Flipping The Herald Files Backward . . . . .

Thirteen, Ten, Five and One Year Ago

1924—Thirteen Years Ago

J. B. Hines, D. C. Turner, Wm. Creighton, F. W. Mowery, J. U. Hemmi and O. A. Leatherman elected trustees of Methodist church; Dr. J. W. Morris asked returned as pastor.

Tax rate of 98 cents said lowest of any sixth class city in the state.

J. C. McVey sells Torrance theatre to chain corporation.

Harold and Lawrence sons of Mr. and Mrs. Ollie Stevenson separated from their tonsils.

"One sure sign that Torrance isn't going haywire like Hollywood is the epidemic of revival meetings we are passing thru."

1927—Ten Years Ago

Council reduces tax rate three cents, making levy 73 cents.

New high school gym opened for use of summer playground patrons by Principal Herbert Wood.

Mrs. B. J. Scott leaves for three weeks' trip to Washington and Oregon.

Frank Sammons moves back to Torrance after few months in Hollywood.

Nurses' home under construction on Cota avenue.

1932—Five Years Ago

Legion drum corps returns from Oakland convention.

Nat'l Business and Professional Woman's club holds party at Cabrillo Beach.

John E. Miller opens furniture store at 1220 El Prado in quarters formerly occupied by Ripple Furniture Co.

Merton Gilbert and Edgar Reeve leave to enter Davis Agricultural College.

1936—One Year Ago

Boy Scouts' "Jungle Land" burns at Recreation center on Border ave.

Primary campaign drawing to close; all candidates active in person and in print.

Torrance Relief Society, formed in 1917, presents globe map to Public library, founded in 1913.

Born: A daughter to Mr. and Mrs. James Grasham of Spurlin Court.

Freak Lightning Strikes

LEICESTER, N. C. (U.P.)—Take Mrs. Neal Payne's word for it, and never milk a cow when it's lightning. While she was engaged in milking, a bolt struck her cow, killing it and throwing Mrs. Payne against the barn door.

Mayor, Fire Chief Return From Spokane Parley

Mayor William H. Tolson returned home at midnight last night from a two weeks' vacation trip to the Pacific northwest during which he attended the 1937 convention of the Pacific Coast Fire Chiefs' association at Spokane. Fire Chief A. B. Stevenson also attended the sessions.

Tolson was accompanied by his wife and two sons, Robert and William. They report that the northwest highways are exceptionally fine and the scenery is "at least equal to California's grandeur." Chief and Mrs. Stevenson returned from their trip Monday.

Second Motorcycle In Police Fleet

Officer Percy Bennett was assigned to patrol the city on the police department's new motorcycle this week. The additional equipment now gives Torrance two motorcycle patrolmen, Officer Ernest Ashton being the other.

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Rolling Hills to Get P. O. Station

Plans to establish a rural postal station in Rolling Hills on Sept 1 have been completed and the unit is expected to open on that date if necessary supplies and equipment have been received by that time, according to Postmaster Birda Paddock of Lomita. The station will be served by a rural route out of the Lomita postoffice and will accommodate not only residents of Rolling Hills but a number of ranchers in the surrounding vicinity, Miss Paddock said today.

Miss Winnifred Meadow Williams has been appointed clerk of the unit which will be known a s the Rolling Hills Rural Station, California. The office will be located at the gatehouse to the subdivision. Miss Paddock said it was planned to cancel the first day's receipt of air mail letters from that station with a special stamp. Cover collectors desiring to add these to their collections should leave the envelopes with the Lomita postoffice.

Japanese Have Own Epworth

DELANO, Cal. (U.P.)—This city believes it has the only purely Japanese Epworth League chapter in the United States.

Woman Serves as Sexton

CLEVELAND (U. P.) — Mrs. Jay Fritz believes she is the oldest woman cemetery caretaker in Ohio. After 18 years of cemetery care-taking, 62-year-old Mrs. Fritz has no intention of resigning her post as sexton of six Jewish cemeteries.

Prison Paper 50 Years Old

STILLWATER, Minn. (U.P.)—The mirror, Minnesota state prison publication, has observed its 50th anniversary with an enlarged edition.

Hand Squeeze as "Signature"

LONDON (U.P.)—A squeeze of the hand was accepted as the "signature" of a will in the Probate Court here.

'Hoppers Strip Auto

WEATHERFORD, Okla. (U.P.)—Undernourished grasshoppers ate the seatcovers off Wade Leonard's automobile when he parked in the field near here.

U.S. Deflates Vanity-baited 'Sucker' Traps

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Federal Trade Commission Censors Extravagant Advertising

WASHINGTON, Aug. 19 (U.P.)—You can't learn to croon in 10 days, live forever, or "pack a 16-inch arm in your sleeve." The benevolent Federal Trade Commission says so.

The commission has been quietly moving in to combat improper advertising and the various forms of skill games built on P. T. Barnum's assumption that "There's a sucker born every minute." These are some of the results:

The commission has obtained an agreement from a Florida dentist to cease representing that artificial teeth purchased from him by mail order are better than any others or are the only means to obtain "your real individuality."

It received a promise from a Philadelphia firm to stop advertising its muscle builder as "the greatest exerciser made; the choice of champions and the emblem of power; it quickly stimulates muscular growth . . . by its use one can pack a 16-inch arm in his sleeve and duplicate the chain-breaking or iron-bending feats of Breitbart, Marx, Sandow, Moerki, Travis or Nordquist."

Wisdom of East Is Out

And it got assurances from a Los Angeles concern that it would no longer represent that its founder "was taught by masters of the Far East in Tibbet, and is today an authoritative interpreter of the ancient wisdom" offering "a secret method of the actual technique of rejuvenation because old age is only a chemical change which the concern is able to instruct its students to overcome."

The commission is charged with guarding honesty—in its strictest sense—in all business practices. Under its regulatory powers it is thus able to crack down on what it considers false or misleading advertising.

Officials of the body recalled today that among the innumerable acts taken by it during the present year, to enforce "honest representations," were to prevent:

A New York author from selling a book designated "the Grape Cure" and describing it as a competent treatment or an effective remedy for cancer, diabetes, paralysis, pneumonia, heart trouble and other ailments."

A Chicago promoter from advertising a booklet which "will enable anyone to learn to sing or croon and to have a trained singing voice or become an accomplished singer or crooner in 10 easy lessons."

No Snore Preventer

A Washington manufacturer from telling his public that he has a device which prevents snoring and eliminates asthma, catarrh, hay fever and insomnia.

A Worcester, Mass., oil company from guaranteeing that its fuel powers Gar Wood's and Sir Malcolm Campbell's engines and runs the Graf Zeppelin.

A Los Angeles syndicate from assuring people that its "press card" is an "open seasame" for gaining admission to places otherwise closed to public.

And finally, much to the distress of hopeful alcoholics, the commission clamped down on two concerns who tried to convince the reading public they could, for a small price, buy products which "would overcome the effects of drinking alcoholic beverages."

Burglary Frustrated By Locked Window

An attempted burglary last night at his home, 1807 Gramercy avenue, was reported to police today by Alfred Gourdier. A screen was forced from a rear window which was locked. No further attempt was made at entry and nothing was missing about the house, he said.

Towels Stripped From Clothesline

Four large bath-towels and an unknown number of face towels were stripped from Mrs. E. M. Thomas' clothes line at 876 Pennsylvania avenue some time last night, she told police today. Well-defined foot-prints were observed by investigating officers.

Football Men Toil On Gym

CLEVELAND (U.P.)—Swinging sledge hammers, lifting heavy slabs of concrete and pushing shovels around constitute pre-training exercises for Western Reserve University's football heroes. They are helping build an addition to the gym.

Life Begins at 70

INDEPENDENCE, Mo. (U.P.)—Declaring that an "emergency exists," Mayor Roger T. Sermon ordered a dog census here when it was estimated there were more canine than human noses to be counted.

Ranch Proud of Record

KERRVILLE, Tex. (U.P.)—A record herd of 114 calves from 118 cows was produced on the ranch of Adam Wilson, Jr., near here.

Cromwells to Build Mansion

HONOLULU (U.P.) — Doris Duke Cromwell, wealthy tobacco heiress, has taken out the permit for the construction of her $300,000 home here.

Sign Stifles Business

LYNN, Mass. (U.P.)—Kenneth M. Sutherland wondered why his regular patrons failed to show up at his diner. Outside he found a big sign, reading: "One Way—Do Not Enter."

Convention Reports Given Legionnaires

Commander L. G. Barkdull presided over his first regular meeting since his installation Tuesday night when members of Bert S. Crossland post No. 170, American Legion, gathered to hear reports on the activities of the state convention at Stockton last week. Those reporting were Charles Smith, Pat Boyle, past commander; Dewey Goddard and James Wilkes. The post is planning an extensive schedule of activities for the coming year but no details are available at this time.

Stalk Has 48 Lilies

ALBANY, N. Y. (U.P.)—Forty-eight tiger lilies growing on a single stalk were found near here. Horticulturists pointed out that a stalk with three or four lilies is not unusual but one with 48 blossoms is quite an oddity.