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to this magazine, in order to keep informed of our progress in Engineering and Mechanics. Are you reading it? Two millions of your neighbors are, and it is the favorite magazine in thousands of the best American homes. It appeals to all classes—old and young—men and women.

The "Shop Notes" Department (20 pages) gives easy ways to do things—how to make useful articles for home and shop, repairs, etc. "Amateur Mechanics" (10 pages) tells how to make Mission furniture, wireless outfits, boats, engines, magic, and all the things a boy loves. **\$1.50 PER YEAR. SINGLE COPIES 15 CENTS.** Ask your Newsdealer to show you or WRITE FOR FREE SAMPLE COPY TODAY

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Collier's
The National Weekly

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Until this year Collier's has been sold at \$5.50. Now the price is \$2.50 and we have secured a concession whereby we can offer it at a still further reduction in connection with this publication.

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Recognizing the great demand for Collier's at the new price, we have made arrangements to offer it and our own publication each one year for the price of Collier's alone. This is a limited offer and must be taken advantage of promptly.

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Collier's is the one big, independent, fearless weekly of the whole country. Not only is it the good citizen's handbook but it is also a magazine for the whole family. Among the things that a year's subscription gives are:

1000 Editorials
600 News Photos
250 Short Articles
150 Short Stories
100 Illustrated Features
2 Complete Novels

Collier's . . . \$2.50 Both for only
Torrance Herald \$2.50

Dodgers or sale bills, posters, visiting or business cards, letterheads and envelopes, etc., printed by The Herald.

Orders taken by the Herald for rubber stamps, brass and other metal signs, seals, stencils, etc.

If you know of any news items bring them to The Herald.

Dolley Drug Co.
THE REXALL STORE

Hot Drinks for Cold Weather

**HOT CHOCOLATE
HOT ICE CREAM
TOMATO BOLLON
CHICKEN BOLLON**

Torrance Cal.

Every Wednesday and Saturday Night

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Step across during Lunch Time. I carry a good supply of Fresh Fruit's, Pies, Cakes, Cookies, Cigars Tobacco, Soft Drinks, etc.

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IF I FAIL TO CURE any CANCER or TUMOR I TREAT BEFORE it Poisons Bone or Deep Glands

Without KNIFE, PAIN or PAY UNTIL CURED by GUARANTEE. No 25c Day or Night. Absolute WRITTEN GUARANTEE. 3-day painless plaster ANY TUMOR, LUMP or SORE on the LIP, FACE or body is cured. It Never Pains Until Last Stage. 100-PAGE BOOK sent free. Testimonials of thousands CURED.

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I BELIEVE IS ALWAYS CANCER, and ALWAYS poisons deep glands in the armpit and KILLS QUICKLY. I swear we have CURED 10,000. Write to same POOR CURED AT HALF PRICE OR FREE. Old Dr. & Mrs. CHAMLEY "Sincerely believe" AB 7-47 S. MAIN ST., LOS ANGELES, CAL. KINDLY MAIL this to someone with CANCER

Brief Items About the City

Mr. G. W. Finney, Torrance's live wire publicity man, was in the city Tuesday completing arrangements for a Torrance float in the Pasadena Tournament of Roses.

Miss Inez Kirkwood, designer at Jacoby's millinery store in Los Angeles, spent New Year's with her mother, Mrs. Cora I. Kirkwood, of this place.

Mrs. L. Waltz and son, Richard, of Ontario, spent Christmas and week end with their brother and sister, Mr. and Mrs. W. C. Dolley.

Mr. J. W. Post celebrated New Year's day in Los Angeles.

Mr. J. Isenstein was a business visitor in Los Angeles Tuesday.

Our local sportsmen report that hunting is good at Torrance, especially ack rabbits. Among recent hunters who report good success in that line are Messrs. Gould and Salm, of the Torrance Pearl Manufacturing Company.

Mr. and Mrs. Thomas D. Campbell were presented with a beautiful baby daughter last Friday morning, Dec. 26th.

Miss Morgan, recently of San Francisco, has accepted a position with the Union Tool Company and is stopping at The Brighton.

Mrs. Billings of Massachusetts visited her cousin, Mrs. W. A. Renn, during Christmas week.

Mr. W. Lewis of Los Angeles on Dec. 21st succeeded Mr. D. N. Rush in the lighting system at Torrance.

Mr. and Mrs. H. W. Tolson and son of Huntington Beach spent Sunday with their parents, Mr. and Mrs. J. S. Tolson.

Mr. G. Johnson and his two brothers, Carl and O. E. Johnson, recently from Great Falls, Mont., visited friends in Los Angeles during the holidays.

Mr. and Mrs. W. F. Gordon of Hermandville, Miss., visited Mr. and Mrs. W. A. Renn last week.

Events in Social Circles

Mr. and Mrs. J. S. Tolson entertained at Christmas dinner at their home in Torrance Mrs. N. A. Wray of Wilmington, Mr. and Mrs. H. W. Tolson and son of Huntington Beach, Mr. and Mrs. Frank Moore of Garden Grove, Mr. and Mrs. Chas. Hemstreet and Chas. Edwards and family of Wilmington.

Mr. and Mrs. Harry A. Marx are giving a New Year's party this evening to a number of friends.

The Friday Night Dance Club will give a dance Friday evening at the Campbell Hall.

Miss Dorothy Dolley entertained with an informal dancing party on Saturday night at the Campbell Hall. The hall was tastefully decorated for the event. After a most enjoyable evening the young people adjourned to the Dolley residence, where light refreshments were enjoyed.

Mrs. S. B. Arnold of the Colonial was entertained at a Christmas party given by her friends in Los Angeles Tuesday.

Mrs. Lucy M. Wooten and Miss Mary Belle Miller of Winchester, Ky., were recent guests of Mrs. L. B. Knapp of the Brighton.

TORRANCE
The Modern Industrial City

INVITES

The Investor
Capitalist
Manufacturer
Business Man
Working Man
And All who Seek

An Ideal Home Community

TORRANCE
"America's First Great Industrial Garden City"

**WOMEN
BEAT MEN
AT FINDING
BARGAINS**

By HOLLAND.

WOMEN spend more money than men, and they spend it wiser. They not only buy most of the articles used in the home, but they also buy for their children and often for their men folks.

Women also read the advertisements more than men do. This makes them better and safer buyers than men. They have equipped themselves with the knowledge that makes them effective. They know the best stores, the best merchandise, the best values. By reading the advertisements women are enabled to shop more economically, to make the money go farther.

KNOWLEDGE IS MONEY IN DOING SHOPPING.

This Is YOUR Newspaper.

Get Full Value

From It

By HOLLAND.

THIS paper is yours. It is what you make it. It will serve you as well as you will let it. And it is only through the united force of the big family of readers that such a paper is possible at such a price.

But do you get all out of the paper that you can get—all that you are entitled to? You do not unless you read the advertising columns.

Besides the news of the day and the happenings of the world, there are advertisements that will keep you posted on business affairs, that will give you the news of commercial life. These advertisements tell you where are the most reliable stores, what are the purest foods to eat, the most serviceable and fashionable merchandise and the most reliable products.

GET THE HABIT. READ THE ADVERTISEMENTS AND PROFIT BY THEM.

For the Scrap Book and Leisure Hours

The Little Fellers

I. When you see the snowflakes flyin' an' the winter's come to stay Watch out for the little fellers—make the Christmas come their way.

II. Some o' them in lowly places, where the sky is always gray. With a smile from little faces—make the Christmas come their way.

III. Bein' friends to little fellers/makes o' winter seem like May. Watch out for 'em on the life road—make the Christmas come their way. —Atlanta Constitution.

THE AFTERMATH.

WE'VE done our little charity, we've been a little kind. We've called ourselves by noble names and boasted we've preached of the deserving poor and listened to their plea. And we are smug and satisfied and proud as proud can be. "This Christmas we at least," we say, "were kind to some poor soul." When the Christmas spirit gripped us—and we sacrificed a dole! But harken, ye, my brothers all, and hearken, ye, with a will: The poor are always with us, and they're broken hearted still. They're living in their illness, they're living in their pain. And they're calling, calling, calling, and they ask your help again. We gave them cheer at Christmas, but we made our little bow. The winter chill is with them still, and who will help them not? —Edmund Leamy in New York Times.

THE HOUSE ACROSS THE WAY.

THERE is a house across the way. Where last year childish shouts were heard. But all is silent there today. Save for the sadly whispered word. No holly wreaths with ribbons graced. In yonder windows still appear. No letters in the frost are traced— They'll have no Christmas tree this year. There used to be a sliding place. There in the yard where children played. By one who had a merry face. The loudest noise was always made. But not a child is sliding now. And all is sadly still today. A shadow seems to rest somehow Upon the house across the way. No child peers from the window there. To see the postman come and pass. No toys are piled in corners where. The doors last year were locked, alas! Within the house across the way. No pleasing, festive signs appear. They speak in whispers there today. And have no thought of Christmas cheer. —S. E. Kiser in Chicago Record-Herald.

What She Wanted.

She walked into the public library and sweetly said: "I would like 'The Red Boat,' please." The librarian diligently searched the catalogue and came back with: "I don't think we have such a book." Flushing a bit, she said sweetly, "May the title be 'The Scarlet Yacht?'" Again he looked, with the same result. Then with her pretty fingers she dived into her bag, consulted a slip of paper and said: "Oh, I beg pardon. I mean the 'Ruhard to manage.'—Pittsburgh Post

Gems In Verse

OLD FAVORITES.

PERRY'S VICTORY ON LAKE ERIE, SEPT. 10, 1813.
In the battle on Lake Erie Commodore Oliver Hazard Perry captured six British vessels.

RIGHT was the morn; the waveless bay
Shone like a mirror to the sun;
Mid greenwood shades and meadows gray
The matin birds their lays begun,
While swelling o'er the gloomy wood
Was heard the faintly echoed roar—
The dashing of the foaming flood
That beat on Erie's distant shore.
The luvvy wanderer of the wild
Paddled his painted birch canoe
And where the wave serenely smiled
Swift as the darting falcon flew,
He rowed along that peaceful bay
And glanced its polished surface o'er.
Listening the billow far away
That rolled on Erie's lonely shore.
What sounds awake my slumbering ear?
What echoes o'er the waters come?
It is the morning gun I hear.
The rolling of the distant drum.
Far o'er the bright illumined wave
I mark the flash—I hear the roar
That calls from sleep the slumbering brave
To fight on Erie's lonely shore.

See how the starry banner floats
And sparkles in the morning ray,
While sweetly swell the fire's gay notes
In echoes o'er the gleaming bay.
Flash follows flash as through yon fleet
Columbia's cannon loudly roar,
And valler' tars the battle greet
The storms on Erie's echoing shore.

H, who can tell what deeds were done
When Britain's cross on yonder wave
Sunk 'neath Columbia's dazzling sun
And met in Erie's flood its grave?
Who tell the triumphs of that day
When, smiling at the cannon's roar,
Our hero mid the bloody fray
Conquered on Erie's echoing shore?

Though many a wounded bosom bleeds
For sire, for son, for lover dear,
Yet Sorrow smiles amid her weeds;
Affliction dries her tender tear.
Oh, she exclaims, with glowing pride,
With ardent thoughts that wildly soar,
My sire, my son, my lover died
Conquering on Erie's bloody shore!

Long shall my country bless that day
When soared our eagle to the skies,
Long, long in triumph's bright array
That victory shall proudly rise.
And when our country's lights are gone
And all its proudest days are o'er
How shall her fading courage dawn
To think on Erie's bloody shore!
—James Galt's Percival.

Enforced Applause.
"My husband doesn't care for grand opera."
"But I notice that he applauds vigorously."
"He does that to keep awake."
Explaining Temperament.
A girl is not necessarily cut out for a prima donna just because she is hard to manage.—Pittsburgh Post