

**FEDCO**  
The Only Original Complete Feed

One Feed to All Ages  
19 Years the Same Formula  
Over 8,000 users. Fed by largest hatcheries. The no COCCIDIOSIS feed for baby chicks, ducks and turkeys. Raises more chicks, makes 4-lb. friers, longer lived, heavier layers, more eggs. Cuts labor. Save 5c to 7c a hen a month.

OUR OFFER \$500.00 for a better, cheaper, longer proven feed has never been challenged. For better results feed FEDCO.

**TORRANCE POULTRY & FEED**  
1963 Carson St., Torrance  
Fedco Company, 1840 Valley Blvd., Rosemead

**Local Woman's Uncle Slain in Shanghai 'War'**

Bomb blasts which signaled the start of Japan's undeclared war on China a few days ago and which killed Rev. Frank Rawlinson, one of the outstanding missionary leaders, in Shanghai brought sorrow here to a niece of the American religious worker.

She is Mrs. Eleanor Ruffell, wife of Kenneth Ruffell, who operates "Kenny's" shoe repair shop at 1917 Carson street. Rev. Rawlinson, who is also survived by his wife (who was with him when he was slain in a Shanghai street) and a 16-year-old daughter, was a brother of Mrs. Ruffell's mother who lives in Santa Ana.

**NATION'S BLUEBLOODS FOR COUNTY FAIR HORSE SHOW**



Foremost stables in America will be represented in the brilliant night horse show forming a major attraction during the first ten nights at Los Angeles County Fair which opens in Pomona on September 17. Many of these stables will be making their initial bow to the coast, having been attracted by the rich stakes and keen interest. Over \$20,000 has been posted in awards. From the tiny Shetlands to the giant draft horses, the premium book contains some eighty different classifications including many novelties and thrills. Ribbons will be placed by foremost judges in the country. Always one of the most popular events at the exposition, the horse show this year promises to eclipse all previous efforts.

**Trolley Whistling Curbed**  
EAST LIVERPOOL, O. (U.P.)—Trolley car operators in this city have ceased unnecessary blowing their warning whistles while in the downtown area.

**Hand Phone Rate Reduced Again**

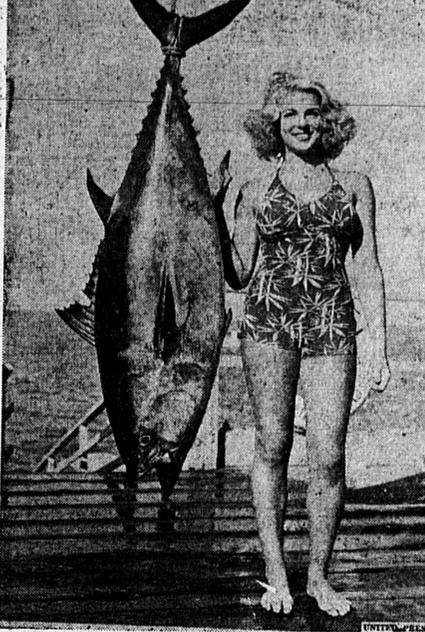
N. R. Powley, president of the Pacific Telephone and Telegraph company, made the following announcement this week.

"In line with our established policy of reducing the rates for hand sets as rapidly as conditions permit, our company has advised the California Railroad Commission that in accordance with discussions held with them we would place in effect with the bills issued on and after October 1 a hand set rate of 10 cents per month, with the provision that the charge will be eliminated after the customer has had continuous service for 12 months. Continuous service prior to October 1 will be credited and after October 1 continuous service will include hand set service at any exchange of the company in the state unless there is a lapse of more than 30 days in transferring from one location to another. The 15-cent charge for customers who have had continuous service for 12 months or more prior to the date of this change will be entirely eliminated.

"This is a further reduction in the hand set rate since this rate was reduced on June 1, 1936, from 25 cents per month to 15 cents per month with the provision that the charge was eliminated after the customer had this service for a period of 18 months or more.

"This reduction in the hand set rate will effect a reduction in our gross revenues of \$275,000 annually for the state of California and will be a substantial saving to the large number of our customers who have the hand set instruments."

**TWO BEAUTIES OF THE SEA**



Ileyna Sugarman, at right, models her charms against those of a finny beauty caught at Santa Catalina Island by Capt. Parker Pence. The beauty at the left weighs 130 pounds, the largest blue fin tuna caught at the island in the last 10 years.

**Service Clubs to Meet Together**

As Labor Day falls on their regular meeting day, members of the Torrance Kiwanis club will meet next week with the Rotary club on Thursday evening at the American Legion clubhouse. Dinner will be served at 6:30 p. m., Thursday, Sept. 9.

An exceptionally interesting meeting is planned by Grover C. Whyte, president of the host club. Highlight of the after-dinner session will be an address by E. R. Fysh, general manager of the Merchants' and Manufacturers' association of Los Angeles. Fysh is a dynamic speaker and one of the leading figures in metropolitan industrial and commercial circles. He has chosen for his topic, "Present Labor Conditions in Southern California."

Due to the importance of the gathering, a large number of guests are expected, and those planning to bring extra guests are requested to notify Grover C. Whyte at The Herald as soon as possible.

**Only Woman Mail Clerk Knows State Like Book**

CLEVELAND (U.P.)—If any one wants information about mail service to any one of Ohio's 1,600 towns, just ask Mrs. Olga Davis.

Her eighteen years of experience as the only woman employee of the railway mail service of the Cleveland postoffice has made her familiar with Ohio's towns and also Indiana's 1,060 cities and villages.

**Oregon Files Up Surplus**  
SALEM, Ore. (U.P.)—With a cash balance of \$13,677,370, Oregon is better off financially than at any other time in the last 15 years.

**SPARKLETS CALIFORNIA'S FINEST TABLE WATER**  
Drink it regularly for health! Coolers Laundered Free—Call S. E. GUNDERSON  
PHONE INGLEWOOD 1663

**ANNUAL Summer Sale**  
**Torrance Auto Sales**

**SEE THESE VALUES**

1936 DE LUXE PLYMOUTH SEDAN Extras	\$695
1936 FORD V-8 TUDOR SEDAN With Trunk	\$595
1936 CHEVROLET MASTER 2-DOOR SEDAN	\$595
1935 DE SOTO SEDAN Thoroughly Reconditioned	\$545
1935 DE LUXE PLYMOUTH SEDAN Trunk and Extras	\$545
1935 DODGE COUPE A Real Value	\$525
1934 DODGE DE LUXE 2-DOOR SEDAN	\$445
1933 P. D. PLYMOUTH 2-DOOR SEDAN Overhauled	\$345
1933 PLYMOUTH 4-DOOR SEDAN	\$345

THESE CARS ARE IN THE BEST POSSIBLE CONDITION AND FINISH! 50 MORE TO CHOOSE FROM Also 20 Cars \$25 to \$100 . . . All Run Good! NAME YOUR TERMS

**DE SOTO 1420 Cabrillo PLYMOUTH**

**Expo. Site Group To Meet Monday**

The meeting of the Figueroa-Normandie-Midway Site association (intent on locating the Los Angeles Trade exposition in that location) scheduled this week has been postponed until next Monday night, Sept. 6, it was announced this week. The headquarters are located in a hall at 109th and Broadway.

**Historian Says Grant Broke Drinking Habit**

KENT, O. (U.P.)—Dr. Henry M. Dater, of the department of history at Kent State University, comes to the defense of Gen. Ulysses S. Grant, frequently described as an excessive drinker.

"Grant imbibed quite heavily in his younger days," said Dr. Dater, "but as he became older he made an effort to cure this habit. Once at a formal dinner in New York Grant neither refused nor accepted a drink, but quietly overturned his wine glass to signify his refusal."

**Holdup Man Specializes On Stripping His Victims**

MERCED, Cal. (U.P.)—Somewhere a thief is starting a clothing store, officers conjectured. Ole M. Goth of Madera of a new suit of clothes, shoes, hat, and \$50 in cash and left the victim wandering about downtown streets in his underclothing.

After officers outfitted Goth, Joe Dias of Atwater reported he had been robbed of trousers, shoes and wallet, and was outfitted in turn.

**Seasickness Fought 40 Years**

BERKELEY, Cal. (U.P.)—After trying for 40 years to overcome seasickness by sailing around the Horn, sailing his own boat to Honolulu and back and sticking to sailing every moment he could, W. P. Bennett has weakened. His boat is for sale. He admits he has never made a sea trip without hanging over the rail.

**DETOUR**  
Col'm Under Construction By BETSY BYRNES

"Here's a sigh to those who love me,  
And a smile to those who hate;  
And, whatever sky's above me,  
Here's a heart for ev'ry fate."

It takes real courage to have a heart for ev'ry fate!

**QUESTIONS**  
Now we present you with three good words—cardiac, ornithology, cacography. Can you give definitions?

No doubt you have driven through the town of Atascadero many times. Have you ever wondered what the unusual name means?

What are the highest waterfalls in the world? That's a hard one, isn't it?

**TODAY'S PROVERB**  
"Choose not the book that thinks for you, but the one that makes you think."  
We consider that proverb one of the finest we have found. Good books are invaluable. Lord Bacon once said, "Some books are to be tasted, others to be swallowed, and some few to be chewed and digested."

**ANSWERS**  
I wonder how many of you need the definitions? Here they are, for those who do. Cardiac means of, or pertaining to, the heart. Ornithology is that branch of zoology which treats of birds. Cacography is incorrect or bad writing or spelling. (Of course you are never guilty of that! No one is!)

Atascadero is a Spanish name. It means "hog mire."

Some of you may be quite surprised to learn that the highest waterfalls in the world are in California, and are the Yosemite Falls! There are many, many other waterfalls we could name before we get down to the level of Niagara Falls. By the way, Yosemite Falls are about 1,500 feet high!

**ADIOS**  
"The west is broken into bars  
Of orange, gold and gray;  
Gone is the sun, come are the stars,  
And night enfolds the day."  
—George MacDonald

**Now, you can buy RUGS as you buy dresses TO FIT**

**Alexander Smith Floor-Plan\* Rugs**

A few examples of the sizes and prices:

Size 27x54	\$ 3.45
Size 6x9	21.50
Size 9x12	36.50
Size 9x15	49.50

25 Other Sizes

**WRONG: Misfit Rug**  
This room looks bare and empty because the rug is too small. Now look at the other room showing a Floor-Plan Rug. Note the correctness of floor margins, the feeling of luxury, the complete lack of bareness. Just as you buy your dresses to fit—so, too, should you buy your rugs to fit.

**RIGHT: Floor-Plan Rug**  
Floor-Plan Rugs are all-wool, seamless rugs made in 23 carefully selected sizes up to 12 x 21 feet. . . so that there is, virtually, a rug of the correct size for almost any room. . . They're beautiful rugs, in rich, figured designs, smart, plain colors and new, distinctive textures. (\*Trade Mark)

**Alexander Smith**  
We Give Dividend Dough

**SAM LEVY** Department Store  
1307 - 1313 Sartori Avenue, Torrance Phone 121-W

**At the Best Price for Fine Shoes**

**Frank Jarman Custom Shoe**

In selecting our stock of fine shoes for men, we chose Frank Jarman Custom shoes because they are priced at the best level for fine footwear. Rich leathers, precision workmanship, traits of exact fit and fine finish—all these things are combined to give you real shoe quality in a top-row value. Let us show you.

**\$6.50**

**SAM LEVY** DEPT. STORE  
1307-1313 SARTORI — TORRANCE

Frank Jarman Custom Shoe

**Our Biggest VACUUM CLEANER VALUE**

**GRAND PRIZE MODEL 9 EUREKA VACUUM CLEANER**

Rebuilt at factory and guaranteed by manufacturer

only \$19.85

A startling value! Grand Prize Winning Model at Sequi Centennial Exposition. Sold originally—when new—at \$53.50.

These fine cleaners have been thoroughly reconstructed. Full size, full power. Each has new bag, cord, bearings, brushes, etc. All worn parts have been replaced with brand new parts. They look and run like new.

\$2.00 Small monthly payments DOWN Small carrying charge

For Small Additional Charge of Only \$3.75 You Get This Set of Attachments:

- Upholstery Nozzle
- Radiator Nozzle
- Upholstery Brush
- Extension Tube
- 8 Foot Connecting Hose

We Also Carry . . . ROYAL — PREMIER DUPLEX and MAGIC AIRE CLEANERS

**NATIONAL HOME APPLIANCE COMPANY**  
HARRY M. ABRAMSON—"Friendly Credit"  
1312 Sartori Ave., Torrance Ph. 78  
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