

WALTERIA P-TA MAKES PLANS FOR CARNIVAL

The Walteria P.T.A. Executive Board met at the home of Mrs. E. B. Pfau, 24809 Winlock Drive, October 1 at 7:30 p.m.

Plans are rapidly progressing for the Halloween Carnival to be held at the school Friday October 30. Mrs. C. W. Johnson announces she can still use help in the booths and anyone interested may attend meetings held each Monday until carnival time in the kindergarten room at 7:30 p.m.

During the meeting Mrs. Fern Springer was ratified as art chairman. Results of the paper drive held recently are as follows:

UPPER GRADES 1st — Mrs. Dellan, 2nd—Mrs. DeRosa, 3rd—Mrs. Hamilton. LOWER GRADES 1st—Mrs. Searles, 2nd—Miss Barrett, 3rd—Mrs. Theriault.

The paper drive was a big success. Group Room conferences will be held this month. They will be held in the evening of the 13th for morning students and in the evening of the 14th for afternoon students. Following the conferences there will be refreshments served in the auditorium by room mothers.

Let us express thanksgiving to the Father for His loving-kindness to all His children, putting aside the false assumption that there has been any special providence watching over us and not over others. That is the better thanksgiving.

—Rev. Dr. Willis Goldsmith



MAPPING PLANS for the Torrance Open House programs at the Pacific Telephone office October 22 and 23 are left to right: Wire Chief R. L. Hayes, Manager Richard Pyle, Chief Operator

Lavilla McMillan and Supervising Plant Service Foreman R. G. Garner. The Open House programs will be held at the central office building, 1307 Cravens avenue.

DISTRICT RECEPTION - SCHEDULED

It's gay! It's new! It's fun! So say the invitation bidding members and friends of the Harbor District YWCA to attend a reception for new staff and new members of the YW to be held on Wednesday, October 21 from 2 to 4 p.m. at headquarters building 437 West Ninth Street, San Pedro.

A special feature of the afternoon's entertainment will be the Carnival d' Chapeaux. This will feature a showing of the latest in fall hats by a local merchant as well as some comedy models from former years.

The event is being arranged by the San Pedro membership committee with Mrs. Arnold Ecklund as chairman in cooperation with the Harbor District personnel committee of which Mrs. Alonzo Hurley is chairman.

New staff to be presented to community women are: Marian

MEMBERSHIP GROUP PLANS THEME PLANS

Mrs. W. C. Attebery, membership chairman for 186th Street P.T.A. held a meeting of her committee at the school September 25 to decide on a theme for the membership poster for the 1953-54 drive. Assisting Mrs. Attebery will be Mesdames R. Stith, J. T. Evans, Jr., James McMillen, D. Meredith, F. White and Mr. D. Meredith.

Primary objective of the membership drive, starting October 12 and extending through October 23, is to procure active and participating members in the P.T.A.

Representing 186th Street P.T.A. at the Tenth district meeting, held at Fremont high school, Los Angeles, October 1 were Mesdames James McMillen and J. A. Gauley.

Fatout teen age coordinator, Mrs. Mary Michel, young adult director, and Mrs. Caroline Stelhorn, Wilmington program director.

Jewish Center Holds Annual Dinner Dance

The fifth annual installation and dinner dance of the Gardena Valley Jewish Center will be held Sunday October 18, 6:30 p.m. at the Western Club Cafe, 15316 South Western Ave., Gardena.

Hank Carriere, master of ceremonies, will introduce the new officers, Lou Bereskin, of North Torrance, will be installing officer, while Rabbi Cohen, of South West B'nai Zion Temple, will honor the group by rendering the invocation.

Music will be furnished by Bert Lowe of Gardena and his orchestra. Tickets may still be obtained by calling Ruben Belkin, ME 44681.

Winner

Outstanding bugerigars, shown in the poultry division of Los Angeles County Fair, closing Oct. 4, were those shown by: John Arbuckle, 2211 S. Normandie, Torrance, first place rosette for his yellow normal young cock.

Customer: "Say! What's this in my soup?"
Waiter: "I can't say, sir. I don't know one insect from another."

Visitor: "How many people work here?"
Employer: "Oh, about one out of every ten!"

Winners

Winning entries in the poultry division at Los Angeles County Fair, closing October 4, included the geese exhibited by Mr. and Mrs. G. M. Conkling, Box 118, Torrance, who were awarded three first places for their white Chinese and four first awards for their Endens.

Postponed

Opening of the Colorado deer and elk season has been postponed until October 24, the Outing Bureau of the Automobile Club of Southern California reported today.

The season will close November 9. Original dates were October 15 to 31.

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JACK'S GRILL REAL GOOD HOME COOKING
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 (Between Walnut & Western)
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Electric service throughout your home for your entire family costs you just a few pennies per day, even with some appliances...like electric clocks, refrigerator and water heater...in operation day and night. Your own figures prove it-



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SOUTHERN CALIFORNIA EDISON COMPANY

NOW TWO GREAT RINSOS guaranteed to give you perfect washing results!



"Use Rinso Soap for finest results with blankets, diapers, sweaters, wool socks," says Eleanor B. Cook, former Associate Editor of McCall's - Special Home Laundry Adviser to Rinso.

FOLLOW THIS SUGGESTION of home laundry expert Eleanor B. Cook, and you'll wash these items beautifully every time. Why? "Because Rinso Soap leaves diapers and woolen articles softer and fluffier than any detergent," says Eleanor Cook, "and, incidentally, you pay about 5¢ less a box for Rinso Soap than for most detergents. "Many women also prefer Rinso

Soap for doing all their family wash, because it really goes to work on dirt. And the SOLIUM leaves sheets and pillowcases so wonderfully white. "But this is a matter for you to decide, because new Rinso Detergent also contains SOLIUM, and like Rinso Soap it also does a fine job on sheets, curtains, overalls and other things you wash."



"Use this New Rinso Detergent in hard water for your family wash, and for all your dishes and glassware."

"FOR QUICK SUDS in hard water—or soft—you can't beat new Rinso Detergent," says Eleanor Cook. "And these rich suds will do so many things for you so well. Your dresses, for instance—even the new synthetic fabrics. Or cleaning your linoleum floors before waxing. And of course new Rinso Detergent contains SOLIUM, the magic whiteners that actually gets towels and your husband's shirts whiter than new!"

"When it comes to dishes and glassware, Rinso Detergent does up to twice as many dishes as last year's most popular detergent—yet it's milder than some detergents made especially for dishwashing. "Both Rinso Soap and Rinso Detergent are guaranteed to give you perfect washing results, or your purchase price plus postage will be refunded by Lever Brothers Company, New York 22, N. Y."



I USE BOTH RINSOS TO GET THE FINEST RESULTS WITH EVERYTHING I WASH

says Mrs. PAUL A. GUNNINGHAM. "I know from experience that soap is better for some jobs, detergent for others—that's why I'm so keen about having two Rinsos in my kitchen now. I've used Rinso for years, and you can't go wrong if the name on the box is Rinso!"

SAVE at least 5¢ ON SOAP!

Your grocer now has Rinso Soap on sale at special low prices. You save more than ever!



Rinso Soap in the big green package



Rinso Detergent in the green-and-yellow package

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It costs much more to add telephones today

Investment per telephone added in 6 prewar years	\$172
Investment per telephone added in 7 postwar years	\$434

Buying and building the facilities needed to put new telephones to work now costs more than double what it did in the prewar period.

YOUR TELEPHONE'S NUMBER ONE ENEMY

How rising costs put a real burden on good service

Surprisingly, it isn't fire or storm or earthquake... your telephone's biggest problem today is the rising costs of the things we buy to provide telephone service—coupled with low telephone rates which have increased much less than the cost of the things we buy to run the system. New techniques and improved equipment have helped greatly to cut operating costs. But the pressure of high prices is unrelenting. And, since a financially healthy telephone system is so important to good service for you, we believe you'd like to be brought up-to-date on your telephone's biggest problem.

Our operating expenses and taxes have shot up

\$53 per telephone in 1940	\$103 per telephone in 1952
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Up sharply are our costs of keeping the system running. Operating taxes, for example, have almost doubled—from \$10 per telephone in 1940 to nearly \$20 in 1952. Average wage rates of telephone people are more than double what they were in 1940. In fact, nearly everything we must buy to keep your telephone on the job costs about twice what it did prewar.

Our profit has dropped sharply on telephones added postwar

In 1940, profit on each dollar invested in the average telephone added in 6 prewar years	53¢
In 1952, profit on each dollar invested in the average telephone added in 7 postwar years	25¢

With our costs up so much more than our prices, the profit on the investment in facilities for each new telephone has been cut in half. And this is important to your service because it takes profits to attract investors' savings into the business to pay for new facilities needed to meet the continuing telephone demands of the growing Pacific West.

Despite our higher costs of building and running the telephone system, the economies we've made have helped keep your telephone a bargain. It carries your messages for just pennies a call.

