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LADIES:—Have you tried having new soles put on with our new machine?—Just like a factory job on new shoes.

HOFFMAN SHOE STORE

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Negro Melodies to Feature First Philharmonic Thurs.

The Tenth Anniversary season of the Los Angeles Philharmonic Orchestra will open with concerts Thursday evening, October 25, and Friday afternoon, October 26.

A number by an American composer, James Philip Dunn, will be given first hearing in Los Angeles—Overture on Negro Melodies. This musician was born in New York in 1884 and is now residing there. James was the eldest of three sons; his musical ability was not inherited as there is no trace of musical talent in the family.

It was during the days at the City College that Dunn's latent musical talent asserted itself, and determined him to seek a musical career. Dunn's first published composition was "Tarentella" for piano, and within a few years of its publication he was rapidly establishing himself as a writer of songs.

Variations and Fugue on a Theme of Mozart, Op. 132 by Regner, will also be given first hearing in Los Angeles.

Other numbers programmed Altorado del Orestes (Serenade of the Jester) by Regner; program closing with the Sibyllen Symphony No. 2 in D major.

House Cleaning and Lawn Mowing

H. RUSSELL BURCHFIELD, Colonial Hotel 238-M



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How to Play BRIDGE

Series 1928-29 by Wynne Ferguson

Author of "PRACTICAL AUCTION BRIDGE"

ARTICLE No. 1

There are two objections to a bad bid other than the fact that such a bid is unbecoming from any point of view. In the first place, the partner of the player who has made a bad bid is apt to misconstrue the bid and thus base his subsequent bidding on a false foundation.

Second, the player who makes the bad bid is apt to be influenced himself by the fact that he has given false information to his partner and is, therefore, duty bound to correct the mistake. This belated repentance for his bad bidding often is far more costly than the initial mistake. Here is a hand that illustrates the folly of making a bad bid and then of later trying to correct the mistake when there is no real necessity for doing so:

Hearts—K, J, 9, 7, 6, 3, 2 Clubs—none Diamonds—8, 7, 2 Spades—A, J, 10

Y : A B Z : Y B Z

No score, rubber game. Z dealt and passed, and A passed. Y has a "freak" type of hand but one that should not be bid third hand. He should be only too happy to pass out the hand. B also passes. If B should bid, Y has a strong hand to bid on the second round and thus be able to give his partner exact information as to the nature of his heart suit.

Y, however, was one of those players who like to bid and cannot resist doing so, especially with seven or more of one suit. He bid one heart, B passed, Z bid two diamonds, and A bid three clubs. Y, feeling that his heart bid might be fooling his partner, bid three hearts. B bid four clubs, Z passed, and A passed.

Y now decided that he ought to help his partner's diamond bid, even though his partner had passed as dealer. Y bid four diamonds, B bid five clubs and Z doubled. A passed.

Y now began to repent his bad original bid and feared that Z was doubling five clubs depending on top hearts in Y's hand. As Y didn't have these top hearts, which his original bid had indicated, he decided that he ought to bid five diamonds. This bid was doubled and defeated three tricks.

Problem No. 2

Hearts—none Clubs—K, Q, J, 10, 9, 7, 6, 3, 2 Diamonds—A, 7 Spades—none

Y : A B Z : Y B Z

Hearts—A, 9, 8 Clubs—none Diamonds—K, 6 Spades—none

If Y had not made his bad original bid, he would not have made the second mistake of taking his partner out of the five club double which they could have defeated two tricks. The net result of Y's two mistakes was a loss of 500 points for himself and his partner.

Don't make bad bids but, if you do, don't make another mistake by trying to wiggle out. Take your medicine and try to learn not to do it again.

Here is a hand that is a happy contrast to the one just described:

Hearts—7, 5 Clubs—A, K, Q, J, 10, 9, 8, 7, 6, 3, 2 Diamonds—A, 8 Spades—K, Q, 4

No score, rubber game. Z dealt and bid one no trump. Most players with A's cards would have doubled or bid two no trump; but not A, a very clever player. He called that he had a big hand and that one of the best ways to make it give the maximum results was to pass and await developments. Y passed and B bid two hearts. Z now bid two spades and A was ready for him. B's bid of two hearts had just made his hand so he had no hesitation in bidding two no trump. Y passed and B bid three diamonds. Z passed and A now felt perfectly safe in bidding three no trump. Y and B passed and Z doubled. A again showed his caliber by redoubling. He was rewarded for his courage by making five odd, game and rubber.

It always is interesting to watch clever play and bidding, and the following test hands are good illustrations:

Problem No. 1

Y : A B Z : Y B Z

Hearts—9, 8, 4 Clubs—10, 9, 7, 6, 3, 2 Diamonds—A, K, 6 Spades—none

No score, rubber game. Z dealt and passed. A passed and Y bid one club. B bid one diamond, Z bid two clubs, A passed and Y bid two hearts. If B now bid two spades, what should Z bid? An analysis of this hand will be given in the next article.

Hearts are trumps and A leads the five of clubs. How can Z so play the hand that he will win the balance of the tricks against any defense? An analysis of this hand will be given in the next article.

Burning Oil Well Guides Wedding Party to Safety

Lieut. Leslie P. Arnold, world flyer, who spoke on Thursday evening at the American Legion clubhouse, was accompanied to Torrance by his wife, Priscilla Dean, to whom he was wed on Saturday, October 6.

Lieut. Arnold and Miss Dean, accompanied by Mr. and Mrs. M. J. Kavanaugh, Patsy Ruth Miller, George Sunday and Mr. and Mrs. J. L. Maddux of the Maddux Air Lines, flew to Santa Catalina, where the wedding ceremony took place at the beautiful new hotel recently opened there.

On their return journey, on leaving San Diego at 4:30 in one of the huge tri-motored planes of the Maddux lines, the pilot became confused in the fog, and cruised about Los Angeles and vicinity without being able to sight any landmarks which would enable them to land. Finally the blaze from the burning well, Getty No. 17, at Santa Fe Springs was sighted and with that as a guiding beacon, the home airport was located and the party brought safely to earth.

Miss Gladys Ritchie, of Los Angeles, and Mrs. B. J. Scott visited relatives in San Diego over the weekend.

Legion District Meet at Lynwood

October 24th has been chosen as the date of the next meeting of the nineteenth district of the American Legion to be held at Lynwood. At this time delegations from the various posts comprising the district, will be present to enjoy a pleasant evening.

Plans for the evening included a street parade, participated in by the Legionnaires, drum corps and bands. On this same evening Lynwood post will dedicate and present to the city a memorial fountain, located at the city hall. Several noted Legionnaires of state-wide renown will be present and will speak at these ceremonies.

Hert S. Crossland Post will be represented at this big district meeting to which the public is invited.

Dingers Return to Reside in Gardena

Mr. and Mrs. Ralph Dinger, have returned to make their home in Gardena after an absence of some time which has been spent in Arizona, Texas and Oklahoma. Mr. Dinger is a representative of the Union Tool Company and much of his time is spent traveling in other states.

Prove It For Yourself Week

R. S. Flaherty to Join in National Demonstration of New Buick

Commencing Tuesday, October 16 and continuing through Saturday, October 20, R. S. Flaherty, Torrance Buick dealer, will participate in a gigantic nation-wide super-demonstration of the new Silver Anniversary Buick models. To be known as "Prove It Yourself Week" the period will be devoted to a series of actual tests of the new cars by the general public.

"Since the introduction of the new line the last of July, the public has heard some remarkably strong claims for the performance of the Silver Anniversary Buick," said Mr. Flaherty. "The Buick Motor Company has long been aware that these assertions, unsupported by demonstrations, might sound extravagant to persons unacquainted with the new Buicks, and it has therefore arranged for this special demonstration event designed to substantiate every claim made."

"Accordingly, all interested are invited to drive one of the new cars, as our guest, at any time during the October 16 to 20 period. They will be at perfect liberty to take the new Buicks over roads and streets of their own choosing, and to subject them to any reasonable test as to speed, acceleration, power on hills, operating ease, and riding comfort over any road what-so-ever."

Drivers during "Prove It Yourself Week" will be allowed ample time to put the new Buicks through whatever tests desired. Mr. Flaherty emphasized. Those desirous of taking advantage of the novel Buick offer may have a specified time set aside for their drive, and, if desired, a car dispatched to home or office at any destined hour.

Mr. and Mrs. Edward Sidebotham have returned from a trip to Fresno and Bakersfield. Mrs. Sidebotham attended the Grand Council of John's Daughters, held at Bakersfield.

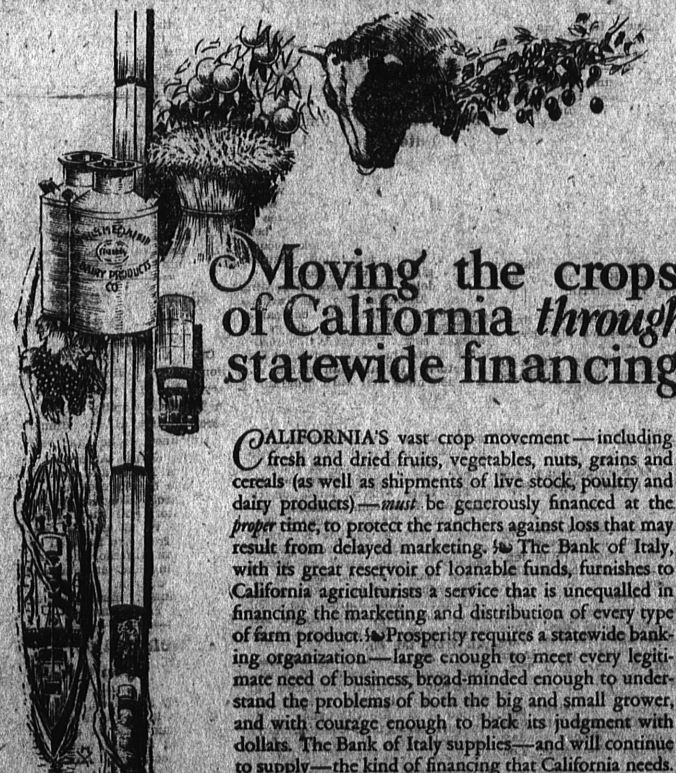
Advertisement for KC Baking Powder. Text: "Same Price for over 38 years. 25 ounces for 25¢. KC Baking Powder (double acting). USE LESS than of high priced brands. MILLIONS OF POUNDS USED BY OUR GOVERNMENT."

Small Crowd Hears World Flyer

Lieut. Leslie P. Arnold, who gained fame as being one of the first flyers to circle the globe, spoke to a small but interested audience at the American Legion clubhouse on Thursday evening of last week. His talk was naturally enough, along the lines of present day aviation, and served to bring out some of the highlights of his personal experiences as a flyer, as well as to add point to the showing of the film story sponsored by the Maddux Air Lines, Inc. which was a part of the evening program.

Advertisement for Oetken Grocery. Text: "FOR LUNCHES There's Nothing like our HOME BOILED HAM cooked right here in our own kitchen and our HOME MADE SALADS Fresh every day. We give S & H Green Stamps. Oetken Grocery and Delicatessen 1001 Sartori Ph. 85-J"

Large advertisement for DeBra Radio Co. featuring "ATWATER KENT RADIO" and "You owners of battery sets—why not enjoy 1929 simplicity and dependability in an electric RADIO for only \$81 (without tubes) MODEL 40 uses 3 rectifying and 6 A. C. tubes." Includes an illustration of a radio set.



Moving the crops of California through statewide financing

CALIFORNIA'S vast crop movement—including fresh and dried fruits, vegetables, nuts, grains and cereals (as well as shipments of live stock, poultry and dairy products)—must be generously financed at the proper time, to protect the ranchers against loss that may result from delayed marketing. The Bank of Italy, with its great reservoir of loanable funds, furnishes to California agriculturists a service that is unequalled in financing the marketing and distribution of every type of farm product. Prosperity requires a statewide banking organization—large enough to meet every legitimate need of business, broad-minded enough to understand the problems of both the big and small grower, and with courage enough to back its judgment with dollars. The Bank of Italy supplies—and will continue to supply—the kind of financing that California needs.

Advertisement for Bank of Italy. Text: "Bank of Italy NATIONAL SAVINGS ASSOCIATION National Bank Italy Company (Identical in Ownership) COMBINED CAPITAL INVESTMENT 200 MILLION DOLLARS TORRANCE BRANCH 1330 Sartori Avenue JAMES W. LEBECH, Mgr. Created - Owned - Operated by Californians"

Advertisement for Kennedy Sheet Flame Heaters and Ripple Furniture Co. Text: "Kennedy Sheet Flame Heaters Selling at 40% off Last Year's Prices. They are going like hot cakes, folks. We bought 50 of these celebrated Kennedy Sheet Flame Heaters last January and we got them at a 'price'—hence this saving to you. All we have to do is to light one of these Kennedys and there is 'no argument' necessary to prove to you that they are the honest-to-goodness heaters, for Comfort, Health, Low Gas Consumption, and Beauty in Appearance. Other Gas Heaters As Low as \$4.00. GAS HOSE—Any Length in Plain or Covered Flexible Hose. Look over your heater hose and avoid troublesome leaks. Ripple Furniture Co. 1220 El Prado Torrance Phone 122-W"

Large campaign advertisement titled "Everybody To Win A Prize To Be The Slogan In Herald -- News Campaign". It contains three coupon sections: "FREE VOTING COUPON" (100 votes), "Important Opportunity Coupon" (150,000 votes), and "NOMINATION COUPON" (5,000 votes). Each coupon includes fields for name, address, and date.