

OCTOBER FOOD SALE!!

AG ASSOCIATED GROCERS

INDIVIDUALLY OWNED STORES

SPECIALS for Friday and Saturday, October 1 and 2

Your Associated Grocer is Amply Supplied With Products Featured at the Cooking School This Week in the Auditorium!

BLACK SWAN, Cream Style	SPERRY'S DRIFTED SNOW FLOUR
Golden CORN No. 2 Can 10¢	5 lb. SACK 25¢
SUGAR CORN No. 2 Can 10¢	10 lb. SACK 45¢

N.B.C. SHREDDED WHEAT ... pkg. **12¢**

KOOL-AID - A Cool Refreshing Beverage
Makes 10 Glasses pkg. **5¢**

POWDERED or BROWN SUGAR 2 boxes **15¢**

New Crop FIG BARS 2 lbs. 29¢	Our Own Blend COFFEE lb. 17¢
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GRAPEFRUIT JUICE Natural Sweet No. 2 Can **10¢**

RED CHERRIES SUPREME No. 2 Can **15¢**

KELLOGG'S CORN FLAKES ... pkg. **7¢**

Sun-Maid RAISINS	THRIFTEE SALAD DRESSING
SEEDLESS 15 oz. package 9¢	PINTS 19¢ QUARTS 29¢
PUFFED 15 oz. package 10¢	BORAX POWDER
UNDERWOOD'S, No. 1 Can CLAMS 13¢	10 oz. Pkg. 10¢ 2 lb. Pkg. 25¢
UNDERWOOD'S, No. 1 Can CLAM CHOWDER 10¢	BORAXO ... per can 15¢
	BORAX, Large Pkg. SOAP CHIPS 22¢

PINK BEANS KING CITY 4 lbs. **25¢**

PURE JAM BLACK & WHITE Fruits and Berries .. 2 lbs. **39¢**

CHERRIES CHOCOLATE COVERED SUN-RIPE .. 1 lb. box **29¢**

White King GRANULATED SOAP Large Package 30¢	Fresh Fruits & Vegetables
WHITE KING LAUNDRY SOAP 3 BARS 10¢	No. 1 BURBANK POTATOES 12 lbs. 25¢
	JONATHAN APPLES 6 lbs. 25¢
	FRESH CRISP LETTUCE HEAD 5¢

Fresh Tender FLAVOR-FULL MEATS

FLUFFO SHORTENING ... 2 lbs. 25¢
MINNESOTA BACON Broken Slices 32¢
Boneless Shoulder Clods ROASTS, Baby Beef 30¢
Liverworst, Salami, Minced Ham, Wieners, Bologna 19¢
COUNTRY STYLE PORK SAUSAGE 29¢
BABY BEEF STEAKS SIRLOIN - ROUND PORTERHOUSE - T-BONE 39¢

YOUR ASSOCIATED GROCERS

RICHARD COLBURN 1801 CABRILLO AVE. Torrance - Phone 110
GEO. H. COLBURN 645 SARTORI AVE. Torrance - Phone 622
DOAN'S MARKET 2223 TORRANCE BLVD. Torrance - Phone 486

From Call Boy To Railroad President

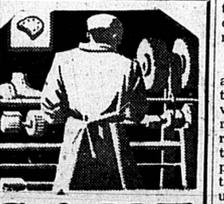


William M. Jeffers (top) began his railroad career 47 years ago with the Union Pacific as a call boy. On October 1 he becomes president of the transcontinental line.



Veteran Carl R. Gray (bottom) celebrated his seventieth birthday, the retirement age, on September 28, and will become vice-chairman of the board of directors. Both executives are well-known throughout southern California.

Cat Likes Corn
PAINESVILLE, O. (U.P.)—"Nig," pet black cat of County Commissioner Emmett Sweeney, is fond of corn on the cob.



SAVE ON SHOE COSTS

New shoes are an expensive item in every family budget. But there is a way to cut that cost to LESS THAN HALF!

BETTER SHOE REPAIRING While U Wait

Robinson's
1308 SARTORI AVE. (Opposite Levy's Store)

Reduction in Phone Tolls Asked by R. R. Commission and Granted

Benefiting California telephone users to the extent of \$328,000 annually, reductions of from 5 to 50 cents per call in long-distance rates, effective Nov. 1, were announced today by the California Railroad Commission. Calls between stations more than 88 miles apart will be cheaper under the forthcoming changes.

This was the third substantial decrease in telephone tolls since the commission's informal investigation of the Southern California Telephone and Telegraph companies. Reductions will apply in station-to-station and person-to-person calls, both for day and night service. Sample daytime station-to-station cuts show Los Angeles-San Francisco calls slashed from \$1.95 to \$1.70; Sacramento from \$1.95 to \$1.70; San Jose from \$1.75 to \$1.55.

Relative to the announcement of the Railroad Commission regarding a reduction in the telephone company's intrastate California toll rates, N. R. Powley, president of the company, stated: "Due to the company's heavy increase in pay rolls and taxes—pay rolls at the end of August were, at an annual rate, \$10,035,000 higher or 22.6 percent more for the same period a year ago and taxes have increased approximately \$1,600,000 or 16.8 percent—we have not felt that it was incumbent upon us to reduce any of our toll rates. The Railroad Commission of California have requested us to reduce our longer haul California intrastate toll rates due to the contrast of these rates with the long haul rates in effect for traffic destined to points outside the State.

"We feel that, in the fact of the most substantial rising labor and tax expenses ever experienced by our company, we should not be asked to take this loss in revenue at this time. Our rate level in California—our short haul toll rates and our rates for exchange service throughout the state—is one of the lowest in effect and our revenue necessities should, therefore, be protected by not disturbing our long haul toll rates.

Hope for Increased Usage
"All of our operating costs are rapidly rising—in fact, if the general price level, including wages and taxes, continues to rise, obviously, our telephone rates cannot long continue contrary to the general price trend, particularly if this trend continues to accelerate substantially upward.

"To meet the Commission's point of view regarding the contrast of our long haul intrastate rates with the rates for traffic going to points outside the state, we have agreed to place the new California toll rate schedule in effect and we hope that these changes will be so advantageous to our patrons that the increased usage will be such as to produce a much needed increase in business.

"In accordance with our announced policy, we desire to play our full part in being of all possible service to our patrons and to each community it is our privilege to serve. We seek always to meet our responsibility to render the most efficient service at the lowest possible cost to all of our patrons, but to do that, we, at the same time, have an equal responsibility to pay our personnel fairly and justly and those who have invested their money in our business. We will try these new rates with the earnest hope that the public will respond by making a greater use of our long

Il Duce's Son



Blond and chubby, Vittorio Mussolini, son of Italy's dictator, shown as he arrived in Los Angeles to study film production under the guidance of Hal Roach.

Democrats Will Gather Here

The next meeting of the 68th Assembly District Democratic club will be held in Torrance Oct. 22, it was announced by President Cecil Sparling at a session held late last week in Harbor City. The place of the gathering will be announced later. The club embraces Torrance, Lomita, Harbor City, Wilmington and San Pedro.

Lecture Series in S. Pedro Announced

Mrs. Mary Blair Harlow, noted educator specializing in the field of human relations and personality adjustment, will give the first of a series of lectures at the Y. W. C. A., 437 Ninth street, San Pedro, at 7:30 o'clock Monday evening, Oct. 11. These lectures are sponsored by the Parent Teacher Association, San Pedro High and other schools. The subject of her first lecture will be "It Takes Two Parents." This should be of vital importance to every father who is concerned with the welfare of his children. Mrs. Wallace hopes that many fathers will be present.

California Now Claims Title to Ocean Current

LA JOLLA (U.P.)—Dr. H. U. Sverdrup, director of the Scripps Institute of Oceanography, wants the Pacific ocean stream, now called Japanese Current, to be labeled the California Current, "because it shows a number of features which are typical of the region. Since the water flows towards the south, it comes from higher altitudes and it is cold."

Patrolman So Modest He Forgot Heroism

MEDFORD, Mass. (U.P.)—Patrolman Simeon W. Touchette was too modest to make any report to police headquarters when he rescued three boys from drowning. He was off duty. He was too modest to listen to the praise of witnesses because after he had divested himself of his outer clothing, the river current carried off his underclothes.

distance service which will assist in meeting all of the responsibilities imposed upon us."

TORRANCE HIGH LIGHTS . . . by Carl Gilbert

Introducing Miss Duncan

Miss Muriel B. Duncan, girl's physical education department teacher, was born in the great city of New York, and it was there she received part of her early education. When she was a youngster her parents moved to Connecticut, where she received the rest of her elementary education. After graduating from elementary school, she moved to Hollywood and attended Hollywood High. She studied at U.C.L.A., Redlands, and U.S.C. from which she received many honors, including a Master's Degree in Education Sociology.

She began teaching in Bolvedere evening high school where she taught dramatics and physical education. From Bolvedere she was transferred to Van Ness, where she taught until April, 1937. This summer she made her first trip to Europe, where she worked for the Y.W.C.A. "We hope to have a stronger physical education department than ever before in Torrance," she said this week. "Special attention will be given to health correction, a new department. Parents are invited to visit the physical education offices to discuss health problems of their children. With a two-teacher combination, we hope to have a very active year with the Girl's Athletic Association."

Drivers Meet . . .

Students who drive cars to school met with Principal Elson last Friday to discuss safety in driving around the school and on the highway. Motor Officer Percy Bennett gave a talk on the officers' slant on speeding. City Judge Robert Lessing gave a talk on the court's view on driving. Lessing gave motorists a few tips on driving, some safety tips and some figures on careless driving in 1936 in California.

There were 34,000 accidents in California, of which 17,000 were in Los Angeles county, on an average of 130 injuries every day. Most of the accidents were caused by people between the ages of 16 and 21. Lessing also told of many causes of deaths and accidents. Students asked many questions which were answered by Bennett.

Madrigals Organize . . .

The school's choir is slowly rounding up to shape and expects to be in full swing within the next few weeks. Mrs. Marjorie Eischen said that the Madrigals have been hampered by graduation. She said that a few second alphas will have to replace some of the boy-tenors. The choir is now working on a Christmas program which will be given in the Civic Auditorium. Plans are being made so that the Junior Choir and the P.T.A.'s Choir will be able to help the Madrigals in this event. Election was held and the officers are: Johnny Disario, president; Ralph Gilbert, vice president; Alice Taylor, secretary; Earl Locke, treasurer; Marie Turner, wardrobe custodian; Maxine Clarke, historian, and Donna McCutchen, publicity manager.

Rainbow Trout Killed By Heavy Thunderstorm

KALAMAZOO, Mich. (U.P.)—"Mother Nature" has been added to a list of fishermen. At the Wolf Lake hatchery, 20 large rainbows and six brook trout died within an hour after a severe thunderstorm. Dr. A. S. Hazzard, head of the conservation department's institute for fisheries research, said the fish probably had been suffocated when rapid changes in atmospheric pressure and the introduction of surface water to the pond caused a sudden increase in carbon dioxide tension.

37 Bedded at Hospital; 12 Are Infants

Jared Sidney Torrance Memorial hospital continued to test its patient facilities almost to the limit of capacity this week as 25 adults, four children and 12 babies were bedded there for medical, surgical or maternity care.

Seven of the 12 new arrivals were boys and all of the babies were demanding in no uncertain terms nearly constant attention. The youngsters received for medical or surgical treatment were: Ygnacio Forster, 15, of Hermosa Beach, who is recovering from injuries received in a fall at a Los Angeles ice skating rink on Tuesday; Miss Maxine Pruitt, 13, of 2029 1/2 Gramercy avenue, who underwent an operation Tuesday; Margaret Jane Mort, 15, of Redondo Beach, who was received last Thursday for an appendectomy as was Frank Oliver, 14, also of Redondo Beach, who entered Monday.

The new arrivals were: a daughter to Mr. and Mrs. A. R. Breneman of Gardena, last Thursday; a son to Mr. and Mrs. D. C. DePuy of Redondo Beach on Saturday; a daughter to Mr. and Mrs. K. D. Hall, 1422 West 218th street, last Thursday; a son to Mr. and Mrs. J. F. Johnson of San Pedro last Thursday; son to Dr. and Mrs. N. L. Kemp, 4124 Via Solano, Palos Verdes Estates, yesterday. A son to Mr. and Mrs. Dan McFarlane of Redondo Beach on Wednesday; a son to Mr. and Mrs. Marvin Reese of San Pedro on Saturday, and a daughter to Mr. and Mrs. G. R. Zittle of Gardena on Sunday.

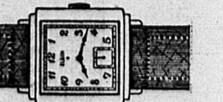
Among the adult patients received during the past week were: Miss Florence Fairfield of Redondo Beach who was received last Thursday for medical treatment; James A. Florence, a cook employed at the Vanderlip estate in Palos Verdes who was received last Thursday for medical treatment of a double bite that became infected.

Mrs. Clara Regan, 1315 Arlington avenue, mother of Robert Brooks of the same address, is reported in a critical condition. She was re-admitted to the hospital Monday for surgical attention after receiving medical treatment and being released Sunday. Mrs. Jennie Russell of 1745 Date street, was admitted last Thursday for surgical attention and medical treatment is being given the eight-week-old son of Mr. and Mrs. J. L. Wilkerson of Redondo Beach. The baby, who was born at the hospital, was re-admitted Tuesday.

Frowns On Hatless
NIAGARA FALLS, Ont. (U.P.)—Taxi drivers without hats have been banned on Niagara Falls, Ont., streets.

It's closer to Christmas than you think!

Select your gift ELGIN now
PAY ANY TIME BEFORE DECEMBER 25th



Elgin "Leominster" model. 15 jewels \$32.50

• Late shoppers have to take leaveings—and Santa's just around the corner now! So you'd better come in today and pick out that grand new Elgin while our selection is complete. These newest Elgins are the most beautiful we've ever seen. The models for men are staunch and sturdy and packed with stamina. The models for women are dainty and exquisitely styled. Prices \$17.50 to \$500.

BAKER SMITH Jewelry
1321 SARTORI AVE. Telephone 135-R

Getting-Down To BRASS TACKS . . .
WHERE CAN YOU DAY IN AND DAY OUT BUY BETTER MEATS AT LOWER PRICES? . . .

Nowhere! . . . we say! And you'll agree with us when you do your meat buying at Grubb's. ALWAYS better meats . . . ALWAYS moderately priced.

GRUBB'S MARKET
CHOICE MEATS
PHONE 779-TORRANCE
IN SAFEWAY STORE 1929 CARSON ST.

TRY IRIS APRICOTS

Here's one of the Iris Family that will win a welcome in your home! The big difference is in the quality, not the price. Choose from the more than 200 fruits, vegetables and seafoods. You'll find a plus value behind every Iris label that you can't measure in dollars and cents.

IRIS FINE FOODS
TRY IRIS COFFEE VACUUM PACKED IN GLASS JARS