

Japan Forms Theme for Woman's Club Luncheon Session Here Yesterday

A SUPER SPECIAL

FOR FRIDAY and SATURDAY

● **FREE!** ●
A Beautiful 32 Piece Set of
DISHES

With The Purchase of Any BREAKFAST SET of Table and 4 Chairs in the Store Selling Now at Only

\$15.95 - \$16.50 - \$18.95 - \$24.50 and \$29.50

NOTE:—Absolutely No Advance In Price To Allow For Free Deal!

La Mode Furniture

(FORMERLY MILLER FURNITURE CO.)
GASTON J. ARCQ, Proprietor

1513 Cabrillo Ave. Phone 545

SOUTHERN
CALIFORNIA'S
RETAIL SALES
LEAD THE WEST



ELECTRICITY

BRINGS PROGRESS

SOUTHERN CALIFORNIA'S retail sales represent one-third of the volume of this class of business throughout the vast area of the eleven western states.

This tremendous volume of business, amounting to one billion, three hundred million dollars and ranking Southern California as the nation's fourth largest retail market, flows through a vast number of retail establishments, furnishing steady employment to an army of men and women.

Electrical service of the Edison Company is a material contribution to this progress. Abundant, low cost light and power, throughout the communities with which the Edison Company is intimately identified, helps speed up sales and reduces distribution costs.

Electricity illuminates shopping districts. It brings daylight indoors to light stores and display windows. It air-conditions for comfort and efficiency. It flashes the advertising signs, operates elevators and escalators, telephones and signal systems. It runs interurbans and street cars that carry buyers by the millions.

Edison service to Southern California's retail business is an essential service, and has grown as this retail business has grown.



SOUTHERN CALIFORNIA EDISON COMPANY LTD.

Mr. Iceman, take your pick!

You'll find Hot Bargains of every kind in the Classified Columns of the Torrance Herald. Take your pick... there's profit to you in every one!



Celebrates 37th Wedding Anniversary

On the day her parents, Mr. and Mrs. Patrick Roach, celebrated their 37th wedding anniversary. Dorothy Fay, youngest daughter, married Albert Simmons recently. Rev. G. G. Schmid, former Torrance pastor, united the young couple at the First Evangelical church in Santa Anna.

After the ceremony, a wedding supper was served at Rev. Schmid's home to a large number of relatives and friends.

Mr. and Mrs. Roach were married in Marico, Texas, Oct. 21, 1900. They have six children, five daughters and one son, and 11 grandchildren.

All were present at their anniversary and Dorothy's wedding except the son, Patrick, Jr., who was in Tucson, Arizona, on business. Roach is construction foreman in Columbia Steel's Engineering and Maintenance department, and has been a steel worker for approximately 10 years.



N. B. P. W. Meeting At Leech Home

Twenty-three members were present at the regular business meeting of the National Business and Professional Woman's Club, when it met at the home of Harriet Leech, 1630 Amapola avenue, Monday evening. Plans for the dinner-meeting, November 15, were outlined. Leech, Hoover, Mary Vonderahe and Orda Peitzke comprise the committee.

Gardena Club will be hostess to the Bay District at their club-house Friday, November 19. Research chairman of clubs in the district will each give five minute talks. Esther Maxwell representing the local group. Lute Fraser, district research chairman will talk on research. Please make reservations early.

BETWEEN 5c to 7c a lb. is what it is costing Rabbit Raisers to produce a pound of rabbit meat on Fedco. More and more rabbit raisers are turning to Fedco Rabbit Pellets. Feeding a few hutchers for 90 days on a comparative feed basis proves less feed cost, less labor, improves feed and bucks. Better pelts, less diseases, quicker fliers. There's a reason for the largest rabbitries feeding Fedco. Your dealer handles both the Fedco All Grain and the Fedco Complete Rabbit Pellets. If not get in touch with the

FEDCO COMPANY
1840 Valley Blvd., Rosemead, Calif.

STAG PARTY PLANNED BY NATIONAL SUPPLY

Employees of the National Supply company will hold a stag party in the American Legion hall on Carson street, Monday evening, Nov. 15, at 7:00 p. m.

L. L. Babcock as chairman has arranged an interesting program for the evening.

MRS. BROOKS MOTORS SON TO STANFORD

Phillips Brooks, son of Mr. and Mrs. Willis M. Brooks, arrived home Saturday afternoon from New York City where he studied with the Rockefeller Foundation for the past eight weeks. On Monday he left for Palo Alto to resume his Stanford University studies. Mrs. Brooks drove him north and returned Tuesday night.

JOE'S DAUGHTERS INITIATE SEVEN

Joe's Daughters initiated seven candidates into their order at their regular meeting held in the Masonic Temple Tuesday evening. Miss Jane Johnston, honored guest conducted the ceremony assisted by other officers of Torrance Bethel.

New members are Misses Anna Margaret Watson, Patricia Janice Doan, Jeannine Barkdull, Lillian Prince, Margaret Shawger, Vivian Wertella and Helen Thompson.

The temple was beautifully decorated for the affair with chrysanthemums of copper color and white and autumn leaves. More than 100 persons were present.

Billy Tolson Celebrates Birthday With Spooks

Master Billy Tolson laughs at ghosts and goblins and 13 is his lucky number. Billy celebrated his eighth birthday Saturday, when 12 of his boy friends gathered at the W. H. Tolson home, 2013 Arlington avenue, and engaged in every conceivable form of Halloween prank. Needless to say the neighbors were aware that Billy had a party.

Refreshments were served at a long table decorated in black and orange. A Halloween cake around which animal crackers paraded graced the center of the long table where the following were seated:

Jackie McQuaid, Bobby Warner, Billy Morgan, J. R. Steoh, P. K. Miltstead, Bernard Smith, Edford Page, Eddie Findley, Jack Tolson, Tommy Nuckles, Edward McCall, Vernon Green and Billy.

RELIEF SOCIETY ELECTS OFFICERS

Mrs. Janet Woodington, 2015 Arlington, was elected president of the Torrance Relief Society this week when the group met at her home for the annual election of officers.

Others of the staff are Mrs. Fred Lessing, vice president; Mrs. Helen Miller, secretary; Mrs. Geraldine Satchell, treasurer. The society will continue to hold regular business meetings at the Woodington home until another meeting place is selected.

MARCIA ROUS HOSTESS AT COSTUME PARTY

Marcia Rous entertained in honor of her house guest, Magdalena Semenz, of Walnut Park with a costume party at the Rous home Friday evening.

A scavenger hunt furnished plenty of excitement and was won by Barbara Hall and Jimmy Higgins. Larry Thompson captured the prize in a game called jumbled words and Frank Whiting received the door prize.

Those present were Magdalena Semenz, Connie Fernley, Irene Finley, Marcella Smith, Phyllis Campbell, Anna Watson, Virginia Hall, Jimmy Higgins, Warren Edwards, Frank Whiting, Larry Thompson, Billy Moon, Bobby Golden, David Richards.

C. E. GUILD MEETS WEDNESDAY

Mrs. Fred Spegher and Mrs. Archer Lewis will serve as co-hostesses at the regular meeting of the Central Evangelical church guild, which will meet in the guild hall corner of Arlington and Marcella avenue, Wednesday, November 9, at 2:00 p. m.

HIGH SCHOOL P. T. A. MEETS MONDAY

"Peace and Understanding in the Home" will be the theme for the meeting of Torrance High School Parent Teachers Association, which will be held in the school music room Monday, November 8, at 2:00 p. m.

The entire program will be contributed by students. Parents and friends are invited.

A representative from each of the Scout Mother Auxiliaries met with scout masters in the guild hall of First Christian church Monday evening in an effort to consolidate all auxiliaries into one.

The plan seemed to meet with the approval of all present and a second meeting was called for Monday, November 15.

Various suggestions for securing a permanent meeting place for the Boy Scout Troops were discussed and Mrs. Leah Bratton was appointed as a committee of one to investigate the matter.

666 Checks **COLDS** and **FEVER**
Liquid, Tablets, Salve, first day, Nose Drops, Headache, 30 minutes
Try "Rub - My - Tism" - World's Best Lintment

Fern Avenue School Teacher Describes Land of Rising Sun

Thru-out the year the Torrance Woman's Club is endeavoring to bring to members a review of the world in general, taking each country as the topic for one of the monthly meetings. At the Wednesday luncheon Japan was the country chosen and decorations, menu, study and after-

noon speaker all helped to make the program outstanding. While Japan is often called the "Land of the cherry blossoms," the chrysanthemum is considered the most loved flower. The committee in charge chose chrysanthemums of brown and gold to decorate their luncheon tables around which some 45 women were seated. A chop suey luncheon was served by five Japanese girls dressed in their native costumes. Each club member received a question or answer about the food, clothing, plant life, industry or characteristics of Japanese people. These were read by the persons holding them.

Large Cake Divided
Miss Esther McDuff, for many years a teacher in the schools of Japan but now a member of the Fern Avenue faculty, was guest speaker. She gave a most interesting talk on the schools of the Japanese people. She displayed linens, rugs, dolls, stoves, kimonos and chinaware, which she selected from her large collection made in Japan.

Mr. De Lucas of the Van De Camp company, who spoke during the luncheon, told of making the bread in the various countries thru-out the world. A huge cake, beautifully decorated, was cut in quarters and club members drew numbers to determine who should receive the equal parts. Lucky persons were Mrs. J. B. Scotton, Mrs. George McShon, Mrs. Otto Kresse, Mrs. R. S. Sleeth, Mrs. Leon Ralston received a jar of face cream donated by Carrie Parks, manager for Sarah Cooley cosmetics.

Calendar
TONIGHT, NOV. 4
6:30 p.m.—Rotary at Legion Hall.
7:30 p.m.—Boy Scout Troop No. 217.
7:30 p.m.—Boy Scout Troop No. 219.
7:30 p.m.—Townsend Club at Elementary school.
7:30 p.m.—O. E. S.
8:00 p.m.—Modern Woodmen.

FRIDAY, NOV. 5
8:00 p.m.—Loyal Order of Moose.
8:00 p.m.—Masons.

SUNDAY, NOV. 7
Services in all the churches.

MONDAY, NOV. 8
2:00 p.m.—High School P. T. A.

TUESDAY, NOV. 9
7:30 p.m.—Boy Scout Troop No. 211.
7:45 p.m.—American Legion Auxiliary.

WEDNESDAY, NOV. 10
2:00 p.m.—C. E. Guild.
2:00 p.m.—St. Cecilia Guild.
7:30 p.m.—Boy Scout Troop No. 218.

THURSDAY, NOV. 11
7:45 p.m.—Rebekahs.
8:00 p.m.—A. O. U. W.
8:00 p.m.—V. F. W. at Loma.

LOCAL GROUP ENJOY RADIO PARTY
Members of the "Idler Club" recently attended the broadcast of Hollywood Hotel, later dining at Eatons and visiting Oliver street. In the party were Mmes. Ona Allen, Louise Diesel, Lulu Geraghty, Tory Thompson, Janice Mitchell, Amanda Law, Hatice Smith, Anna Sandstrom, Ruby Mosher, all of Torrance, Ann Warburton, Alice Leonard and Esther Cowahlo, all of Redondo Beach, Mae Martin of Culver City, Florence Finkle and Louise Dodd of Oklahoma.

DOROTHY AND JOANN HOSTESSES AT PARTY
The Fred Sandstrom home, 2322 El Dorado, furnished the setting of a jolly party Saturday evening, when the Misses Dorothy and Joann entertained their friends at a Halloween affair.

The guests all in costume included Phyllis Conley, Audrey Miller, Emma Jean and Joan Sommers, Joan Sumrutt, Martha Wheeler, Doris Robinette, Lucy Rose, Irene Heipke, Marlene and Margaret Leggett.

RUTHIE KERBER PARTY HOSTESS
Miss Ruthie Kerber entertained her classmates at a party in her home, 1720 Cabrillo avenue, Wednesday. Those included were Kathryn Jane Turner, Nada Mitchell, Donaldson Livermore, Rosie McCloud, Caroline Mitchell, Andrew Miller, Bobby Leech, Jim Post, Helen Erickson, Barbara Lee Watson, Winifred Philp, Norma Levy, Marion Brewster and Ruthie.

SUBSCRIBE TODAY!
The Torrance Herald carries all the news. Don't be an "outsider"—Subscribe today!

SAVE NOW and SAVE CONTINUOUSLY!
Brand New 1937 Model
ELECTROLUX 10% OFF
Choice of 5-6-7 Cubic Feet Sizes
HURRY! ONLY FEW LEFT!
\$5.00 DOWN — BALANCE MONTHLY!

Torrance Plumbing Co.
F. L. PARKS, Proprietor
1418 Marcelina Avenue Phone 60

SAVE ON WINES
For a limited time we are offering the best Northern California Sweet WINE—Tokay, port, white port, sherry and muscatel—at a substantial reduction. Hurry while supply lasts!

20c Gal. 79c
DRY WINE
15c Gal. 50c

We Carry a Full Line of Domestic and Imported Liquors, Beer and Champagne.

Village Liquor Stores & Winery
2 Stores—1911 CARSON Torrance
24513 Narbonne, Lomita