

SAM LEVY
1311-1313 Sartori Avenue, Torrance



July 4th Sale

of **Sample Hats**

New Shipment Just Received, No Two Alike
Mostly Horse Hair and Crochet Straws
All the new colors

\$3.95

Positive Values
Up to \$8.50



Silk Dresses--Special \$9.75

These are EXCEPTIONALLY LOW PRICED, as they were made to sell at \$16.50.

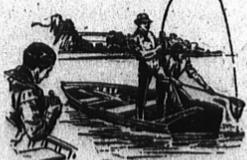
Materials include: Prints and Plain Colors, Canton Crepes and Georgettes, in fascinating styles and rich colorings.



Everything Any Boy (or) His Dad
Wants for the Glorious Fourth



Bathing Caps
All fresh stock and all styles and colors, made by the Miller Rubber Co.
Under-Strap Diving Caps—85c
Bathing Caps 15c up



KODAK
The Joys of Vacation and DON'T FORGET TO TAKE PLENTY OF FILMS—the Beacon will gladly refund the money for unused films.

LAUGH at the SUN—

Don't let its wicked rays torture your skin. EASY-2-TAN makes you tan without burning. Cocoa Butter will also help. If you forget to use EASY-2-TAN or Cocoa Butter, SUNGUENTINE and SUNBURN LOTION will soothe your burning hide.

BEACON DRUG CO.
Agent for Owl Products
1519 Cabrillo, Torrance
We Give Double S & H Green Stamps Every Wednesday

YOUR LAST CHANCE!

To hear the Morton Sisters. Come over and enjoy a meeting in the tent. Friday Night, "The Royal Wedding." Grand Finale on Sunday, 7:30

SPECIAL MUSIC SUNDAY
Jack Cowie, Angelus Temple Violinist
Music you'll enjoy at every service
FOURSQUARE GOSPEL LIGHTHOUSE
Pastor, ROY GRAY
CRAVENS and MARCELINA

LOOK OUT FOR TUESDAY 3rd!

LET THERE BE LIGHT!

(Continued from page 1)
"For purposes of economy the plans of the engineer unit for the less costly.

Lights Are Far Apart
placed light posts rather far apart. In the residence district, for example, the posts will be staggered at intervals of 150 feet, making the distance between posts on the same side of the street 300 feet. For this reason the committee was convinced that lighting efficiency was one of the most important phases of the entire installation.

"Before reaching the conclusion that the more costly refractors would be advisable for Torrance the committee studied the matter carefully. It discovered several instances in Long Beach where 400 candle power bulbs are used in units equipped with the more costly refractors while in many other instances 600 candle power bulbs are used with less costly refractors. The committee inspected systems in Long Beach using the two types and was convinced that the more costly refractors with less powerful bulbs threw more light on the street than the less expensive refractors using more powerful bulbs.

"It might now be asked why the less expensive cast iron posts might not be installed using the more efficient refractors, but the committee was advised that the more expensive refractors fit only into Westinghouse units and that the two types are not interchangeable.

"The committee was convinced that if the less costly type were installed the city would have to burn more electricity to secure the same amount of light on the street.

Motion Not Seconded

"The committee made its recommendation to the council. On the following night Councilman Wolfe moved that the recommendation be approved. The motion was not seconded. Then the committee asked that it be dismissed, its work having been concluded. Councilman Inman acting on this request moved that the recommendation be tabled and the committee dismissed.

"Since that date the matter of lights has been widely discussed. With quite natural reactions companies whose installations were not recommended have been striving to obtain public approval of their proposals. A circular, dripping with resentment, has been distributed through the city, plainly favoring the installation of steel posts, because of a lower price consideration.

"The committee wishes to take this opportunity to make clear to the public that despite its recommendation it will stand behind any action the council may make. A difference of opinion on such an important matter was to have been expected. But such a difference should not give rise to political hatreds or personal animosities. The members of the council who differed with the committee did so out of a clear sense of their duty and with the conviction that they were doing their best by their constituents. Instead of being attacked for such independence of thought they should be praised. The very fact that the difference arose should testify eloquently that allegations of a united "combine" are absurd and founded entirely upon political considerations.

Now Is Time to Buy

"We sincerely hope that the turmoil which has been aroused will not halt the movement for lights at this time. The market today is a buyer's market. Prices for light systems now prevailing are the lowest in years. Estimates which the committee received are lower by thousands of dollars than prices which have prevailed elsewhere. In Inglewood for example owners of property on a street where combination trolley poles were installed paid almost \$2 per foot more than would be paid in Torrance if the highest price submitted were accepted.

"No matter what action the council takes we strongly urge the public to support them. They have studied the matter carefully and at length and we firmly believe that no person in Torrance is qualified to reach a definite conclusion on the merits of various types of posts and lighting units until he has studied the matter as carefully as the committee and the council.

"This is no time to play politics. Torrance can secure lights today more cheaply than ever before and probably more cheaper than ever in the future. To accept an installation because it is the cheapest is not the desire of the public. Buying lighting systems is like buying furniture, shoes, clothing or any other merchandise. Quality is always more expensive. Cotton costs less than wool. Leather is more expensive than canvas. Oak is more expensive than pine. Before any person considers price as the most important consideration he should know what he buys for the price.

Pledge Council Support

"It is such thought that motivated the committee, such thought that is motivating members of the council who have studied the question. Both bodies are unanimously for cast iron posts. They differ only as to which type of two is the more acceptable.

"The members of this committee hereby wish to go on record as ready to stand by the council in any action they may take, even though the ultimate decision as to which cast iron type is installed may differ from the recommendation which the committee made."

(Signed)
B. C. BUXTON.
J. C. SMITH.
G. A. PROCTOR.
W. HAROLD KINGSLEY.

Thank Kern for Hauling Scouts

Members of the Rotary and Kiwanis Clubs and the American Legion, sponsors of Boy Scout Troops in Torrance have requested the Herald to express their deep appreciation of the truck transportation to and from the San Pedro swimming plunge given weekly to the Scouts by Fred Kern of the Kern Creamery company. The boys have been hauled back and forth each Monday night and a Kern truck will do the job when the swimming starts again next fall.

Mr. and Mrs. Fred Lessing entertained 14 relatives and friends with a dinner Sunday, honoring the birthday of their son, Robert.

Spanish Dishes New Cafe Feature

Spanish dishes cooked and served in real Spanish fashion will be the feature at the Three Sisters Inn, a Spanish kitchen which will open Saturday evening, June 30, at 8 o'clock. Music and a general good time is promised for the opening evening, and to acquaint the public with the various dishes to be served, free samples of them will be served.

The new enterprise is being launched by Mrs. Emily Wilson and her three daughters, at 23309 Main street, Keystone.

POSTAL CUTS

(Continued from Page 1)
of; provided further, that the rate of postage on third class matter mailed in bulk under the foregoing provisions shall be not less than 1 cent per piece.

Fourth Class Matter or Parcel Post
The rate on Parcel Post shall be as follows to take effect July 1st, 1928: Local zone 7 cents for 1st pound and 1 cent for each additional 2 pounds.

Zones 1 and 2, 7 cents for 1st pound and 1 cent for each additional pound.

Zone 3, 8 cents for 1st pound and 2 cents for each additional pound.

Zone 4, 8 cents for 1st pound and 4 cents for each additional pound.

Zone 5, 9 cents for 1st pound and 6 cents for each additional pound.

Zone 6, 10 cents for 1st pound and 8 cents for each additional pound.

Zone 7, 12 cents for 1st pound and 10 cents for each additional pound.

Zone 8, 15 cents for 1st pound and 12 cents for each additional pound.

Parcels mailed on rural routes the rates are 2 cents less than shown in the foregoing figures for the first three zones and 1 cent less in any other zone.

The special handling charge which gives parcel post the same transmission and handling as first class mail has been reduced and graduated according to weight of parcels, namely: 10 cents on parcels weighing not more than two pounds, 15 cents for parcels weighing more than 2 pounds and not more than 10 pounds and 20 cents for parcels weighing more than 10 pounds in addition to the regular postage. The above fees do not accord special delivery at office of address but they will receive immediate delivery at office of address upon the prepayment of a special delivery fee of 15 cents for a parcel weighing not more than 2 pounds, 25 cents for parcels exceeding 2 pounds but not more than 10 pounds and 35 cents for parcels exceeding 10 pounds in weight.

Registration of Mail

Mail shall be registered on the application of the party posting the same, and the fees chargeable therefor, in addition to the regular 1st class postage, shall be, in all cases, prepaid as follows:

The registry indemnity not exceeding \$50, 15 cents.

The registry indemnity exceeding \$50 and not exceeding \$100, 20 cents.

The registry indemnity exceeding \$100 and not exceeding \$200, 30 cents.

The registry indemnity exceeding \$200 and not exceeding \$300, 40 cents.

The registry indemnity exceeding \$300 and not exceeding \$400, 50 cents.

The registry indemnity exceeding \$400 and not exceeding \$500, 60 cents.

The registry indemnity exceeding \$500 and not exceeding \$600, 70 cents.

The registry indemnity exceeding \$600 and not exceeding \$700, 80 cents.

The registry indemnity exceeding \$700 and not exceeding \$800, 90 cents.

The registry indemnity exceeding \$800 and not exceeding \$1000, \$1.00.

Second and third class mail may be registered up to \$100 valuation at the postage rates of their classification and the registry fee paid but over \$100 valuation they must be sealed and 1st class postage and the necessary registration fee paid in full.

**Just Arrived
In Time for the 4th
Four New
WALKOVERS**



Young Man's Wide-Toe Models \$8.00

This jaunty new WALKOVER is making a hit with "Young Americans." We have it in both Tan and Black in all sizes and A to D widths.

Plain Toe Models—\$8.50

These are "dressier" numbers and are suitable for Men or Young Men. They remind you of the dressy "Officers' Shoes" back in the Army days. All sizes and widths in Tan and Black.

Established 1913
RAPPAPORT'S
1513 Cabrillo Ave. Torrance

JULY 4th REQUISITES FOR BEACH OR BALLROOM

...it has no skirt!



Straw Hats
Flannel Trousers
Sweat Coats
Beach Pants
Sweaters
Bathing Suits

It Has No Skirt
SANDY AND SCOTTY Next to First National Bank
Torrance, Calif. Men's Clothes for Work, Dress and Play

FROM NOW 'TIL JULY 4

100 Pairs
WOMEN'S
Pumps and Oxfords

\$1.00
Pair

Formerly Sold Up to \$7.00

Attractive assortment of Oxfords and Slippers in many good styles including "Ties" and Arch Support Oxfords.

BLONDE, PATENT, and Other Leathers

Not all sizes in every style, but all sizes in some style. You will get fitted if you will be "reasonable" in selecting a style.

Home of BUSTER BROWN SHOES for Children

HOFFMAN SHOE STORE

1316 Sartori Ave. Opposite Woolworth's

Baker Smith Jeweler

Swiss Watch Repairing A Specialty

1318 Sartori Ave. Torrance

Opposite Woolworth's

FREE!

on opening day, Saturday June 30, at 8 p. m.

samples of Spanish dishes served at the Spanish Kitchen

3 Sisters Inn

22309 Main Street Keystone

EVERYBODY INVITED GOOD MUSIC

Come and enjoy a good time