

Hitt and Runn—Oh Yes! They're Always Willing to Try Anything for One Time!

BY HITT



SAVE WITH ICE

What happens in a good ICE refrigerator

ICE, in a properly constructed and operated refrigerator, creates a constant circulation of pure, cold air, thus removing food odors through the outlet and preventing unappetizing interchange of food flavors. The cycle of air in a well iced refrigerator is exactly as shown in the right-hand illustration. And it is this constant circulation of cold purified air which explains the incomparable freshness of ICE-kept foods.

To enable ICE to serve you most satisfactorily, be sure you have a refrigerator that is well insulated, tightly joined together and built to let air circulate freely. We shall be glad to help you select a properly constructed refrigerator and to see that it is kept well filled with ice.

UNION ICE CO.
R. E. BUDGE, Local Manager
Phone Torrance 193-R 2319 Arlington Avenue

BUSINESS FRIENDLY,

Address of Earl Sams, former Retail Confe-pendents, and Wic

In an address delivered at the conference on retailing in Boston last week, Sams, president of the J. & J. Company operating in retail dry goods stores, stated the objective of the chain store is, and should be, to serve the customer, not the merchant. He is in the right looks upon his work as to which his community is And he has a right to expect only in proportion service rendered.

"Rivalry has always been friendly, between independent merchants, it does between chain store dependents. This could always obtain. I feel the friendly attitude in business coming less marked. More accepted a broader view of their business relationship. On the whole, they are what less selfish.

"Storekeeping can be a great advantage of the store and his customers. The contributes the money; I keeper contributes knowledge and the buying. The merchant's money is invested most economical manner.

"It would seem that in any community, regarding requirements, the servant of his public, deduction applies with equal force to both the chain store and the independent retailer. The relationship that properly should exist between the chain store and the independent store is that of two men who happen to be in the same kind of business. "Already a large part of the independent merchant is proving to themselves early fears of chain store groundless.

"Any corporation which have as its supreme objective service-rendering, project, deserves to fail, because of its inability to act on principles in its operation. The hope for its permanent need be entertained.

"The extent to which stores will continue to be throughout the country is determined solely by the financial resources these. Selling groups can command a matter of deepest conviction that neither the chain store nor the independent merchant should depend upon what has, in order to get more of itself, does not make any sense.

"The successful merchant, whether with a chain system or operating as an independent merchant, will be that individual who brings community merchandise, needs, and under the most able conditions possible, duct, both as a distributor of merchandise and as a citizen community's confidence by its continued patronage.

"The average chain store is but the elongation of an independent store—a group being operated by method have been proved profitable successful independent store's subsequent growth, chain store system, the merchant's reinvesting of his single store in a store, is the only natural such a merchant's logical. "Reduced to its simplest the chain idea merely growth.

"There seems never to be any objection entertained independent merchants concern growth of the business of the pedent retailer. The law and demand is considered to govern his investment finds it profitable to expand and to increase space, he is congratulated ability as a manager. In other hand, he prefers to his increased floor space neighborhood or community, why should he be looked upon with suspicion, his motives questioned, or he himself be looked upon as a

Women

Mabel Macferren

A conspicuous figure even in this age of business and professional women is Miss Mabel Macferren, attractive and efficient young electrical engineer of the Southern California Edison Company.

In proof of this is the fact that last week at the convention of the American Institute of Electrical Engineers at Santa Monica, she was called upon to deliver a paper entitled: "Parallel Operation of Transformers Whose Ratios of Transformation are Unequal."

Undaunted by the scarcity of women in her chosen profession, Miss Macferren was graduated in electrical engineering from the Massachusetts Institute of Technology, in 1925. A Stanford University she took a special course in high-voltage. For the past three years she has been with the Edison Company.

Through the barrier of professional terminology, it was occasionally possible last week to discern the Institute of Engineers' real effort in holding this convention. To make the world more electrical-minded seemed to be this aim.



MABEL MACFERREN rates of transformation are unequal.

Great Nerve

A brush fire was raging last June in Little Creek Canyon, in the San Bernardino Mountains. It was threatening the invaluable watershed nearby and hundreds of acres of timber.

On her way to Camp Bonita, Dorothy Corgill, 15-year-old, California girl, noticed the fire. She was threatening the invaluable watershed nearby and hundreds of acres of timber.

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Famed Cousin

Mourning at her home at Santa Ana is Miss Lillie K. Sutherland, cousin to Brevet-Lieutenant-Colonel Charles Westrope Selby, D. S. O. C. B. F. M. C. M. J. O. R. A., famed British war hero, who, last month, died suddenly in England.

Rearred together in England, Miss Sutherland and Selby had not seen each other for thirty years. On his next furlough, Colonel Selby would have visited Santa Ana, many another Southern California city.

World-wide was the recognition of Miss Sutherland's cousin. For gallantry many times was he honored by royalty. On a diplomatic mission to Austria, he saved the life of ex-Empress Karl, who was threatened by an armed mob. Associated was he with the official families of Ramsey MacDonald and Austin Chamberlain. His only brother, Walford Selby, is now private secretary to the British Secretary of Foreign Affairs, Arthur Henderson.

Artist Guppy

A widely known artist and former art editor of Modern Pricilla magazine was Mrs. Ethelyn Jones Guppy, 52 years of age, who died at her Alhambra home last week following an operation. Her husband, George Guppy, architect, survives her.

During the World War Artist Guppy was connected with the surgeon-general's department of the United States Army, where teaching crafts to the wounded soldiers was her duty. This position she later resigned, however, to organize a similar department for the American Red Cross. Her work with the magazine she resumed several years ago. In Alhambra she was active in the Women's Club, Business and Professional Women's Club, the First Presbyterian Church.

Conventions

A-Grave Business

Sober, sour, joy-killing, have cemetery superintendents always seemed to the casual observer; an eventful, out of touch with all progress has appeared their chosen calling.

Such an opinion would have been abruptly changed, however, had Mr. Observer witnessed over 200 sprightly members of the Association of American Cemetery Superintendents, hop from the train in Los Angeles last week for their forty-third annual convention. Still more surprising was the nature of the speeches; progress was their keynote.

Indeed, Representative Hubert Eaton of Forest Lawn Cemetery, Los Angeles, maintained that "sooner or later aviation is bound to touch the larger cemeteries, and looking fifty years ahead, plans of the modern cemetery will include provisions for airplane landing fields as well."

Predominating in most of the speeches at the convention was the idea that abolition of monumental workers and large tombstones is necessary. Landscaped gardens that resemble pleasure parks, save for inconspicuous head-stones, will be the ideal of these superintendents henceforth.

To shatter completely any public illusions as to their dislike of regular party, the representatives attended theatres, balls, other light pleasures, during the convention.

Aviatrixes Prizes

Fruits of their toil, rewards for their long, tedious grind were received last week by the eighteen women fliers who raced from Santa Monica to Cleveland in the women's air-derby. At the National Aeronautical Exposition, at Cleveland, their triumph was recognized, prizes were awarded them.

Prime among the Southern California winners was Gladys O'Donnell, who won second prize. Her winnings consisted of \$1950. On the verge of tears was she when she learned that she was to receive a memorial trophy honoring her close friend, Mrs. Jessie H. McWhinney, killed in an airplane spring at Long Beach. C. C. McWhinney, widower, offered the trophy.

Ruth Elder of Beverly Hills was also among the prize winners. She took the Hollywood prize of \$525 for placing fourth in the derby and the Hoot Gibson trophy of \$1400 was taken by Louise Thaden, Pittsburgh, winner of the derby. Third prize was won by Amelia Earhart, Brookline, Mass., successful conqueror of the Atlantic. It amounted to \$875.

In the light plane class Phoebe Omble, Memphis, took the first prize of \$500. Second prize went to Edith Foltz, Portland; it amounted to \$450. Mrs. Keith Miller, New Zealand, took the \$525 third prize, and Thea Rasche, Germany, took fourth, \$175.

Aimee's Hotel

Aimee Semple McPherson, famed Los Angeles evangelist, last week adopted the somewhat worldly role of a \$1,000,000 hotel proprietor. The new structure she will have erected next to Angelus Temple. To furnish accommodations for out-of-town followers is its chief purpose. It will also be opened to the public.

Papers which the noted woman preacher took out in Sacramento last week cover organization of the Echo Park Hotel Corporation, Ltd. It is licensed to maintain and deal in hotels, apartments, restaurants, garages, other real estate. Capital stock is announced at \$1,500,000. Listed as the board of directors are Mrs. McPherson, Cromwell Ormsby and Harriet A. Jordan.

High Honor

Among the highest honors bestowed by the French Government for educational activity is the title of Officer of the Instruction Public. Honored last month with this title was Dr. Mary Sinclair Crawford, Dean of Women and professor of French at the University Southern California.

It was while Miss Crawford was conducting a party of University co-eds to the show places of Europe that her great service to French culture in the United States was so honored. Also this summer did Miss Crawford attend the biennial convention of the International Federation of University Women, Geneva.

Simon Pure

Acme of amateurism is Bobby Jones, the nation's greatest golfer. In golf, though not in law, Jones is blind to the glitter of gold. Last fortnight he came to Los Angeles on his first visit to play golf, to forget his law practice.

Not long had the famous golfer been in town when representatives of a motion picture company offered him \$50,000 for two weeks' work in a talkie picture. But Jones, in a flash of his amateur status, refused coldly the offer. "I wouldn't do two hours of that work for \$50,000 as long as I remain an amateur," said the redoubtable Jones in a slow, Southern accent. Such is the high price which Bobby Jones places upon his amateur standing.

Interesting are the precautions Jones takes to keep free from blemish his spotless amateurism. Once he was asked to endorse a cigarette, not as a golfer, but rather, as a lawyer. But Jones turned a deaf ear.

Later his admiring friends in Atlanta offered him a house and lot. For to Atlanta he had brought great fame. It placed him in an embarrassing position. "I had to turn the offer down," said Jones, "because I felt that acceptance would set a bad precedent for amateur golf. I told my friends that I cherished their desire to do something for me, and that this desire I would accept. Beyond that I could accept nothing."

He turned down an offer from Hollywood Bowl to broadcast over the radio there because he thought some might think he was being paid for his appearance.

For the past two years the Emperor of Japan has offered to send a warship to this country, pick Jones up, carry him to a guest of the Japanese government to Japan. There he would appear in exhibitions, stimulate golf interest in that nation. Said Bobby's manager: "I have tried my best to get Bobby to accept. I have told him he should accept because he would do much good for golf in the Orient and would help cement friendly relations between the United States and Japan. But he will not even listen because he

Upland's Mr. Howe

John D. Howe is Upland's Lemon king, and an American Legion man. When he goes places he looks up the leading citizens, tells them of Upland, and lemons.

Lately Upland's Howe went to Italy, to Rome. As was his custom he looked up the leading citizens. In Rome, as in all Italy, the leading citizen is Mussolini—Ben-

News Review Section

to (Il Duce) Mussolini! To Mussolini went Mr. Howe. He is vice-president of the Upland Lemon Growers' Association, prominent American Legion member, Rotary Club organizer.

When Mussolini had learned all about Howe, other outstanding citizens came forward, also learned about Howe, learned of Upland, lemons.

Labor

Pickers Wages

Each time a San Joaquin cotton picker fills his receptacle with 100 pounds of cotton, he collects \$1.25. This was the dictum last week of San Joaquin Valley cotton growers and ginners and the San Joaquin Valley Agricultural Bureau. Last year the rate of payment was the same.

In the Valley this year there has been a 100,000-acre increase in cotton land over last year. This pleasant condition is overshadowed by an expected lack of Mexican labor to harvest the crop. Fear that they will be deported under the new regulations of the immigration bureau may keep Mexicans from migrating to the Valley, it is thought. The Mexican pickers who brave the recent immigration scare will be provided with identification cards, in keeping with immigration regulations.

Income Gestures

Many a gesture was made last week, will be made, by a number of labor organizations, against the existing income tax rates on earned incomes.

Late in September will meet the California State Federation of Labor. At Long Beach on September 23 they will gather in convulse, discuss pertinent labor topics. Also will they discuss the possibility of lowering the present rates on earned income.

Other trade and labor organizations have also taken a similar stand. E. C. McDonald of the California State Building Trades Council, John O'Connell of the San Francisco Labor Council, both declared last week that organized labor will do all in its power to obtain a just and equitable downward revision of the tax upon earnings.

Said McDonald: "At our last meeting we unanimously endorsed the movement, adopted resolutions to grant relief to a vast army of women, whose incomes are derived from services to the community. We feel the existing tax works a great injustice."

Also on record as against the present income tax was the newly organized Federated Association of Improvement and Civic Organizations of Los Angeles. The federation represents 150 organized taxpayers, headed by J. B. Redd. Redd is president also of the Affiliated Improvement Association and the University Taxpayer's League.

Law Bolstering

In 1924 was passed an immigration restriction act, restricting the entry of Mexicans into the United States. Since the passage of the law there have been accusations that the law was not being enforced. Mexicans were coming into the United States as they did before the law was passed.

Last week, Clarence L. Kincaid, newly elected state commander of the American Legion, called officials of his organization together, discussed the immigration question. To the conclusion they came that the immigration restriction act of 1924 had utterly failed, because of lack of enforcement.

Result of discussion: Kincaid's legionnaires adopted a resolution, "We request the Department of Labor of California to study the Mexican immigration situation before it takes any concrete steps on restriction. We want to know if Mexican immigration is limited by quota, and whether it is possible by the act of 1924 to eliminate undesirable."

"We also want the State governmental agencies to make a survey of the Filipino immigration prob-

Prohibition

Beer in Harbor

"Though it floats on liquor-prohibited waters, in San Diego (see "Army & Navy") the German ship Emden's canteen store is selling beer. Not real beer, but real German beer, well over the prescribed limit in alcoholic content. "We Germans must have our beer," said Lieutenant Fritz Krauss, one of the Emden's officers.

Last week Lieutenant Krauss was asked for his opinion of prohibition in the United States as seen from the German standpoint. Said he: "It is somewhat difficult for me to answer that question. But the general opinion in Germany is that prohibition in United States has not been highly successful. . . . We have been told that instead of actually prohibiting liquor in America, the liquor laws have only increased the price of liquor consumed and lowered the quality."

When the Emden left Germany, 10,000 bottles of beer were in the canteen. Due to excessive generosity on the part of the crew while at New Zealand, the supply has been reduced to 100 bottles. More will be taken aboard in Panama.

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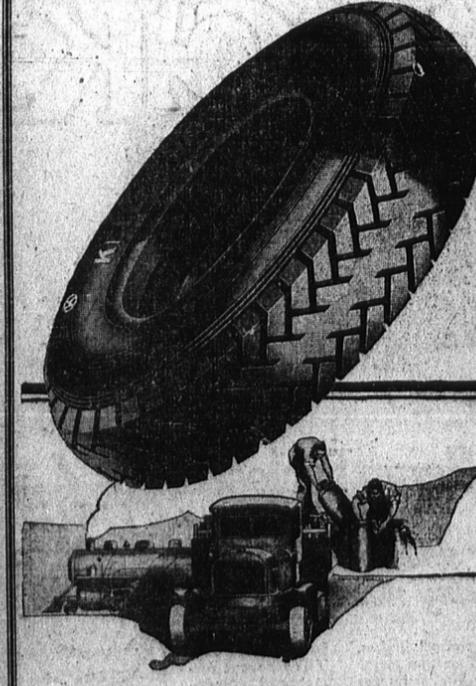
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IN SEPTEMBER

the entire country is studying refrigeration

For the first time this important subject is being observed, studied, analyzed, from all angles. To insure fresh, untainted foods refrigeration must be a factor in each link of the chain. Producer, shipper, wholesaler, dealer and consumer must each realize that lack of refrigeration at any step neutralizes the benefits that have been gained at other points.

In this great educational campaign the Edison Company is taking an active part. Interesting literature on the subject of refrigeration may be obtained at any Edison office or it will be mailed to any address on request.



Kellys are designed for service

Kellys are built to give service—built from the inside right through to the outside to stand up under heavy loads and on tough roads.

If you have been unable to find a tire that will give you one hundred cents' worth of mileage for every dollar you spend, try one Kelly.

One Kelly will convince you that it's a good investment to have Kellys on all around.

Mullin's Complete Auto Service

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