

Extreme Values in HATS

\$2.95 to \$4.95

Both plain and plumed models. Every day new and refreshingly different hats arrive at Levy's Millinery Dept. Drop in and try them on, any time.



Brother and Sister
KNIT SUITS
\$1.95

LADIES'
Silk and Jersey
KNIT SUITS
Clever Sweater and Skirt combinations and a most satisfying assortment. Sizes 14 to 50.
\$5.95

Pretty shades, cleverly decorated, excellent quality.



SPECIAL PURCHASE
200 PAIRS

\$8.85 The Florsheim Shoe

All Sizes
All Styles

SAM LEVY

1311-1313 Sartori Avenue, Torrance

TO COLORADO

Miss Caroline Stroh, office assistant to Dr. Stevenson, left on Thursday of last week for Loveland, Colo., to spend several weeks visiting relatives.

CANNOT BUY SHOES

The Chamber of Commerce regrets that it is not in a position to render this type of aid at the present time. The answer given by directors of the organization Monday afternoon to Coach Earl Fields when he requested the chamber to purchase five pairs of football shoes for members of the High school team who, the coach said, were unable to buy them.

WAR VETS CHANT PRAYERS

TOKIO.—(U.P.)—Prayer has been added to the list of methods used by disabled veterans of the Russo-Japanese War, who demand life pensions. Twenty-five veterans, representing 15,000 disabled soldiers chanted Buddhist prayers to the spirit of the late Emperor Meiji in front of the Meiji Shrine here, for four days, asking that the great ruler of the war period return and grant them justice.

FIVE NEW BABIES ARE ENROLLED AT CENTER

Five new babies were welcomed to the monthly gathering at the Mothers' Educational Center, October 2, which was attended by 26 babies, including those who had been registered previously. The new-comers were: Theodore Hansink, Ashley Elizabeth Rohring, Janette Lewellen, Naida Barnes and Patricia Sever.

THE UNION ICE CO.

Phone 193-R
Prompt Courteous Service
Cash and Carry Service
2319 Arlington

SUTTLE'S BEAUTY SALON

Introduces
DR. MAIER'S NEW FACIAL BLEACH
Which We Have Added to Our Line of Maier's Cosmetics

2 Facials for \$1

DURING OCTOBER ONLY

This Will Recondition Your Face and Remove the Summer's Tan
HAVE YOU TRIED OUR HAIR TRIM? YOU'LL LIKE IT
PERMANENTS, Using
Only the Best Supplies. \$5

SATISFACTION GUARANTEED

MANICURING, SPECIAL \$1
3 for

1335 El Prado.

Phone 438.

KEEP HER FREE FROM foot discomforts

Many foot-ills are caused from wearing ill-fitting shoes in girlhood. Your daughter will be spared from these miseries if she wears correct shoes that fit perfectly.

JUNIOR ENNA JETTICKS

are designed especially for the growing girl and are made in a wide range of sizes and widths to assure a perfect fitting.

Stylish in appearance and moderately priced at

\$5 and \$6

You need no longer be told that you have an expensive foot.

Every Sunday Evening
ENNA JETTICK MELODIES
over WJZ and associated NBC stations.

SAM LEVY

1311-1313 Sartori Avenue
Torrance

The New ENNA JETTICK Scout Shoe



Poet "Zak" Does THE Impossible!

Asserted World Traveller
Pays Tribute To City

(EDITOR'S NOTE: Evidently "Zak"—whoever he is—has either a good imagination or has seen the parts of the globe he mentions in the following verse. At any rate, he is entitled to some honor as he has succeeded in finding a word that rhymed with "Torrance" and that, as amateur poets will tell you, is no mean task. Anyway, here's "Zak's" contribution which came in the Herald's mail this week.)

THE STOPPING PLACE

I have wandered through this world of ours
Back east and in the west—
I travelled roads in many lands,
But never could I rest.
I travelled up in Canada—also
down in Maine,
I roamed the woods in Arkansas
and threw the bull in Spain!
I've travelled down in Egypt and
up in Italy,
I climbed the peaks in Switzerland
and I've sailed the Seven Seas.
I've lived up north, I've lived down
south,
In islands of the sea,
I always come—and always go,
But no place seemed home for
me.
I have lived in the woods, I've
lived on the plain,
And on the mountain's top.
The more I roamed this world of
ours,
The more I tried to stop.
I looked for this, and looked for
that,
And never could I see
A place in all this world of ours
That seemed to be for me.
I have sailed the waters of the
lakes,
And down the old St. Lawrence,
I rowed my boat up Nigger Slough
And stopped right here in Torrance!

RECOVERS STOLEN CAR

C. U. Cartwright, of Wewoka, Oklahoma, was a guest last week of his sister-in-law, Miss Lute Fraser, 1623 Carson street. Mr. Cartwright came to California to claim his automobile, which was stolen at Wewoka, May 28, and located in Long Beach four months later. He left on Friday to drive the car home.

Wins Again



Mrs. Brent Potter, winner of the Del Monte, Cal., women's golf championship last week. Mrs. Potter triumphed over Esther Scott, Berkeley star.

DOESKIN NEW SATINS

A color and pattern for every outfit in your wardrobe.
All the smart new shades in a Hollyvogue dynamic four-in-hand. And just a dollar.

\$1
Sandy & Scotty
1325 SARTORI AVE.

STATE READY TO COPE ANY EMERGENCIES

By the United Press

Blessed with good health, climatic advantages and an incurable optimism, California is ready to cope with all social emergencies and their attendant physical stresses which the forthcoming winter may present. It is the belief of the state's official health and medical authorities.

The state as a whole has been extremely fortunate because of a low incidence of illness during the year. Water supplies may still be low in many localities, but safety of supervised drinking supplies remains unimpaired. Food is available in abundance and at prices permitting a balanced diet for the masses, and health organizations of state, counties and cities are well-organized and daily gaining in efficiency, according to Dr. Giles S. Porter, director of public health.

To Meet Emergencies
"To be sure, we have looming ahead of us public health problems that may be associated with unemployment and lack of food," Dr. Porter declared recently in summarizing the situation facing sanitation and health authorities. "The coming winter may provide a severe test for every member of every health organization of the state. I feel confident, however, that based upon the records of the past, we shall be able to cope successfully with the many exigencies which may arise."
Dr. Porter praised efforts of the governor's commission on unemployment and other agencies which are preparing now to meet emergencies which, though they may not arise, must find the state ready to act as a unit. While unemployment usually is attended by a greater prevalence of illness, he said, the fine condition of health

of Californians at this time removes one important handicap which otherwise might have to be faced in midwinter.
General improvement in conditions of camps maintained this year for fruit and other seasonal laborers as well as an increased sanitary standard for auto camps, has proven a boon to itinerant labor which, in common with more permanent sectors of the state's population is sharing in enjoyment of health.
Mrs. Martha Goddard, sister of Constable Taber, was seriously injured Monday night while crossing the street near her home in Los Angeles.

ANOTHER RECORD IN BARGAINS!

Willard Batteries

Now \$6.95 13 PLATE and up

Low Prices for Repairing and Recharging All Makes of Batteries

Harvel's

1618 Cravens Avenue TORRANCE, CALIFORNIA Phone 168

Willard STORAGE BATTERIES

For Greater Service and Satisfaction from Any Make Use Willard Service Regularly

-type talk

THE "SWINGING DOORS" OF OPPORTUNITY ARE ALWAYS OPEN BUT A SUBSTANTIAL BANK ACCOUNT IS THE "PASSPORT" THAT PERMITS YOU TO ENTER WITH EASE.

"YOU'LL WANT YOURS"
—at this home folks bank

THE First National Bank of TORRANCE

—we'll add the co-operation

WORRELL . . . The Hardware Man, Says . . .

"Many are taking advantage of the unusual paint offer that I am featuring at this time. This offer will continue until the 25th of this month.

"Remember that a 65-cent brush will be given with each quart of any colored paint sold.

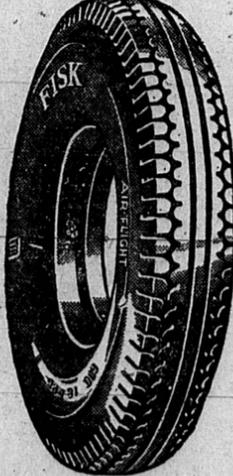
"It is \$1.75 value for \$1.09"

"Take a look at my line of Tennis Rackets now on display."

Worrell's

1517 CABRILLO AVE.

Get Ready NOW For Wet Weather . . . Don't Risk Smooth Tires . . . On Skiddy Pavements



FISK

Air-Flight TIRES

NOW SELLING AT
WHOLESALE PRICES!
First Quality -- Fully Guaranteed

HIGH PRESSURE TIRES

SIZE	WHOLESALE PRICE
30x3 1/2 Giant O. S.	\$ 3.70
31x4	6.30
32x4	6.55
33x4	7.30
32x4 1/2	9.40
33x4 1/2	9.75
30x5, Truck, 8 ply	14.45
All Other Sizes at WHOLESALE ALSO.	

BUY ONE OR A HUNDRED—THE PRICE IS THE SAME

We're FISK Distributors for the entire Southbay Area. We buy in big quantities at extra big discounts. That's why we can sell at WHOLESALE PRICES. Save that Retailer's Profit. Buy from George at WHOLESALE. We handle ONLY FIRST GRADE TIRES.

BALLOONS

SIZE	WHOLESALE PRICE
29x4.40	\$4.05
29x4.50	4.60
30x4.50	4.70
28x4.75	5.45
29x4.75	5.55
29x5.00	5.75
30x5.00	5.85
28x5.25	6.45
31x5.25	7.00
29x5.50	7.20
All Other Sizes at WHOLESALE ALSO.	

Torrance Super Service

General Auto Repairing
CABRILLO AT BORDER
First Grade Gas, 11 1/2c
TORRANCE
Greasing Hobbs Batteries
Tire Repairing
PHONE 526

FOR BUSINESS MEN

Following closely the statement by Roger Babson that 95 per cent of the business failures in the United States in 1930 were firms that did not advertise, comes the following advice by Frank Fall in the Outlook:

"If we could corral a thousand of the leading business executives of the United States in a roomy, well ventilated auditorium we should like to give them a useful present—a brief statement of some facts brought out by the Advertising Federation of America.

"The Federation collected the experience figures of 77 outstanding national advertisers for the year 1930. Twelve of the concerns reduced their advertising appropriations varying from 15 to 100 per cent. Thirteen made reductions less than 15 per cent and 52 actually increased their appropriations.

"What happened? The net profits of the 12 declined 41.2 per cent; those of the 13 were reduced by 13.2 per cent; and those of the 52 declined but 9.6 per cent.

"It is foolish to dispute the Federation's contention that advertising has a definite relation to the up-or-down trend of business. Dependable statistics show clearly that when advertising is fearless and liberal, business expands, and that when it is fear-smitten and contracted, business withers.

"Now, let us remember that advertising is to business what gasoline is to the motor car. And that when the old engine begins to labor a bit on a tough hill, you don't try to help it out by getting out and punching a hole in the gasoline tank."

Like Postman on a Walking Tour!



LIKE the sailor who went rowing in the park during his shore leave, Morton Downey, famous radio tenor, can't keep away from radio, even when he is not due at the studio. That's why he has become an automobile radio fan, for even while he is driving his car he can keep in touch with the radio world.

Here Mrs. Downey, who is Barbara Bennett, noted dancer and sister of Joan and Constance Bennett, tunes in Morton's new Philco-Transitone automobile radio for him. He bought it as an "all-better" gift for her when she recovered from her recent illness, but likes it so well that she complains she can never get to it herself.

TREE PLANTING REGULATED

Planting of trees between street curbs and sidewalks in Belleville is prohibited under an ordinance recently passed. The action was taken, council members said, because of the interference trees cause with the city's lighting system.

WENT TO TOWN FIVE TIMES

MARYSVILLE, Kan.—(U.P.)—Mrs. Sarah Key, who died at 101, lived within sight of Marysville for only five times. She never rode in an automobile, used a telephone, or saw a movie. She was a native of England.