz plays the offertory and then Rev. Thomas R. Marshall, vicar of St. Andrew's Episcopal church, will deliver the Thanksgiving sermon. The hymn, "Count Your Blessings," is to be sung by the congregation. Rev. Matz will pronounce the benediction and the service will close with a piano postlude by Miss Matz.

Turkeys Aren't Turkey's Birds

You probably will eat molegrais mexicana for Thanksgiving dinner—but it won't give you indigestion, if you take ordinary precautions. Molegrais mexicana, terrible though it sounds, is just the scientific name for turkey.

The fowl was discovered by invading Spaniards in Mexico. Turkeys soon were carried to the West Indies and then to Europe. By 1541 roast turkey was on England's Christmas menu. The bird was given its common name because Europeans thought the bird originated in Turkey.

Herald Contest Turkey Winners Are Announced

An elaborate scroll, an amusing "moving picture" scenario "starring Mr. and Mrs. Anyone N. Torrance" and a carefully typed and designed report won the three fine turkeys offered last Thursday by The Herald as prizes in a "know your Torrance merchants and their products" contest.

The winners are: Tom Dougherty, 1636 213th street; Mrs. O. M. Houghton, Lomita, and Mrs. B. F. Ordway, 2007 Plaza del Amo. They may claim their holiday birds at The Herald office any time after 9 o'clock tomorrow (Wednesday) morning.

A large number of entries were received and The Herald staff served as judges for the contest. The winning replies are on view at this newspaper's office.

SCHOOL GIVEN GIFT

The Lomita Elementary school P. T. A. unit presented Miss Harriet Michaels, principal, with an attractive hand-wrought copper flower bowl last Friday. The gift is now on display on a table in the main hall.

The Axe Awaits This Crowned Head



His Imperial Highness, King Turkey of Cranberryana

P.T.A. GUESTS HERE TODAY



ROY BECKER ... president of the Los Angeles board of education, will address members and friends of the Fern Avenue P. T. A., this (Tuesday) afternoon at 2 o'clock.



VIERLING KERSEY ... superintendent of the Los Angeles city school system is scheduled to speak at the Elementary school P. T. A. session tonight at 7:30 o'clock.

Leads Red Cross Drive in Lomita

Roy H. Trunnell is directing the Red Cross Roll Call membership drive in Lomita. The Roll Call is continuing thru Thanksgiving Day thruout the nation. He is being assisted by George G. Key, chairman of the Lomita branch, and Mrs. Marion Welch, secretary.

Thanksgiving Tradition Followed by Schools

Modern education is amazingly different from the "three R's" instruction of former years but holiday observances, such as Thanksgiving, Christmas, Washington and Lincoln's birthdays continue to follow the traditional style.

New Bungalows Authorized for WALTERIA SCHOOL

Two standard double classroom bungalows are to be built soon at the Walteria school at an estimated cost of \$3,500, according to information received by Principal Arthur E. Paine.

For Your Holiday Convenience

Another Herald out Friday... The Herald is not the only one to be published this week. Another will be rolled from the press, full of interesting news of Torrance people and events.

NIGHT SHOPPING SERVICE... All food stores and many other places of business in Torrance will remain open until 8 o'clock tomorrow (Wednesday) night to supply your Thanksgiving holiday needs.

THREE DRUG STORES OPEN... By cooperative arrangement of the owners, the Beacon, R-B Cut Rate and Alcorn's drug stores will be the only ones open here Thanksgiving Day.

SERVICE STATIONS TO CLOSE... Thru a "gentlemen's agreement," rare in the annals of that wide-open field of merchandising, all service stations in Torrance will close Thanksgiving Day at 1 p. m.

Coming to Get Mail and Announce Big Surprise Event

Realizing how much Torrance children—all of ages—want to see him, Santa Claus telegraphed The Herald early this morning that he's going to make a special visit here, in person, Friday night, Nov. 26!

But he wants every single youngster in Torrance and vicinity to be down town from 7 to 7:30 o'clock that night—next Friday—when he calls to get the letters addressed to him by young admirers.

At the same time, he revealed that he is flying to Torrance and will signal a hearty greeting to the entire city before he actually lands and comes right into town! As result of Santa's generous response to the telegram of invitation sent him last week, The Herald is planning a great celebration on his arrival!



WATCH SKY FOR HIM FRIDAY NIGHT!

Santa will also cooperate with The Herald in announcing a big surprise Friday night. This surprise has been heartily approved by Santa himself and he wants everyone—boys and girls, men and women—to be downtown that night to learn the details of this special announcement.

First of all, Postmaster Earl Conner has installed a special "Santa Claus Mail Box" at the triangular park at Marcellina and Sartori avenues. Every boy and girl in the city is urged to write RIGHT AWAY—to Santa and deposit their letters in this mailbox so that Santa can pick them up on his previous visit here Friday night.

To illuminate things... Next, the gala street lighting decorations, now being installed over a greater Torrance shopping area than ever before, will be turned on for the first time when Santa actually arrives in Torrance.

But here's the complete program—and all children should be on their good behavior for the rest of the week so that they will be permitted to see Santa Claus for the first time this year when he flies over the city and then lands to actually pay his early visit.

Riding in a silver plane—he wants to let his reindeer rest for their big trip on December 24—Santa will fly from the North Pole to Torrance and be guided here by a giant searchlight located at the downtown park where "Santa's Mailbox" is waiting for children's mail. The great beam from the searchlight will illuminate his plane

so that everyone can see the annual visitor.

Then he'll land and come into the city, led by the Torrance Municipal band and a police escort.

Mail Santa Letters Now! On arriving at his own mailbox, Santa will make a short talk; meet the children and collect letters which have been deposited in that mailbox. These he'll take back home with him to the North Pole for study and to find out just what the boys and girls want for Christmas. And if they're good, they may find that Santa has been good to them on Christmas morning! Here's Santa's reply to The Herald's invitation:

NORTH POLE, NOV. 23, 1937.

I CERTAINLY WILL BE GLAD TO COME TO TORRANCE ON FRIDAY NIGHT, NOV. 26. I WILL FLY DOWN AND LAND IN YOUR CITY. I WANT TO GET ALL MAIL ADDRESSED TO ME BY MY YOUNG FRIENDS. PLEASE HAVE THEM WRITE ME AT ONCE SO I CAN PLAN WHAT TO BRING THEM ON CHRISTMAS DAY. I WILL ARRIVE SOMETIME BETWEEN 7 AND 7:30 O'CLOCK FRIDAY NIGHT. LOOK FOR ME IN THE SKIES OVER TORRANCE.

SANTA CLAUS. The great searchlight will start scanning the heavens for the North Pole visitor at 7 o'clock... the band will be ready to escort him into town when he lands... and he will be escorted to the triangular (Continued on Page 2)

For Your Holiday Convenience

Another Herald out Friday... The Herald is not the only one to be published this week. Another will be rolled from the press, full of interesting news of Torrance people and events. Friday morning, it will be distributed at the regular afternoon hour. Today's edition was published to give you news and Thanksgiving menu and holiday supplies information. Make up your shopping list from the advertisements in it NOW!

NIGHT SHOPPING SERVICE... All food stores and many other places of business in Torrance will remain open until 8 o'clock tomorrow (Wednesday) night to supply your Thanksgiving holiday needs. All grocers, vegetable dealers, meat and poultry markets have complete stocks on hand to meet any demand for table delicacies for the big feast. Read their advertisements in today's Herald FIRST!

THREE DRUG STORES OPEN... By cooperative arrangement of the owners, the Beacon, R-B Cut Rate and Alcorn's drug stores will be the only ones open here Thanksgiving Day. All other drug stores in the city will be closed all-day Thursday to allow their employees to enjoy the holiday as they may wish. The Beacon, R-B and Alcorn's will continue to serve patrons from their wide variety of stocks.

SERVICE STATIONS TO CLOSE... Thru a "gentlemen's agreement," rare in the annals of that wide-open field of merchandising, all service stations in Torrance will close Thanksgiving Day at 1 p. m. The operators urge legal motorists to stock up on supplies Wednesday or Thursday morning.