

**FEDCO**

The Only Original Complete Feed  
One Feed to All Ages  
19 Years the Same Formula  
Over 8,000 users. Fed by  
largest hatcheries. The no  
COCCIDIOSIS feed for  
baby chicks, ducks and  
turkeys. Raises more  
chicks, makes 4-lb. fliers,  
longer lived, heavier layers,  
more eggs. Cuts labor.  
Save 5c to 7c a hen a  
month.  
OUR OFFER \$500.00 for a  
better, cheaper, longer  
proven feed has never been  
challenged. For better re-  
sults feed FEDCO.  
**TORRANCE POULTRY &  
FEED**  
1963 Carson St., Torrance  
Fedco Company, 1840 Val-  
ley Blvd., Rosemead

**Local Woman's  
Uncle Slain in  
Shanghai 'War'**

Bomb blasts which signal-  
ized the start of Japan's un-  
declared war on China a few  
days ago and which killed Rev.  
Frank Rawlinson, one of the  
outstanding missionary lead-  
ers, in Shanghai brought sor-  
row here to a niece of the  
American religious worker.

She is Mrs. Eleanor Ruffell,  
wife of Kenneth Ruffell, who  
operates "Kenny's" shoe re-  
pair shop at 1917 Carson  
street. Rev. Rawlinson, who  
is also survived by his wife  
(who was with him when he  
was slain in a Shanghai  
street) and a 16-year-old  
daughter, was a brother of  
Mrs. Ruffell's mother who  
lives in Santa Ana.

**NATION'S BLUEBLOODS FOR  
COUNTY FAIR HORSE SHOW**

Foremost stables in America  
will be represented in the  
brilliant night horse show forming  
a major attraction during the  
first ten nights at Los Angeles  
County Fair which opens in Po-  
mona on September 17. Many  
of these stables will be making  
their initial bow to the coast,  
having been attracted by the  
rich stakes and keen interest.  
Over \$20,000 has been posted  
in awards. From the tiny  
Shetlands to the giant draft  
horses, the premium book con-  
tains some eighty different clas-  
sifications including many nov-  
elties and thrills. Ribbons will  
be placed by foremost judges  
in the country. Always one of  
the most popular events at the  
exposition, the horse show this  
year promises to eclipse all pre-  
vious efforts.

Trolley Whistling Curbed  
EAST LIVERPOOL, O. (U.P.)—  
Trolley car operators in this  
city have ceased unnecessary  
blowing their warning whistles  
while in the downtown area.

**Expo. Site Group  
To Meet Monday**

The meeting of the Figueroa-  
Normandie-Midway Site associa-  
tion (intent on locating the Los  
Angeles Trade exposition in that  
location) scheduled this week  
has been postponed until next  
Monday night, Sept. 6, it was  
announced this week. The head-  
quarters are located in a hall at  
109th and Broadway.

**Historian Says Grant  
Broke Drinking Habit**

KENT, O. (U.P.)—Dr. Henry  
M. Dater, of the department of  
history at Kent State Universi-  
ty, comes to the defense of  
Gen. Ulysses S. Grant, frequently  
described as an excessive  
drinker.

"Grant imbibed quite heavily  
in his younger days," said Dr.  
Dater, "but as he became older  
he made an effort to cure this  
habit. Once at a formal dinner  
in New York Grant neither re-  
fused nor accepted a drink, but  
quietly overturned his wine  
glass to signify his refusal."

**Hand Phone Rate  
Reduced Again**

N. R. Powley, president of  
the Pacific Telephone and Tele-  
graph company, made the fol-  
lowing announcement this week.

"In line with our established  
policy of reducing the rates for  
hand sets as rapidly as condi-  
tions permit, our company has  
advised the California Railroad  
Commission that in accordance  
with discussions held with them  
we would place in effect with  
the bills issued on and after  
October 1 a hand set rate of 10  
cents per month, with the pro-  
vision that the charge will be  
eliminated after the customer  
has had continuous service for  
12 months. Continuous service  
prior to October 1 will be cred-  
ited and after October 1 con-  
tinuous service will include hand  
set service at any exchange of  
the company in the state unless  
there is a lapse of more than 30  
days in transferring from one  
location to another. The 15-cent  
charge for customers who have  
had continuous service for 12  
months or more prior to the  
date of this change will be en-  
tirely eliminated.

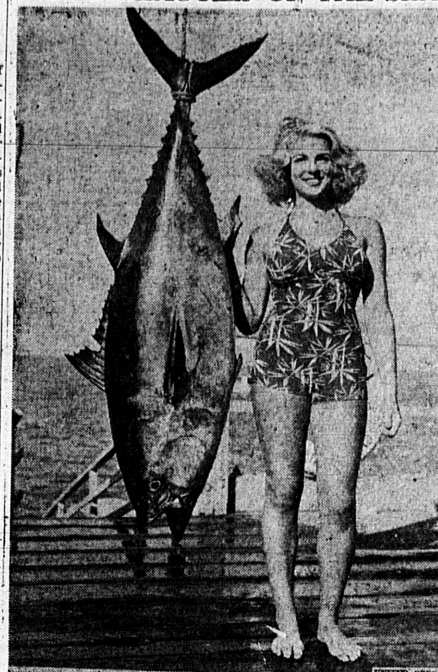
"This is a further reduction  
in the hand set rate since this  
rate was reduced on June 1,  
1936, from 25 cents per month  
to 15 cents per month with the  
provision that the charge was  
eliminated after the customer  
had this service for a period of  
18 months or more.

"This reduction in the hand set  
rate will effect a reduction in  
our gross revenues of \$275,000  
annually for the state of Cali-  
fornia and will be a substan-  
tial saving to the large number  
of our customers who have the  
hand set instruments."

**Holdup Man Specializes  
On Stripping His Victims**

MERCED, Cal. (U.P.)—Some-  
where a thief is starting a  
clothing store, officers con-  
fected here. The bandit stripped  
Ole M. Goth of Madera of a new  
suit of clothes, shoes, hat, and  
\$50 in cash and left the victim  
wandering about downtown  
streets in his underclothing.  
After officers outfitted Goth,  
Joe Dias of Atwater reported  
he had been robbed of trousers,  
shoes and wallet, and was out-  
fitted in turn.

Seasickness Fought 40 Years  
BERKELEY, Cal. (U.P.)—  
After trying for 40 years to  
overcome seasickness by sail-  
ing around the Horn, sailing  
his own boat to Honolulu and  
back and sticking to sailing  
every moment he could, W. P.  
Bennett has weakened. His  
boat is for sale. He admits he  
has never made a sea trip with-  
out hanging over the rail.

**TWO BEAUTIES OF THE SEA****DETOUR  
Col'm Under Construction  
By BETSY BYRNES**

"Here's a sigh to those who  
love me,  
And a smile to those who  
hate;  
And, whatever sky's above  
me,  
Here's a heart for ev'ry fate."

—Byron

It takes real courage to have  
a heart for every fate!

**QUESTIONS**

Now we present you with  
three good words—cardiac,  
ornithology, cacography. Can you  
give definitions?

No doubt you have driven  
through the town of Atascadero  
many times. Have you ever  
wondered what the unusual  
name means?

What are the highest water-  
falls in the world? That's a  
hard one, isn't it?

**TODAY'S PROVERB**

"Choose not the book that  
thinks for you, but the one  
that makes you think."

We consider that proverb one  
of the finest we have found.  
Good books are invaluable. Lord  
Bacon once said, "Some books  
are to be tasted, others to be  
swallowed, and some few to be  
chewed and digested."

**ANSWERS**

I wonder how many of you  
need the definitions? Here they  
are, for those who do. Cardiac  
means of, or pertaining to, the  
heart. Ornithology is that  
branch of zoology which treats  
of birds. Cacography is incor-  
rect or bad writing or spelling.  
(Of course you are never guilty  
of that! No one is!)

Atascadero is a Spanish name.  
It means "bog mire."

Some of you may be quite  
surprised to learn that the high-  
est waterfalls in the world are  
in California, and are the Yose-  
mite Falls! There are many,  
many other waterfalls we could  
name before we get down to the  
level of Niagara Falls. By the  
way, Yosemite Falls are about  
1500 feet high!

**ADIOS**

"The west is broken into bars  
Of orange, gold and gray;  
Gone is the sun, come are the  
stars,  
And night enfolds the day."  
—George MacDonald

Irene Sugarmen, at right,  
models her charms against those  
of a finny beauty caught at  
Santa Catalina Island by Capt.  
Parker Pence. The beauty at  
the left weighs 130 pounds, the  
largest blue fin tuna caught at  
the island in the last 10 years.

**Toledo Employment  
Up 32 Percent in Year**

TOLEDO (U.P.)—Industrial  
employment in Toledo at the be-  
ginning of August was 32 per-  
cent above its level of a year  
ago. Steadiness was shown in  
automobile parts, children's ve-  
hicles, glass and other indus-  
tries.

**Service Clubs to  
Meet Together**

As Labor Day falls on their  
regular meeting day, members  
of the Torrance Kiwanis club  
will meet next week with the  
Rotary club on Thursday eve-  
ning at the American Legion  
clubhouse. Dinner will be served  
at 6:30 p. m., Thursday, Sept. 9.

An exceptionally interesting  
meeting is planned by Grover  
C. Whyte, president of the host  
club. Highlight of the after-  
dinner session will be an address  
by E. R. Fysh, general manager  
of the Merchants' and Manufac-  
turers' association of Los An-  
geles. Fysh is a dynamic speaker  
and one of the leading figures  
in metropolitan industrial and  
commercial circles. He has cho-  
sen for his topic, "Present Labor  
Conditions in Southern Cali-  
fornia."

Due to the importance of the  
gathering, a large number of  
guests are expected, and those  
planning to bring extra guests  
are requested to notify Grover  
C. Whyte at The Herald as soon  
as possible.

**Only Woman Mail Clerk  
Knows State Like Book**

CLEVELAND (U.P.)—If any-  
one wants information about  
mail service to any one of Ohio's  
1,800 towns, just ask Mrs. Olga  
Davis.

Her eighteen years of experi-  
ence as the only woman em-  
ployee of the railway mail ser-  
vice has made her familiar with  
Ohio's towns and also Indiana's  
1,060 cities and villages.

**Oregon Files Up Surplus**

SALEM, Ore. (U.P.)—With a  
cash balance of \$13,677,370, Ore-  
gon is better off financially than  
at any other time in the last 15  
years.

**SPARKLETS  
CALIFORNIA'S FINEST  
TABLE WATER**

Drink it regularly for health!  
Coolers Loaned Free—Call  
S. E. GUNDERSON  
PHONE INGLEWOOD 1663

**ANNUAL  
Summer Sale  
Torrance Auto Sales****SEE THESE VALUES**

1936 DE LUXE PLYMOUTH SEDAN Extras	\$695
1936 FORD V-8 TUDOR SEDAN With Trunk	\$595
1936 CHEVROLET MASTER 2-DOOR SEDAN	\$595
1935 DE SOTO SEDAN Thoroughly Reconditioned	\$545
1935 DE LUXE PLYMOUTH SEDAN Trunk and Extras	\$545
1935 DODGE COUPE A Real Value	\$525
1934 DODGE DE LUXE 2-DOOR SEDAN	\$445
1933 P. D. PLYMOUTH 2-DOOR SEDAN Overhauled	\$345
1933 PLYMOUTH 4-DOOR SEDAN	\$345

THESE CARS ARE IN THE BEST POSSIBLE  
CONDITION AND FINISH!  
50 MORE TO CHOOSE FROM  
Also 20 Cars \$25 to \$100 . . . All Run Good!  
NAME YOUR TERMS

**DE SOTO 1420 Cabrillo PLYMOUTH****Now, you can buy  
RUGS  
as you buy dresses  
TO FIT****Alexander Smith Floor-Plan\* Rugs**

A few examples of the sizes and prices:

Size 27x54	\$ 3.45
Size 6x9	21.50
Size 9x12	36.50
Size 9x15	49.50

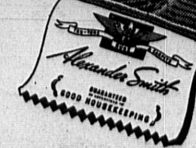
25 Other Sizes

**WRONG: Misfit Rug**

This room looks bare and empty  
because the rug is too small. Now  
look at the other room showing a  
Floor-Plan Rug. Note the correct-  
ness of floor margins, the feeling  
of luxuriousness, the complete  
lack of bareness. Just as you buy  
your dresses to fit . . . so, too,  
should you buy your rugs to fit.

**RIGHT: Floor-Plan Rug**

Floor-Plan Rugs are all-wool,  
seamless rugs made in 23 care-  
fully selected sizes up to 12 x 21  
feet . . . so that there is, virtually,  
a rug of the correct size for  
almost any room . . . They're  
beautiful rugs, in rich, figured de-  
signs, smart, plain colors and new,  
distinctive textures. (\*Trade Mark)



We Give Dividend Dough

**SAM LEVY**  
1307 - 1313 Sartori Avenue, Torrance

**Department  
Store**  
Phone 121-W



—At the Best Price  
for Fine Shoes

**Frank Jarman Custom Shoe**

In selecting our stock of  
fine shoes for men, we  
chose Frank Jarman Custom  
shoes because they are priced at the  
best level for fine footwear. Rich leathers,  
precision workmanship,  
traits of exact fit and fine  
finish—all these things are  
combined to give you real  
shoe quality in a top-row  
value. Let us show you.

**SAM LEVY** DEPT. STORE  
1307-1313 SARTORI — TORRANCE

Frank Jarman Custom Shoe

Do you always have the  
CORRECT TIME?

IF NOT, SEE US!  
We Repair WATCHES  
Quickly and Expertly!

**BAKER SMITH**  
1321 SARTORI AVE.  
Ph. 135-R Torrance

**Our  
Biggest  
VACUUM  
CLEANER  
VALUE**

GRAND PRIZE MODEL 9

**EUREKA  
VACUUM CLEANER**Rebuilt at factory and guaran-  
teed by manufacturer

only \$19.85

A startling value! Grand Prize Winning  
Model at Seiyu Centennial Exposition.  
Sold originally—when new—at \$53.50.

These fine cleaners have been thor-  
oughly reconstructed. Full size, full  
power. Each has new bag, cord, bear-  
ings, brushes, etc. All worn parts have  
been replaced with brand new parts.  
They look and run like new.

\$200 Small monthly payments  
DOWN Small carrying chargeFor Small Additional Charge  
of Only \$3.75

You Get This Set of Attachments:

- Upholstery Nozzle
- Radiator Nozzle
- Upholstery Brush
- Extension Tube
- 8 Foot Connecting Hose

We Also Carry . . . ROYAL — PREMIER DUPLEX  
and MAGIC AIRE CLEANERS

**NATIONAL  
HOME APPLIANCE COMPANY**  
HARRY M. ABRAMSON—"Friendly Credit"  
1312 Sartori Ave., Torrance Ph. 78  
WE GIVE DIVIDEND DOUGH