

"MOSTLY YES"

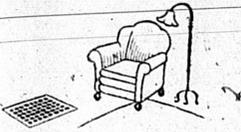
STOCKTON.—(U.P.)—"Were you drunk?" the judge asked James Mulenby. "Well yes and no," the suspect answered. "You see I had a cold and a terrible pain in my chest. I rubbed some liniment on my chest and the fumes coming up, somehow—" "One day in jail," said the judge.

IS THIS A RECORD?

MERCED.—(U.P.)—Ralph C. Haun's deer season lasted only three hours. Hunting on Signal Peak he shot a three-pointer and a little more than an hour later, a forked-horn. Two shots. Two bucks. "I'm going again next year," said Haun.

Instant Warmth at the Turn of a Key

Every Corner Comfortable in a Hurry



Simple to install in any home... with or without a basement... the new Natural Gas Floor Furnace gives a flood of instant, clean, healthful heat. You don't have to wait... not even to light a match.

These new and improved Floor Furnaces take no room space, are out of sight, but are always ready for action. A turn of a key brings heat, at exactly the temperature you desire, to drive away the chill of a crisp morning or for cozy comfort the day through.

Terms, including installation cost and all charges, as low as \$6.00 down and \$4.75 a month for 12 months.

Look for the Blue Star of the American Gas Association Testing Laboratory when you buy heating appliances from your dealer or gas company.

Helen Webster K.F. K.G.O. 10:30 A.M. Wednesdays



Southern California Gas Company

Corner Post and Cravens Avenue, Torrance

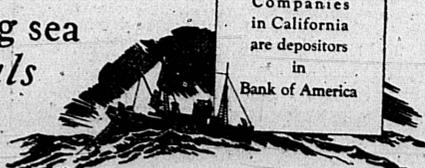
Cut Your Living Expenses! . . .

The savings offered in one week's issue of the Torrance Herald will more than pay the \$2.00 subscription price for the whole year.

BUILDERS OF CALIFORNIA

ALL of the 5 largest Fishing Companies in California are depositors in Bank of America

A sparkling sea signals



"CAST NETS!"

BLACK NIGHT, and shore left far behind. Fish ahead! But how does the fisherman know?

Nature aids him. Millions of microscopic animals float on the sea. They glow—sparkle—as a school of fish churns the waters. And the keen-eyed fisherman leaps to action.

California's fishing fleet—more than 2,000 vessels—yearly lands 800 million pounds of fish. This industry employs 6,000 fishermen and 7,500 cannery workers.

In every activity of the fishing industry, Bank of America's statewide facilities are used for security, accuracy and economy. Fishermen, putting into ports up and down the California coast, are paid from funds available at nearby branches. Cannery payrolls are provided for.

The Bank arranges credit and makes collections for fresh and canned fish shipped throughout the United States.

And through Bank of America's great network of foreign connections, important export trade is financed with security and money-saving accuracy.

Approved by California's leading industries for its soundness, conservatism and active co-operation, this Bank invites you to benefit by its unique statewide facilities. Every service of Bank of America is available at your nearest branch.



Bank of America

National Trust & Savings Association

TORRANCE - Advisory Board - Frank Sammons, CHAIRMAN - A. P. Stevenson, VICE-CHAIRMAN - Lambert J. Acres, F. H. Steinhilber - A. Brady Wolfe - C. W. Koizat - Officers - J. W. Lecch, MANAGER - Alfred Reinertson, ASSISTANT CASHIER

FOOTBALL KICKS IN!



KEYSTONE NOTES

Mrs. S. C. Sault, cooperating with war veterans' chairman of the Woman's Club, will present Mrs. Frances Helmcamp, past president of the San Pedro American Legion Auxiliary and hospital chairman, as the speaker of the afternoon, Wednesday, October 11, at Boosters' hall. The regular business meeting will be held at 8 p.m.

Mr. and Mrs. Harry C. Roque and daughters were guests Friday evening of Mr. and Mrs. Herschel Bluet in Los Angeles on the eve of the departure of Mr. and Mrs. Bluet for a vacation in San Francisco.

Mr. and Mrs. Charles M. Forster and Mrs. Seymour Bonnewitz, of Long Beach to Bonquet Canyon over the week-end.

Mrs. Harry C. Roque was hostess Thursday to the members of the Crochet Club, serving a delicious chicken dinner at noon. Roses in varied hues adorned the luncheon table. During the afternoon, sewing occupied the attention of the group.

The annual Father's Night program and reception for the members of the faculty of Carson Street school will be held at the school Friday night, October 16, at 7:30 o'clock. Mrs. A. L. Hudson, president of the Carson Street Parent-Teachers unit, will preside and Mrs. Charles M. Forster, program chairman, will bring a message of great interest to the parents. Refreshments will be served following the meeting which is open to the parents and friends of the school.

The ninth birthday anniversary of Thomas A. Cowan, Jr. was celebrated appropriately Saturday afternoon at the home of his parents, Mr. and Mrs. Thomas A. Cowan, when a group of his friends enjoyed the hospitality of the Cowan home. Games were played with prizes going to Buster Fredahl and Jimmie Palmer. The Halloween motif was used in the decorations at the table where delicious ice cream, cake and wafers were served.

John Motimer of Scotland, who has been the guest of Mr. and Mrs. J. Westoby for the past three weeks, left this week for his native land.

Charles A. Brazee, proprietor of the Harbor Boulevard Gardens on Main street, received a large shipment of bulbs from Holland this week, which he will plant immediately, ready for next spring's flower crop. These include iris, hyacinth and tulip bulbs.

Arthur Pierce of Denver Colorado, spent several days last week at the home of his brother, Charles H. Pierce, and family.

Mr. and Mrs. Z. W. Jennings and daughter, Barbara Jean, of Dolores street, motored to Irvine Park Sunday where they breakfasted and spent a pleasant day.

Says Radio Only Reaches 4000 In Single Program

An overwhelming argument in favor of advertising in the home town newspaper as against the use of the newest competitor to newspaper space—radio—was presented here today by John B. Long, general manager, California Newspaper Publishers' Association, Inc., on the heels of the government release of Census Bureau figures on radio set owners.

The average for California was 51.9 per cent, meaning that on the whole, slightly more than one-half the families in California had radio sets.

"Using round figures," said Long, "deduction shows that during the best hours of the day for radio broadcasting from an advertising standpoint, not more than 4,000 families are listening to any single selected program."

There are 3,000,000 people in the state. The census bureau says slightly more than half of them have sets; that leaves 1,500,000 people. The average station is on the air half of the 24 hours; that brings us down to 750,000 people. There are but eight most tuned in stations in California and our folks can listen to but one at a time. That divides us by eighths and brings us down to 94,000 people. Most of us have to work for a living throughout the day and the most available hours for our listening uninterrupted to the fleeting words of the announcer are perhaps the two around dinner time. That cuts us back another sixth to 16,000 people. And the average statistician figures four to a family, which brings us down to the 4,000 families in the whole state of California who could possibly listen to an advertising message over the air.

"On the other hand, our home town newspapers—NOT including the metropolitan newspapers—reach 850,000 families every day and 260,000 families every week."

State Picnics

ILLINOIS

The Illinoisans of all Southern California will rally for their annual fall picnic reunion and outing all day Saturday, October 17, in Spycamore Grove Park, Los Angeles. All the usual attractions, including the county registers, open all day, and the hot coffee, silk badges, popular program and the old fashioned sociability will be in effect all day long.

RELIEF SOCIETY PLEASSED WITH RECENT DONATIONS. Recent donations acknowledged by the Torrance Relief Society have been the following: General fund: Mrs. D. S. Murray, \$1.00; Fund for purchasing material for children's clothing: Mrs. G. W. Post, \$3; Mrs. Nettie Steinhilber, \$2; Dr. Minnie Proctor, \$2; and Mrs. Hilda Powell, \$2.50.

Inquiries Flood All-Year Club

Winter Tourist Season Will Be Record-Breaker

President, Sylvester L. Weaver of the All-Year Club announced yesterday that an increased avalanche of inquiries received from all parts of the world requesting winter vacation travel information gives encouraging evidence for Southern California's coming winter tourist season.

"More than 90,000 families a year will respond to our national advertising campaigns and last July vacation travel inquiries showed an increase of 17.2 per cent over 1930 and last month the total showed an increase of 14.2 per cent over the corresponding period of last year," said Weaver.

PAINE THE SIGN MAN. Sha-Cards Maslin Wall. Metal Glass Wood. 1420 MARCELINA AVE. TORRANCE CALIF. PHONE 471

Read Our Want Ads Read Our Want Ads!

ASSOCIATED GROCERS INDIVIDUALLY OWNED STORES

1931 Fall Low Prices!

CRISCO

Ever popular with modern cooks. Now at this special low price!



Per Pound

19c

Specials Friday and Saturday, Oct. 9 and 10

Associated Grocers know that this Fall their customers must get the best and most from each food dollar. Take advantage of these weekly food sale events and keep down living costs!



We Reserve Right to Limit

FLOUR

Gold Medal "Kitchen-Tested"

Here's a saving on "Eventually—Why Not Now?"

No. 10 Sack 28c

Roman Meal

A hot cereal that helps keep health

Large Pkg. 27c

Hires Root Beer Extract

Make this drink right at home. Per Bot. 25c

Ivory Soap

Medium Bar 2 for 15c. The famous pure soap that's always in sight!

POP CORN

(Jolly Time) Make a Jolly evening with "guaranteed to pop"! 10-oz. can. 2 for 25c

Associated Oleomargarine

Our own fine tasting, easy spreading "Oleo." 15c

P&G Naphtha SOAP

5 Bars for 14c



Del Monte APRICOTS

Choice, luscious fruit at a special price. No. 2 1/2 Large Can 20c



Pink BEANS

Extra special on fancy "pinks." 4 Lbs. for 19c

GINGER ALE

Refreshing, sparkling drink. Familiar brands. Per Bot. 10c

None-Such Mince-Meat

Time again to think of Mince Meat! Per Pkg. 15c

S. O. S. Scouring Pads

Large Pkg. 21c

Small White BEANS 4 lbs. for 25c

Macaroni Spaghetti Noodles

Economical food. Four of any combination. 4 pkgs. 25c

Quaker Oats

Cooks while you set the table. Small package. 10c

Sun-Maid RAISINS

Seedless. A famous name, a choice raisin and a low price! Per pkg. 10c

Standard CORN

Extra Iowa corn. Low price on a No. 2 can. 10c

AGRO COFFEE

Fresh roasted for our stores. Lb. 25c

Del Monte Sliced Pineapple

Extra special on the large No. 2 1/2 can. 2 for 29c



Look for the "Red and White" Sign

G. H. COLBURN 645 SARTORI, TORRANCE

HARDER'S MARKET 1521 MADRID, TORRANCE

CENTRAL MARKET

A. B. GARDNER 2912 WESTON ST., LOMITA

WOODBURN'S GROCERY

1801 CABRILLO, TORRANCE