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Takes particular pains to see that your wearing apparel is made fit for further wear. Bring them in. We guarantee our work.



YOUR SUIT BY TAPE MEASURE

We make them to suit you and guarantee a perfect fit.

SAM LEVY

NEW AND LARGER STORE TORRANCE

OBSERVATIONS

(Continued from Page One)

sight. And along comes one of these 'I hearers,' maybe a traveling salesman. He heard business was rotten in the next town, and still farther off it was worse—in fact, the farther you get from the town in which the 'I hearer' is operating, the worse things are. 'Immediately the merchant he's talking to begins to seal down his orders. 'Having heard that business was bad in surrounding towns, he tells a few of his customers that he heard business was bad elsewhere, and his customers shrink their purchases. They're getting ready for tight money. 'Then they proceed to spread the news, and here's a strange thing: did any one ever come home to you and say 'Ford put on five thousand men last week, or 'The National Cash Register put up a new building,' or 'The General Electric Company took on several thousand new people in the last few months?' But let one start a rumor that Henry Ford laid off five hundred men, and it immediately becomes five thousand. 'And what's the effect of spreading these reports? The buying tendencies of the automobile prospects dry up. 'Business was going good until the 'I hearers' stepped in, knocked the automobile sales, and interfered with business of all kinds. 'People begin to wonder when the local factory will close, the 'I hearers' get hold of it and spread the news that it is going to close, and its customers hesitate to buy. 'The 'I hearers' bring about the conditions they talk about. It is true they might have come anyway, but whoever heard of anyone's burning up their house because there happened to be a fire in the neighborhood?'

Big Los Angeles Dailies Are Scooped on Mail Theft Story by Torrance Herald

First in Southern California with the news of a \$12,000 mail robbery in Los Angeles! That is the enviable scoop scored by The Herald Tuesday. The Herald Tuesday published a complete account of the theft of the \$12,000 in twenty-dollar bills from a consignment of cash mailed to the First National Bank of Torrance. On Thursday, two days later, the Long Beach Press carried news of the robbery under an eight-column streamer line on the front page. The fact that the Press featured

the story indicates its news value— even when the story was three days old. The Los Angeles morning papers of Friday published the news of the robbery—when the news was four days old. And this despite the fact that Los Angeles detectives took charge of the case last Monday morning. If you want all the local news while it is news read The Herald. And certainly you will pardon our crowing just a little bit at our success in scooping the metropolitan dailies on big Los Angeles news.

Field's Yield Is Boosted by 9 Completions

New production from nine new wells completed during the past three days aggregated 3020 barrels a day. The Superior Oil Company's Torrance No. 24 on the Joughin property led the list with 700-barrel daily production. No. 24 wells drilled to 3824 feet. The Shell company brought in five new wells, four on the Bleumle lease and one on the Scarborough. Depths and production of these wells are as follows: Bleumle No. 6, 180 barrels at 3560 feet; Bleumle No. 7, 500 barrels at 3865 feet; Bleumle No. 8, 150 barrels at 3860 feet; Bleumle No. 9, 245 barrels at 3860 feet; Scarborough No. 5, 275 barrels at 3860 feet. The Chanslor-Canfield Midway Oil Company added another good production to the list of Torrance wells when Torrance No. 65 was completed at 3700 feet for a daily yield of 450 barrels. The surprise wells of the week were the Courier-Flint No. 1 and the Fullerton Oil Company's Barlow No. 1. Both of these wells are in the southwestern extension, south of the Associated Oil Company Cunningham lease. The Courier-Flint producer, drilled to 3730 feet, is making about 300 barrels of 24.3 gravity oil a day, while the new Fullerton well, completed at 3600 feet, is flowing at a 250-barrel rate.

The guests who enjoyed the Smiths' hospitality were Mrs. McMannus, Mrs. Alfred Gourdeur, Mrs. J. O. Moore, Mrs. James T. Wise, Mrs. W. H. Dolley, Mrs. Henry Barnett, Mrs. George Greaves, Mrs. J. B. Hines, Mrs. Walter Renn, Mrs. W. H. Stanger, Mrs. Mary McKinley, Mrs. George Watson.

Golden and Silver Wedding Days Are Celebrated Here

Mr. and Mrs. W. H. Dalglish of 2215 Gramercy avenue entertained at dinner Wednesday in honor of the golden wedding anniversary of the host's parents and the silver wedding anniversary of the hostess' sister. The guests of honor were Mr. and Mrs. James Dalglish of Riverside and Mr. and Mrs. W. G. Sawyer of Redondo Beach. Other guests were Mr. and Mrs. S. F. Keller of Hillcrest drive, Los Angeles. Miss Mattie Rowley of Los Angeles was entertained over the week-end at the home of her sister, Mrs. J. M. Fitzhugh.

Torrance Women Entertained at Anaheim Landing

A charming affair was enjoyed Friday when Mrs. R. R. Smith entertained the ladies of the Friday Afternoon Club at the Smith cottage at Anaheim Landing. Mrs. Harry McMannus was the guest of honor. A dip in the surf preceded a delicious five-course luncheon. The table was beautifully decorated, a color scheme of pink and white being followed. The afternoon was devoted to the Smiths' hospitality were Mrs. McMannus, Mrs. Alfred Gourdeur, Mrs. J. O. Moore, Mrs. James T. Wise, Mrs. W. H. Dolley, Mrs. Henry Barnett, Mrs. George Greaves, Mrs. J. B. Hines, Mrs. Walter Renn, Mrs. W. H. Stanger, Mrs. Mary McKinley, Mrs. George Watson.

Meet 100 Tourists From Torrance In North California

Mr. and Mrs. J. C. McVey arrived home from Yosemite Wednesday of last week, after a month's vacation. Mrs. McVey represented that Torrance this season, as they met more than one hundred tourists from this city, and they all carried Torrance signs on their cars.

COMING MOVIE ATTRACTIONS

When "Daddies" is shown at the Torrance theatre tonight as the feature attraction, you will have an opportunity to see one of the very finest of stage productions presented in motion pictures by a hand-picked cast of brilliant stars. Picture producers for years have been dreaming of the time when they could produce Belasco plays on the screen. "Daddies" is one of the very best of the Belasco plays, a clean, sparkling comedy that will chase away the glooms and the joy-killing blues. It is a picture that combines comedy, pathos and drama in just the right proportion for maximum entertainment quality. Advance reports indicate that this picture is already enjoying success as one of the very best pictures of the year.

A tale extraordinary will be unfolded on the screen of the Torrance theatre with the coming of "The Fair Cheat" Saturday. The theme of the story is such that it is in almost the last foot of the picture that the final cheating is explained and the cheater finds herself cheated in the most shameful manner. It is a boy and girl story with the youth striving to make his way in the world and also have his way with the girl whom he wants to marry. Her dad, a millionaire, agrees to the marriage, provided a certain test of the boy's feelings is made. The test involves shipwrecks, crooked private secretaries, a Broadway chorus, and life in a two-by-four uptown apartment.

Bancitaly Officers Visit Local Bank

E. C. Abel, secretary Bancitaly Corporation, and R. H. Coulter, manager Bank of Italy, Los Angeles, were visitors at the State Exchange Bank Thursday. Mr. Abel is vice-president of the State Exchange Bank.

RADIO

(Continued from Page One) it could not travel through a vacuum and would be influenced by wind and air conditions just as sound is, whereas radio passes unhindered through brick and stone and is uninfluenced by storms except of the electrical variety. Wave motion has a great deal more to do with our every-day life than the average person dreams. For sound is, but a series of waves in the air, and light (strangely enough) is nothing but a series of wave-motions in this same ether that we are talking about. But light waves are very short and have a very high frequency (that is, they vibrate many millions of times per second, depending upon the color), whereas the "electromagnetic" waves of radio are much longer and have a much lower frequency. Next time we will explain just how these waves are sent out by a transmitting station, and how it is that you can receive them on your outfit.

TOWNE ALKE "Just for Fun" By RAS BERRY

Doc Shidler's boys gave a Hindu play Tuesday night with neighbors enjoying it. John Shidler wrote it. More plays in the home and less social activity in the schools is a good thing, say we.

Lawrence Crowell couldn't find the ivory cue-ball at the American the other night. Cal Anderson had it in his hip pocket. They've only got one ivory cue-ball and Cal was trying to hatch out another. Cal proved to be a poor hen.

Sam Levy and Mrs. Levy and Mr. and Mrs. Fred Hansen spent a couple of days up in Santa Ana canyon, pitching horseshoes. As the late George would have said—'Nobuddy was hurt.'

Mr. and Mrs. George (Senator) Neill are pretty good duplicate whist players, holding the Post avenue championship up to date.

Dick Malone is being urged to run for President on the carpet drug store ticket. Everett says if Dick can poll the drug-store rathbird vote he will walk in. The only handicap Dick has got, according to Carson street boosters, is a facial resemblance to Fascom Slomp.

Some time when you haven't got anything else to do get M. L. May to tell you how he caught 57 fish in an hour up north.

Bill Kluesman said they charged him more that time he hired the Legion hall than they are charging folks now. Ras told Bill the extra charge was for depreciation of the building, they knowing he was going to shake the rafters.

When Gene Davis, C. C. M. O. geologist, come home from New York with his bride the boys in the office had a clipping from The Herald hanging over his desk with a crepe around it. Bachelors don't know the difference between a funeral and the dawn of happiness, eh, Gene?

Fred Palmer and Mike Fix have took out some extra life insurance.

A guy come in from Long Beach to look over the chances of starting another drug store in Torrance. Ras told him there was already enough restaurants in the city.

The local population of bowling widows is increasing rapidly.

Doc Hoag is up north in his car touring around. Doc says he remembers in the war when horse-shoers got too rough on the equines they transferred them to the dental corps.

This week the business manager is going on his vacation, so the editor has got to see that the payroll is met as per usual. Even for two weeks out of a year that's too much to ask of an editor.

All candidates for Fourth District offices will be here at the Harbor District Chambers of Commerce meeting Thursday, Aug. 11. Bring your gas mask.

Verne Babcock says opening a package of money supposed to hold \$12,000 and finding it stuffed with magazine paper is like going to a circus and staying outside the tent.

Everybody keeps razzing ye ed about the water. Quit it. Doc Stevenson says we ought to be tickled to death with all that sulphur in the aqua. If the kids get the itch you needn't buy any sulphur ointment, says Doc. Just give 'em a bath.

The Chamber of Commerce is going to buy two chairs and six cuspidors, providing for one receptacle between each two chairs. As yet there has been no movement started to change the name of the organization from the C. of C. to the Sit and Spit Club.

The K. L. Pin Splitters, a new entrant in local bowling circles, gave the First National Bank team an awful walloping Wednesday afternoon at the American. The teams were supposed to roll three games, but the K. L. boys had amassed such a tremendous lead in the first two games that the bankers, realizing they could never catch up, decided it would be cheaper to pay for two instead of three games, and quit and went home to supper. Ye Ed is captain of the Pin Splitters and rolls a mean globe. During the match Jimmie King set up a new Torrance record for splits, while Bob Deinger won the gutter-tossers' sweepstakes.

MACCABEE NOTES

The officers of the Maccabees met Monday at the home of Mrs. Mary Blanchard of Hawthorne. Plans were perfected for a pie sale to be held Wednesday, Aug. 20. At the regular meeting of the review next Tuesday plans for the next bazaar will be discussed. All members please attend.

MRS. BABCOCK TO RETURN

Mrs. L. V. Babcock has so far recovered from the effects of a recent operation for appendicitis as to be able to return to her home.

Summer Girls in Redondo Pageant At Beach Sunday

Redondo Beach will be the mecca for all Southland pleasure lovers on Sunday, Aug. 10, to witness the Annual Marine Fashion Show, Contest and Pageant, which is to be staged by the Pacific Electric Railway Company and the Redondo Boosters' Association. The revue will consist of three divisions: First, moving picture girls attired in the latest creations in summer costumes; second, moving picture girls in fancy bathing suits; and third, Redondo Beach girls in practical bathing suits. The program will include an automobile parade along the amusement zone, headed by the Redondo Beach band. The parade will terminate in front of the dance pavilion, where a specially constructed runway has been built, on which the fair maidens will be reviewed for the purpose of awarding prizes.

26 Cities Join To Fight Boost In 'Juice' Rates

Twenty-six cities in Southern California have applied through counsel for a rehearing before the railroad commission on the recent decision of the state body to grant the Southern California Edison Company an increase of \$110,000 during the present power emergency. The trustees of the city of Torrance recently appropriated the \$50 to help defray the cost of the hearing.

ORDINANCE No. 86 An Ordinance Re-Classifying Property.

The Board of Trustees of the City of Torrance do ordain as follows:

- Section 1 Lot 18 of Block 16 Lot 1 of Block 21 Lot 4 of Block 22 Lot 3 of Block 24 all in Torrance Tract are hereby re-classified from Residence District Class I to the Business District Class III.

The City Clerk shall certify to the passages of this ordinance and the vote thereon and shall cause the same to be published twice in The Torrance Herald, a semi-weekly newspaper of general circulation, printed, published and circulated in said City of Torrance, which is hereby designated for said purpose, and thereafter this ordinance shall be in full force and effect.

Approved this 4th day of August, 1924. J. S. TORRENCE, President of the Board of Trustees of the City of Torrance.

Attest: A. H. BARTLETT, City Clerk of the City of Torrance.

State of California, County of Los Angeles—ss. I, A. H. Bartlett, City Clerk of the City of Torrance, do hereby certify that the foregoing Ordinance

Bank Open 9 A. M. to 3:00 P. M. Saturday 9 A. M. to 1 P. M.

EVERY WOMAN—

SHOULD HAVE A SAVINGS ACCOUNT. IT IS THE FOUNDATION OF WEALTH. IT IS EASILY STARTED. BECOMES A PLEASURE TO KEEP IT GROWING.

A LITTLE NOW—

A LITTLE EACH WEEK SOON BECOMES A NICE BALANCE.

State Exchange Bank "THE COMMUNITY BANK" WE PAY 4% ON SAVINGS ACCOUNTS— TORRANCE CALIF.

the passage of this ordinance and the vote thereon and shall cause the same to be published twice in The Torrance Herald, a semi-weekly newspaper of general circulation, printed, published and circulated in said City of Torrance, which is hereby designated for said purpose, and thereafter this ordinance shall be in full force and effect.

Approved this 4th day of August, 1924. J. S. TORRENCE, President of the Board of Trustees of the City of Torrance.

Attest: A. H. BARTLETT, City Clerk of the City of Torrance.

State of California, County of Los Angeles—ss. I, Albert H. Bartlett, City Clerk of the City of Torrance, do hereby certify that the foregoing Ordinance was duly and regularly adopted by the Board of Trustees of the City of Torrance at a regular meeting of the said Board held on the 4th day of August, 1924, by the following vote:

Ayes: Trustees Brooks, Deinger, Fitzhugh, Torrance. Noes: Trustees none. Absent: Trustee Smith.

In Witness Whereof I have hereunto set my hand and official seal of said City. (Seal) A. H. BARTLETT, City Clerk.

An Ordinance Amending Ordinance Number 10. The Board of Trustees of the City of Torrance do ordain as follows:

Section 1 Ordinance No. 10 is hereby amended by adding thereto the following section: "Section 1a. A fire district is hereby created including and consisting of the following property: Lot 18 of Block 16 Lot 1 of Block 21 Lot 4 of Block 22 Lot 3 of Block 24 all in Torrance Tract within which district it shall be unlawful to erect any building not of fireproof construction as defined by this ordinance."

Section 2 The City Clerk shall certify to the passages of this ordinance and the vote thereon and shall cause the same to be published twice in The Torrance Herald, a semi-weekly newspaper of general circulation, printed, published and circulated in said City of Torrance, which is hereby designated for said purpose, and thereafter this ordinance shall be in full force and effect.

Approved this 4th day of August, 1924. J. S. TORRENCE, President of the Board of Trustees of the City of Torrance.

Attest: A. H. BARTLETT, City Clerk of the City of Torrance.

State of California, County of Los Angeles—ss. I, Albert H. Bartlett, City Clerk of the City of Torrance, do hereby certify that the foregoing Ordinance

RAYMOND T. RICHEY and Evangelistic Party will open meeting Long Beach, Calif., FRIDAY NIGHT, AUGUST 8th Old Time Revival and Gospel of Healing—Just from great meetings South and East Big Tent—5000 Seats 7th and Alamitos Str.



All Widths, AA to D Prices \$7.50 to \$10.00



OMEN who appreciate refinement in style as well as quality of materials will welcome the arrival of several new QUEEN QUALITY models at Rappaport's.

BLACK SATIN GREY and TAN SUEDE and BLACK BEIGE

Are the Favorites, now. We have them. There is so much satisfaction in buying a Queen Quality shoe, because whether one chooses a conservative model or an ultra modish creation, you know, beyond a question, that it is CORRECT, and the quality, the best.

RAPPAPORT'S

TORRANCE

Renn & Tomkins 1639 CABRILLO, TORRANCE Good Things to Eat Phone 18 Tomatoes, 3 2 1-2 Cans.. 35c STRAWBERRY JAM, 4 lbs. . . . 95c ASPARAGUS No. 2 can 30c The Price of Coffee Has Gone Up Note Our Saturday Special Price SPECIAL COFFEE 35c Per Pound 35c HIGHWAY Very Special, lb. . 44c MEAT DEPT. HARRY WARREN IN CHARGE FRESH AND SALT MEATS TRY OUR SPECIAL ROASTS WE DELIVER MEAT ORDERS Fresh Fruits and Vegetables Daily We Solicit and Deliver