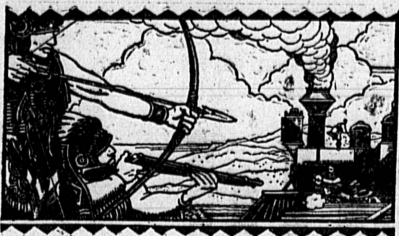


### We saw the IRON HORSE overtake the PONY EXPRESS



The picturesque Pony Express riders were still necessary in many parts of the country when A&P was young. But when the trans-continental railway was completed in 1869 and thousands of miles of trunklines were built in the 70's, the Pony Express became only colorful history.

country into one great nation, and opened up the exchange of food between the North and the South, the East and the West. They made nation-wide trade possible. And in bringing the far flung states of the Union closer together, they made it essential that some company do the work of distributing food cheaply and efficiently on a national scale.

## THESE LOW PRICES

during our 75th Anniversary Sale may well be the lowest for months to come, because food costs are steadily rising. Stock up!

LAMB LEGS GENUINE 1934 lb. 19 1/2  
SPRING BABY MILK lb. 15c  
SLICED BACON SUNNYFIELD OR SWIFT'S PREMIUM 1/2 POUND PACKAGE 15c

Shortening 10 1/2c  
Sausage 12 1/2c  
Wieners lb. 12 1/2c  
Prime Rib lb. 15c  
Ground Beef FRESH lb. 7 1/2c  
Round Steak FRESH 15c  
Pork Loin lb. 17 1/2c  
Boiling Beef lb. 6c

BACON BY THE PIECE 23c  
POT ROAST FANCY EASTERN GRAIN-FED BEEF CENTER CUT CHUCK lb. 9c

Potatoes 10 lbs. 19c  
Lettuce 2 heads 9c  
Grapefruit 4 for 10c  
Sweet Potatoes 5 lbs. 13c  
Celery stalk 5c  
Asparagus FRESH bunch 15c  
Cranberries Cape Cod EATMOR lb. 15c  
Tokay Grapes 4 lbs. 15c

BELL PEPPERS FRESH GREEN 5 for 10c  
ROME BEAUTY APPLES Sweet-Juicy 4 lbs. 19c

Flapjack Flour 19c  
Pineapple 15c  
Tapioca 9c  
Heinz Soup 25c  
Palmolive SOAP 3 cakes 13c  
Milk ALPINE, BORDENS, CARNATION & PET 5 cans 29c  
Beer WESTERN 4 bottles 25c  
Cookies 12-oz. pkgs. 18c

GLOBE A-1 FLOUR 10-lb. sack 44c  
PLUMS DEL MONTE DE LUXE No. 2 1/2 can 12c

Dressing 25c  
Butter 32 1/2c  
Marmalade 15c  
Iona Cocoa 19c  
Sparkle GELATIN DESSERT 3 pkgs. 14c  
Sugar FINE GRANULATED 10 pound 47c  
Eggs MONOGRAM Large U.S. Extras doz. 31c  
Wheaties GOLD MEDAL pkg. 11c

SNOWDRIFT SHORTENING 1-lb. 15c  
ZEE TISSUE IVORY or TINTED 3 rolls 13c

Raisins 25c  
Gum 10c  
Beans 5c  
Catsup 10c  
Tender Peas GLENWOOD No. 2 can 12c  
Cigarettes Chesterfield Camel, Old Gold, etc. 120 pack 1.20  
Vanilla BEN-HUR 2-oz. bottle 23c  
Eight O'Clock 3 1/2 lb. 55c

MOTOR OIL A-PENN 2-gal. 90c  
BOKAR COFFEE 1-lb. 25c

Prices Effective Thurs., Fri., Sat., Oct. 18-19-20  
THE GREAT ATLANTIC & PACIFIC TEA CO.

## EXPANSION SALE PLANNED IN BOTH SAM LEVY STORES

Torrance Furniture Company and Sam Levy Department Store Join in Great Bargain Sale Beginning Friday Morning

A history-making Expansion Sale embracing the store-wide stocks of both Sam Levy's department store, 1311 Sartori avenue, and the Torrance Furniture Company, 1334 El Prado, is announced today by Sam Levy, pioneer Torrance merchant and proprietor of both stores.

—at Narbonne High School

Green and gold were the colors that were conspicuous at Narbonne high last Thursday, October 11. The occasion was Color Day, observed each year before the first league football game. Green and gold pom-poms and rosters' caps were much in evidence, while some Gauchos even painted their finger-nails a brilliant green in honor of the occasion.

Narbonne's B and C football squads journeyed over to Long Beach today Wednesday, October 10, to scrimmage the Poly boys. The Gauchos held the upper hand in the C game, with the B team being about evenly matched.

"Paddy, the Next Best Thing," has been revealed as the title of the junior play to be presented later in the year at Narbonne under the direction of Mrs. Brinkner Hoff. It is a three-act comedy by W. G. Mackay and Robert Ord.

### HOSPITAL NOTES

James Cook, 2313 Sonoma, lost the tips of the fingers of his right hand and two fingers off his left hand in an accident October 10. He is improving.

Louis Moore, 1210 16th street, Gardena, underwent an operation October 11.

Clifford Masters, 1310 East N street, Wilmington, underwent an operation for the removal of appendix October 13.

Mrs. Eleanor Huse, 337 Loma Linda, Glendale, was brought to the hospital from Redondo Beach, October 15. She is receiving treatment for a carbuncle.

Born, to Mr. and Mrs. Chester A. Anderson, 209 Prospect, Hermosa Beach, a girl, October 15.

### MERCHANT EXPANDING



SAM LEVY

In business in Torrance, and also celebrates the formal opening of Mr. Levy's newest retail establishment at Narbonne High School.

In connection with the Torrance Furniture Company, Mr. Levy said, "We are pleased to announce to his many friends that we have secured the services of Gene Debra, owner of the DeBra Radio Company, who will have charge of our radio and mechanical departments at 1334 El Prado, telephones 311-W or 37-AV. Phone him or call at the Torrance Furniture Company for a demonstration of the new line of General Electric radios, or for repair work on radios, washers, vacuum cleaners, refrigerators, etc."

Some of the outstanding bargains offered in the two-store Expansion Sale are advertised in a full page announcement printed on the back page of this issue, but for a comprehensive idea of the almost limitless array of truly worthwhile savings offered during the sale, patrons are urged to visit both stores as early as possible. The Expansion Sale opens at 9 a. m. Friday morning, October 19.

## CHURCH NOTES

CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS  
Woman's clubhouse, 1422 Engracia, H. V. Jordan, bishop.  
Sunday school, 10:00 a. m. Vital lessons for all ages, 9:30 o'clock.  
Morning service, 9:30 o'clock.  
Special class for Aaronic priesthood members.  
Evening service, 7:00 o'clock.  
Speaker will be a member of the Stake High Council, Special music.  
Choir practice, 6:00 p. m. Sunday, Sister Marjorie Lewis conducting.

Relief Society, 1:30 p. m. Monday. Subject, "Life and Literature." Norma Green, class supervisor.

Genealogical Society, 7:30 p. m. Monday. Subject, "Seeking After Our Dead."  
Correlation committee meeting, Thursday, 7:30 p. m. All ward officers are requested to be present.

FIRST BAPTIST CHURCH  
Corner Marlina and Carson, Rev. John H. Speed, pastor, 1827 Andrew avenue, Phone 148.  
Sunday school—9:35 a. m., teachers' prayer hour; 9:45 a. m., assembly period. Dr. H. G. Mitts, superintendent.

Morning worship, 8:30 a. m. Special music.  
10:30 a. m. Junior, Intermediate and Senior groups meet at this hour.  
Evening worship, 7:30 o'clock.  
"What Is Your Attitude Towards Christianity?" Special music. Baptismal service.

Wednesday, 7:30 p. m., prayer meeting.  
Thursday, Missionary meeting.  
Thursday, 7:30 p. m., choir practice.

Friday evening, church is invited to the WALTERIA PARK to be the guests of Mr. and Mrs. Quandt. Meet at the church at 7:30 o'clock.

CENTRAL EVANGELICAL  
Marcelina and Arlington avenues, O. D. Wonder, minister.  
Sunday school at 9:45 a. m. W. E. Bowen, superintendent.  
Divine worship at 11:00 a. m. Sermon by the pastor.

Christian Endeavor meets at 6:30 p. m. Evening services at 7:30 o'clock. Brief message by the pastor.

FIRST LUTHERAN CHURCH  
Anecia avenue and Sonoma street, Torrance, California. Frank D. Meckling, pastor, Phone 591.  
Sunday school at 9:30 a. m.  
Morning worship at 10:45 o'clock. Sermon topic, "The Call to Youth."  
All young people are especially invited to this service.

Choir rehearsal on Thursday at 8 p. m.  
Bible hour for juniors on Saturday at 9:00 a. m.

METHODIST EPISCOPAL  
El Prado and Manuel, Kemp J. Winkler, pastor.  
9:45 a. m., church school hour.  
Leonard Snyder, superintendent.  
Classes for all ages.  
11:00 o'clock, morning worship hour with sermon by the pastor.  
6:30 p. m., Epworth League meeting for young people.

7:30 o'clock, evening church service. Sermon by the pastor.  
Albert Schweizer, single doctor.  
Wednesday, 7:30 p. m., midweek meeting. A study course on the prophets and their message for our day.

FIRST CHRISTIAN  
Engracia at Arlington avenues.  
Phyllis M. George, rider, pastor.  
9:30 a. m., the church school meeting in general assemblies with classes for every age. Scott R. Ludlow, superintendent.

Morning service, 9:30 o'clock. Sermon parable, "The Children in the Market Place," by the pastor.  
Evening service, 7:30 o'clock.  
The evangelistic service, "The Youth Chorus" will sing; Mrs. Alice Hazel will lead "singspiration."

Sunday evening, 6:30 o'clock, young people's Christian Endeavor. Wednesday evening, 7:30 o'clock, choir rehearsal.

Thursday evening, 7:30 o'clock, eye-graphic pictures and lecture on the Bible by Mrs. E. A. Baker.

CHRISTIAN SCIENCE CHURCHES  
Christ Jesus' words, from Mark, "The Son of man came not to be ministered unto, but to minister, and to give his life a ransom for many," are the Golden Text in the Lesson-Sermon on "Doctrine of Atonement" on Sunday in all branches of The Mother Church, The First Church of Christ, Scientist, in Boston, Mass.

Among the Bible citations in the Lesson-Sermon are the words of John: "For God so loved the world, that he gave his only begotten Son, that whosoever believeth in him should not perish, but have everlasting life. For God sent not his Son into the world to condemn the world; but that the world through him might be saved." Another selection contains Paul's exhortation to Timothy, "Fight the good fight of faith, lay hold on eternal life, whereunto thou art also called, and hast professed a good profession before many witnesses."

A passage from "Science and Health with Key to the Scriptures," by Mary Baker Eddy, says: "If Truth is overcoming, enter in your daily walk and conversation, you can finally say, 'I have fought a good fight, because you are a better man. This is having our part in the at-one-ment with Truth and Love.'"

ST. ANDREW'S EPISCOPAL  
1182 Engracia street, Torrance, Rev. F. Murray Clayton, vicar, 1123 El Prado.  
Sunday services:  
Holy communion, 7:30 a. m.  
Church school, 9:30 a. m.  
Morning service and sermon, 11 o'clock.  
Young people's fellowship, 7:30 p. m.  
Week day services as announced.

## STORY 1

Continued from Page 1

world, for that matter. It gives protective cover to any property owner with a fairly steady income, who wants to borrow money up to five years, to fix up his home, his store—any real property. He can pay in small monthly payments out of his income. It's a gigantic time-financing plan.

The maximum cost the government permits anyone to charge is a discount of 5%—a charge of \$5 per \$100 on a yearly basis. The note to be paid in monthly installments. The bargain hunter knows that \$5 per \$100 is \$5 per \$100, and he knows he has paid anywhere from 40% to 200% more than that, normally, for buying almost anything he wanted, on a time basis.

This new plan, he knows, is cheap. Manufacturers and dealers have hailed the unbelievably easy terms in their current advertising and merchandising. They see vistas of vast new selling fields such as were opened up when motor cars first were sold on time payments—but at greatly higher financing costs.

This low cost time-financing may be even better in many instances than would be a regular 5% bank loan, made by a select borrower on the choicest of government bonds. And yet, this Modernization credit is open at some of the biggest banks to any property owner, however humble, if he's honest and "good pay." He may just walk in "off the street" tomorrow and say "I'd like to apply for credit to fix up my home." This is democratizing credit on a grand scale.

On August 9, 21 hours before "Modernization Credit" flashed across the country, if a property owner, who had an established relationship with a bank (including a fair-sized checking account) had taken to the bank ample collateral, say government bonds, and been granted a small loan at 5%, he rightly would have been well satisfied.

On an open loan basis it would have been hard for him to get accommodation for as long as a year (against one to five years now). But suppose he succeeded in getting a loan on that basis, would the loan on the due date, to pay the loan, he would have begun putting aside a little every month into his account so that at the end of the term he could draw one check and pay off the loan. He would have had a 5% loan, and he would have accumulated the repayment fund in an account on which, by law, he would have received no interest. That would have been a "real" 5% loan. No one would dispute that. No one would say that because this customer kept depositing a few dollars in a checking account so he could pay off his loan, he should count a theoretical loss sustained, from not being able to invest the money at 5%, as part of the interest charge on the loan.

That is almost identically the way the transaction is handled for a borrower on the Modernization Credit Plan. He pays 5% discount—never more, because the government won't permit it. But because this Plan is intended for NON-depositors, particularly for those who haven't been able to borrow for some years, the government requires that payments be made (in effect about the same as it is necessary for the collateral borrower to do voluntarily. It is in these monthly installments, on those payments, as a rule, he gets no interest, just like the checking account customer referred to. The fact that the monthly installments are required by contract is to the borrower's advantage. That is a sure-fire safety device against "forgetting to pay." The monthly installment plan, with its 12 to 60 payments, costs the bank more than if it were dealing with collateral customers who would pay off in one lump sum. The banks can't handle such loans any other way, however.

Whether or not the borrower saves up those monthly sums by putting them into a checking account, having them apply on his note, or carrying them around in his pocket, doesn't make the slightest difference in the cost to him. The cost of the loan actually is only 5% related to that something we all think of as "interest" when we mention loan costs. It is true, of course, that if he puts this money away safely in a bank either by means of deposits or payments, to insure that the loan will be taken care of, he

## Injured Boy Scout Able to Go Home

Fred Lippert, Jr., Boy Scout who was brought home with serious injuries after a fall from a cliff in Big Tujunga canyon several weeks ago, and has been receiving treatment at the Jared Sidney Torrance Memorial hospital, was able to go home yesterday. Fred's leg was broken and so badly injured that he will have to wear a brace for probably a year or longer, but he is getting along nicely and eventually will have fully recovered.

provides funds which the bank in turn can use to extend more credit. But that is exactly the same thing that happened when our checking account customer saved up his money in his checking account to pay off his loan.

Taking the two elements together, the note and the accumulation plan, the bank is able to turn over its funds on a basis that will earn an amount in addition to the 5% on the original loan. But that is always true of every banking transaction. It is the only thing that makes it possible for banks to keep alive.

When all's said and done, the property owner, WITHOUT the requirement of a checking account, WITHOUT any collateral except his earning power and his good name, gets a 5% loan, just as surely as the "collateral borrower." (And there are many places today where the latter can not get credit so cheaply.)

The mathematical "ratio between gross return and average balance outstanding" exists almost exactly on the same basis—and sometimes at a higher figure—in EVERY borrowing relationship. It's often overlooked that the simple discount arrangement of the Modernization Credit Plan includes in one package the THREE things that have to be considered together in an ordinary loan:

- (1) The cost of the credit.
- (2) The cost of the repayment plan, paid for in the lower return, no return, or accumulating sums.
- (3) The deposit account which provides the collateral.

## Professional Directory

MERSHON'S  
Musical Merchandise  
Instruments Repaired  
Pianos Tuned  
1627 Cabrillo, Torrance, Phone 794

ALBERT ISEN  
Attorney-at-Law  
Notary Public  
Room 18, Brighton Hotel Bldg.  
1637 Cabrillo Ave., Phone 43-M  
Residence 2467 Sanoma Ave.  
Phone 659-R

Clark's Stationery  
1405 Sartori Avenue  
Office Supplies  
School Supplies  
Gifts

DR. R. F. BISHOP  
Dentist  
X-Ray Service  
1625 Cabrillo, Room A  
Phone 341

Drs. LANCASTER  
and SHIDLER  
PHYSICIANS AND SURGEONS  
Torrance National Bank  
Bldg.,  
Torrance, Calif.

Dr. A. P. Stevenson  
Physician and Surgeon  
Office, Levy Building  
1311 Sartori Avenue  
Phone: Office, 96  
Torrance, California

## Your Community Bank Is Lending Money For Modernizing Buildings

Consistent with its policy of encouraging community development, the Torrance National Bank is lending money for the improvement of local property under the National Housing Act.

To date, this bank has made six loans, averaging \$335 each, the large share of which money is being spent with local building contractors and local merchants supplying building materials.

Your community bank welcomes the opportunity of further assisting in the repair and renovation of local buildings.

Torrance National Bank

Torrance Herald  
With Which is Consolidated the Loma News  
Published Every Thursday  
GROVER C. WHYTE, Editor-Publisher  
1336 El Prado, Telephone Torrance 444  
Torrance, California

MEMBER California Newspaper Publishers Association MEMBER United Press Associations

Published weekly at Torrance, California, and entered as second class matter January 30, 1914, at the Postoffice at Torrance, California, under the Act of March 3, 1879.

Subscription Rates in Advance  
Anywhere in Los Angeles County.....\$2.00 per year  
Anywhere in the U. S. Outside of Los Angeles County.....\$3.00 per year  
Canada and Other Foreign Countries.....\$6.00 per year  
Single Copies.....5c  
OFFICIAL PAPER OF THE CITY OF TORRANCE  
Adjudicated a Legal Newspaper of Los Angeles County, Superior Court Case No. 21870, Dated March 22, 1927.