

ENJOY HOLIDAY ENTERTAINING AS YOU NEVER DID BEFORE . . .

with a New

ELECTROLUX
Servel Gas Refrigerator

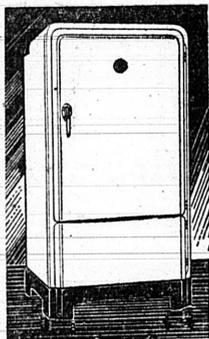
A Gift That Brings Year-Round

SILENCE

AND

SAVINGS

A Perfect Gift the Whole Family May Enjoy



Brand New 1937 Models

10% OFF

CHOICE OF THREE POPULAR SIZES!

• Only a few left, so hurry if you want this saving.

\$5 DOWN

Balance Monthly with your gas bill.

We Give Treasure Hunt Tickets.

NEW Air-Cooled
ELECTROLUX
THE SERVEL GAS REFRIGERATOR

Torrance Plumbing Co.

F. L. PARKS, Proprietor Opposite Post Office
1418 Marcelina Avenue Phone 60

IS THERE A SANTA CLAUS?



One blustery November day in 1897 a strange little letter came to the editorial desk of the New York Sun. It was from a little girl who was greatly troubled because her playmates had tried to shake her faith in Santa Claus and who wanted the question of whether or not there was such a person settled for once and all.

The editorial reply to that letter has become a newspaper classic. No other newspaper article has been reprinted so many times and in so many different places as "Is There a Santa Claus?" The Herald well knows that many of its friends have read it before. But this week there came the annual request: "Will you please print that letter to the little girl answering her fears about the existence of Santa Claus?"

Will we? No power on earth can stop us! So here's to all the little Virginia O'Hanlons in Torrance—may they realize more than ever this coming Yuletide that there IS a Santa Claus!

(New York Sun, Sept. 21, 1897)

Printer Unable to Read or Write But He's Paper's Chief Typesetter

CENTERVILLE, Miss.—This little town with its weekly newspaper boasts a 23-year-old printer who can neither read nor write. To say that Joe Lee, a Negro, cannot read may be putting it a little strongly, for he can recognize two words—Centerville and Mississippi.

At writing he's a complete failure, but he can take a case of printers' type and "set" anything from sulfanilamide to antitransubstantiationism. He just goes by the shape of the letters, and he's proficient enough to be the chief typesetter of the Centerville Jeffersonian Weekly.

It was five years ago that Joe said he sat down before a case of type and learned where the various characters were

kept. Now, he "reads" his copy by the shape of each character. He gets in a little trouble sometime in hyphenating words—words that have to be divided at the end of a line. Then he relies on the judgment of his boss, Mrs. Charles G. Grubb, who with her husband publishes the Jeffersonian.

Paradoxically, Joe has no formal education, because a doctor advised his mother to take him from grade school because "his eyes were bad. Now he sits with his face 28 inches from a type cabinet and has no trouble distinguishing letters.

Classified Service, Phone 444

STONE & MYERS, Funeral Director

TORRANCE: Cravens at Engracia. Telephone 195
LOMITA. Telephone 347
AMBULANCE SERVICE

We take pleasure in answering at once and thus promptly—the communication below expressing at the same time our great gratification that its faithful author is numbered among the friends of the Sun:

"Dear Editor—I am eight years old. Some of my little friends say there is no Santa Claus. Papa says, 'If you see it in the Sun it's so!' Please tell me the truth, is there a Santa Claus?"
Virginia O'Hanlon,
115 West 91st Street."

Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except what they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's are little. In this great universe of ours man is a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole truth and knowledge.

Most Real Things Invisible
Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! how dreary would be the world if there were no Santa Claus! It would be as dreary as if there were no Virginias. There would be no childlike faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in the sense and sight. The eternal light with which

childhood fills the world would be extinguished.

Not believe in Santa Claus? You might as well not believe in fairies! You might get your papa to hire men to watch in all the chimneys on Christmas eve to catch Santa Claus but even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus but that is no sign that there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but there's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in this world.

You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the strongest men that ever lived could tear apart. Only faith, fancy, poetry, love, romance, can push aside that curtain and view and picture the supernal beauty and glory beyond. It is all real. As, Virginia, in all this world there is nothing else real and abiding.

No Santa Claus! Thank God! he lives, and he lives forever. A thousand years from now Virginia, may, ten times ten thousand years from now, he will continue to make glad the heart of childhood.

COMPLETE COVERAGE—All Torrance Herald ads run in the Tri-City Shopping News without extra charge.

Christmas Portraits SHOULD BE MADE NOW

21 four-fold Greeting Cards in gift box for \$1.00
French Fold Greeting Cards with name imprinted, 50 for \$1.50

MOVIE CAMERAS? Make your selection early and be sure of Christmas delivery. We have Bell & Howell, Keystone, Kodak and Univox.

Haig & Haig
1224 EL PRADO
Phone 99-W

Torrance Herald
And The Lomita News
Published Every Thursday
Grover C. Whyte
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Official Newspaper of City of Torrance
Adjusted—A Legal Newspaper By Superior Court, Los Angeles County.

Plant to Roll Red-Hot Steel Ribbon At Rate of 2,121 Feet Per Minute

CLEVELAND (U.P.)—A red-hot ribbon of metal soon will start rolling through the Republic Steel Corporation's giant new continuous strip mill here—largest and fastest of its type in the world.

Twenty-five hundred men have toiled in the grimy Cuyahoga river valley since spring building the \$15,000,000 plant, capable of turning out the widest strip of steel produced—98-inch material.

The hot and cold strip mills are built in two units, consisting of a total of nine buildings. One group is 1,800 feet long and 315 feet wide, the other 900 feet long and 350 feet wide.

Two Pickling Lines
The hot mill will roll a strip of steel 98 inches wide at a speed of 2,121 feet per minute and will have a capacity of 60,000 to 70,000 tons of steel per month. It will be fed from three heating furnaces capable of heating 50 tons of steel slabs per hour.

In the cold mills will be two lines of continuous pickling vats; annealing furnace equipment; one three-stand tandem cold mill; two single stand finishing mills; high speed cutting units, flatteners and uncoilers.

The cold mill will be fed from the hot mill and will have a capacity of 25,000 tons a month, to be expended if increasing business warrants.

Steel for Homes
In announcing plans for the construction of the new mills, Tom M. Girdler, chairman of Republic's board, explained that it was the greatly increased demand for strip steel that made the continuous mill desirable.

"The demand for strip steel is constantly rising. The all-steel automobile body has meant greatly increased tonnage. Within the next year or two we will see a vastly increased demand for steel in residential construction."

Subscribe TODAY! The Torrance Herald carries all the news. Don't be an "outsider"—Subscribe today!

COMMUNISM

and other sinister influences threaten our Federal Constitution and Democratic Institutions guaranteed by the Constitution. Let us not sit by apathetically in the face of this growing menace. Join with other loyal Americans at the

TORRANCE COMMUNITY CELEBRATION
Tuesday, December 7, at 8 p. m.

TORRANCE CIVIC AUDITORIUM

H. E. BURKHEIMER, Publisher, Alhambra Post-Advocate will give an inspiring address.
COMMUNITY SINGING—Other Entertainment

This is a Patriotic—Not a Political—Meeting and is FREE to All.
Sponsored By
Torrance Lodge, F. & A. M. No. 447
And other Civic and Educational Organizations

Important News for Travelers:



CONTINUES TO OFFER LOW FARES EAST ALL WINTER

Summer is over, but if you're worrying about "higher winter fares," take a look at the sample fares shown below. These are in effect now—and will be all winter—on fast, comfortable, air-conditioned Southern Pacific trains. Like the deluxe GOLDEN STATE LIMITED and the economical CALIFORNIAN direct to Chicago; the great SUNSET LIMITED and ARGONAUT to New Orleans. Trains that laugh at winter as they speed you safely to your destination in maximum comfort at minimum cost.

Bonus: See Twice as Much



These are our Four Scenic Routes east. If you like, you may go east on one and return on another, seeing twice as much of the United States and doubling the pleasure and interest of your trip...in most cases for not one cent more rail fare than for an ordinary round trip. See your nearest S.P. agent for details.

Chicago . . . One-way \$34.50 Roundtrip \$57.35

In deluxe, air-conditioned reclining chair cars. In comfortable, air-conditioned tourist Pullmans: one-way, \$44.35; roundtrip, \$74 (plus berth). In standard Pullmans: one-way, \$66.53; roundtrip, \$90.30 (plus berth).

AND HERE ARE ROUNDTIPS TO SOME OTHER PLACES:

	Coach*	Tourist*	Standard**
HOUSTON . .	\$47.00	\$60.65	\$72.50
KANSAS CITY .	48.00	61.95	75.60
NEW ORLEANS	56.80	73.30	89.25
SAN ANTONIO	47.00	54.50	66.85
NEW YORK . .	89.75	124.50	140.80

* Return limit 6 months. ** Return limit 30 days.

Southern Pacific
FOUR SCENIC ROUTES EAST

W. H. BRATTON, Agent
Pacific Electric Station
Phone Torrance 20



YARDLEY OF LONDON

Even the least of these treasures from Yardley will carry your royal compliments anywhere. Bright with the luster of London pageantry . . . heart warmed with traditional Christmas Lavender. You'll find an almost limitless store of Yardley gifts in our new holiday stock.

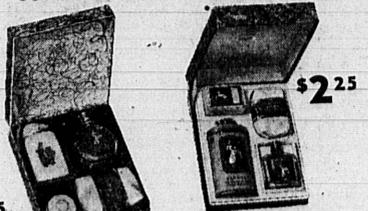


Deluxe Yardley Bathroom Sets with Salts, Soap, Dusting Powder, Flask of English Lavender and English Complexion Cream \$5.50



DUSTING POWDER WITH PUFF \$1.35

YARDLEY'S TALCUM 55c and \$1.10



\$1.35

English Lavender, Lavender Tale, Sachet Blossoms, Lavender Soap.

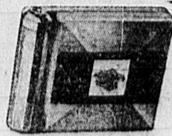
ENGLISH LAVENDER In Individual Containers



INVISIBLE TALC 85c

SHAVING BOWL and Enough Lavender Shaving Soap for at least 6 months! \$1.00

After Shaving LOTION 65c - \$1



YARDLEY COMPACT with 3 Beauty Accents \$3.75



45c to \$1.90 \$1.65

TORRANCE PHARMACY

1411 MARCELINA AVE.

GEORGE PROBERT
We Give Treasure Hunt Tickets

PHONE 3