

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.

Card Arrives After 16 Years
LOWELL, Mass.—A postcard mailed August 28, 1915, at Alton Bay, N. H., recently was delivered to Dudley L. Page, a merchant here.

Few Full Dress Occasions
MADRID.—The Spanish army, which in the days of the monarchy had frequent occasions to act as an adornment, will hereafter have only a handful of occasions each year to wear its full dress uniforms.

Only TRUTHFUL TIRE ADVERTISING WINS!

WHEN we advertised the fact that Firestone was furnishing its complete lines of Firestone Gum-Dipped Tires that not only met the price but beat the quality and construction of every grade of special brand tires sold by mail order houses and others, the mail order houses made vigorous protests to Better Business Bureaus and made demands upon newspapers not to accept Firestone or our advertising.

We cannot blame them for they did not want car owners to know that they could get, at no more cost, a better tire made by a leading manufacturer, bearing his name and guarantee plus our guarantee and our service.

When car owners awakened to this fact, they came to us, compared the sections we had cut from Firestone Tires and special brand mail order tires, and were astounded at the Extra Values we were giving.

As a result, our business and that of other Firestone Dealers throughout the country, increased so fast that it has been necessary for Firestone to run their factories twenty-four hours a day and Firestone sold more tires in April, May and June than in any like period in the history of the company.

In our advertising we do not make comparisons involving laboratory tests which you cannot verify except in a laboratory—neither do we make comparisons of construction or price based on misleading classifications such as first line tire, second line tire or third line tire—we do not make comparisons to confuse and mislead you as to actual values and service—we only make statements and comparisons that you can verify for yourself in our store before you purchase the tire.

Come in today and get the greater safety, extra quality and extra values found only in Firestone Tires.

When the National Better Business Bureau realized that their Bulletin No. 634 was being taken advantage of by some advertisers they issued a Bulletin dated July 10th as follows:

"In our Bulletin No. 634 entitled 'Definitions of Terms Used in the Tire Industry' we published definitions of First Line—Second Line—Third Line—Heavy Duty and Super Heavy Duty Tires.

"Our definitions pointed out, 'Although each manufacturer's or distributor's first line tire may represent his best standard size 4 or 6 ply tire, there is not necessarily any equality of competitive first line tires as to materials, workmanship or price.' This interpretation also applies to all lines of tires.

"We therefore recommend that advertising to the consumer shall avoid the use of these terms for the purpose of comparing competitive products."

*A "Special Brand" Tire is made by a manufacturer for distributors such as Mail Order houses, oil companies and others, under a name that does not identify the tire manufacturer to the public, usually because he builds his "best quality" tires under his own name. Firestone puts his name on every tire he makes.

Double Guarantee—Every tire manufactured by Firestone bears the name Firestone and carries Firestone's unlimited guarantee and ours. You are doubly protected.



Size	Firestone Oldfield Type Cash Price Each	Special Brand Mail Order Price Each	Firestone Oldfield Type Cash Price Per Pair
4-40-21	\$4.98	\$4.98	\$9.96
4-50-21	5.69	5.69	11.38
4-75-19	6.65	6.65	13.30
5-25-21	8.57	8.57	17.14
6-00-19H.D.	11.40	11.40	22.80

TRUCK & BUS TYPE

50-55 (10 ply under the tread)	\$17.95	\$17.95	\$34.90
6-00-20 (10 ply under the tread)	15.35	15.35	29.80



Size	Firestone Anchor Type Cash Price Each	Special Brand Mail Order Price Each	Firestone Anchor Type Cash Price Per Pair
4-50-20	\$8.55	\$8.70	\$17.25
4-50-21	8.75	8.85	17.60
4-75-19	9.70	9.75	19.40
5-25-21	12.95	13.05	25.90
5-50-19	13.35	13.35	26.70
6-00-19	14.90	14.95	29.80
6-00-20	15.30	15.35	29.50
6-50-19	16.65	16.65	33.30



Size	Firestone Sentinel Type Cash Price Each	Special Brand Mail Order Price Each	Firestone Sentinel Type Cash Price Per Pair
4-40-21	\$4.35	\$4.35	\$8.50
4-50-20	4.78	4.78	9.56
4-50-21	4.85	4.85	9.70
4-75-19	5.68	5.68	11.36
4-75-20	5.75	5.75	11.50
5-00-19	5.99	5.99	11.98
5-00-20	6.10	6.10	12.20
5-00-21	6.30	6.30	12.60
5-25-21	7.37	7.37	14.52



Size	Firestone Courier Type Cash Price Each	Special Brand Mail Order Price Each	Firestone Courier Type Cash Price Per Pair
30x3 1/2 Cl	\$3.75	\$3.75	\$7.50
4-40-21	3.89	3.89	7.58
4-50-21	4.45	4.45	8.68

Firestone Service Dealers and Service Stores Save You Money and Serve You Better

WYNN'S TIRE & RUBBER CO., INC.

succeeded by

Firestone SERVICE STORES, INC.

Douglas Collins, Manager
Cravens and Marcelina Ave., Torrance

Jungle Lovers



Duncan Renaldo and Edwina Booth in "Trader Horn," which comes to the Torrance Theater August 4, 5, and 6.

Lomita Street Work Cost Said Too High

(Continued from Page 1-A) by having the property owners deed rights-of-way to the county, and thus save themselves the cost of an expensive condemnation action to acquire the land for the roads. If this plan is followed there is no assessment for acquisition.

It is the policy of the Board of Supervisors not to force improvement proceedings through under any plan which would work a hardship upon the property owners. However, the Road Committee of the Board of Supervisors is anxious to complete all the projects that are needed and which do not carry an excessive load of cost.

World-Traveled Drum Is Stolen

Musician Reports Theft of Instrument Here

A bass drum that had been beaten "in the best places" all over the world is now probably thumped by a thief.

The instrument was stolen out of an automobile parked in front of the Moose hall on Carson street late Thursday night after it had been used by its owner, Wanda Stanford, Los Angeles, at a benefit dance for Don Santoro, local barber. Stanford told police the drum had accompanied him on several trips around the world as part of a singing orchestra.

Stanford had put the instrument in the car at the conclusion of the dance and then went back to the hall to assist his fellow-players with their musical equipment. When he returned to the car, the drum was missing. It was inscribed on the side, "Delphine Hotel, Singapore," Stanford said.

EVERY DAY EXCEPT SATURDAY

TO SAN FRANCISCO
from L. A. Harbor at 4 p. m. on one of the super-express liners . . .

"YALE" AND "IROQUOIS"
\$22.75 Round Trip to San Francisco
16-day return limit
One Way \$14

Meals . . . Berth . . . Dancing . . . Ticket All Included in the Fare!

TO SAN DIEGO . . . Every Saturday and Sunday from L. A. Harbor, 3 p. m. Round Trip, 16-day return limit. One way \$3, including meals.

Through connections via Motor Coach Company.

LASSCO

LOS ANGELES STEAMSHIP CO.
1444 Narbonne St., Insurance Pharmacy
Lomita—Tel. 26 Torrance—Tel. 3
730 So. Broadway, Los Angeles
Tel. Vandike 2121

Nothing Left But the Steering Wheel
Yes, but he can still smile for his auto insurance will reimburse him for his loss. Ask us about our Combination Policy which includes Fire, Theft, Collision, Property Damage, and Liability.

L. B. Kelsey

1405 Marcelina Ave.
"Where Insurance Is Not a Sideline"
Torrance Phone 135-M

IN THE AMUSEMENT WORLD

--at warner brothers san pedro

"Reckless Hour" Follows Billie Dove's Big Dramatic Hit, "The Lady Who Dared," Opening Today



Dorothy MacKail, star of "Reckless Hour," which starts Sunday at Warner-Brothers San Pedro Theater.

Billie Dove scores another dramatic hit in "The Lady Who Dared," which opens Thursday for a three-day run at the Warner Bros. San Pedro Theater. Sidney Blackmer takes the part of an American consul, Charles Townsend, in a South American city. He finds himself exceedingly busy, and to a certain extent neglects his beautiful wife—Miss Dove—with the result that she drifts easily in the languid atmosphere of the city, into the acquaintance of Jack Norton (Conway Tearle), a polished man who pays her a great deal of attention, but who in reality is a big smuggler of diamonds and other things. The story proves a highly surprising melodrama.

Thursday night only C. H. Cleveland's Greater Harbor District Boys' band will appear. Stacey local boys, garbed in beautiful uniforms, will be under the direction of Charles Son, of the Long Beach Municipal band. This is the first appearance on any stage of this unique organization. The band will be supported by headliners who have appeared on the leading vaudeville circuits. Coming Sunday is "Reckless Hour," featuring Conrad Nagel and Dorothy MacKail.

Survey Reveals Rich Country
VICTORIA, B. C.—Survey of the Peace River country of British Columbia has revealed a supply of 9,000,000 tons of high quality bituminous coal, big pulpwood supplies, placer gold, water power and plenty of available passes, one so low no snow-sheds are required.

Hubby Kent Her Shoes Wet
NEWBURYPORT, R. I.—Her husband kept her shoes in a pail of water so she couldn't go out at night, Mrs. John Earl complained in court here. The husband was convicted of assault, but the case was filed.

Argentina in Olympics
BUENOS AIRES.—Raul M. Olivares has been named to represent Argentina at Los Angeles in connection with preliminary arrangements for the Olympic games. It is expected that 10 or 12 Argentinians will compete.

Auto Plates to Be Copper
PHOENIX, Ariz.—Determined to aid the copper industry in every possible way, Governor George W. P. Hunt has asked the Highway Commission to insist that 1932 automobile license plates be made of copper.

Child Hypnotizes Self
FREDERICKTOWN, Ohio.—Doctors attending Clarence Fletcher, five, injured while playing, declare he possesses the rare power of self-hypnosis. The lad is able to induce upon himself an insensible sleep so deep that physicians are able to give him delicate treatment without aid of an anesthetic.

Swedish "White Coal" Gains
MALMO, Sweden.—Sweden's "white coal"—its enormous supply of water power—furnishes nearly all light, heat and power in the country, and it also comprises a part of Sweden's invisible export. Thus more than 31,000,000 kilowatts are sent by submarine cable to Denmark.

Strict Laws Cut Immigration
JUAREZ, Mexico.—As a result of stricter application of the immigration laws and the depression, only 143 Mexicans were admitted to the United States through the American consulate in Juarez in the fiscal year ending June 30, 1931.

As Tuesday is Mission Day, fitting ceremonies are to be held at San Gabriel and San Fernando, while at night a musical fiesta is on the program for Hollywood Bowl. Admission Day activities of the Native Sons and Daughters throughout the state will center at the fiesta on September 9, with a great parade, "California the Golden," in the morning and a ball at night.

Celebrations at the beaches on September 10, and a California opera that night at Griffith Park theater; a motion picture ball; a parade of motion picture stars by night; two days of aviation fiesta at the Los Angeles Municipal Airport; a carnival for Saturday, September 12; and barbecues, street dancing and picturesque ceremonies all the time throughout the city, will complete the fiesta picture.

--at fox plaza

August is "Month of Stars" At All Fox Theaters

Bringing the new season's pictures to the screens of motion picture theaters throughout the Southland, August has been designated as "Month of Stars" in all Fox Theaters and the local Fox Plaza Theater is joining in the celebration in honor of the many prominent stars to be seen in near future productions.

For Friday and Saturday the Fox Plaza offers Joe E. Brown in "Broad Minded," a picture which is said to be even funnier and crazier than any of his popular comedians' past pictures. A Mack Sennett comedy entitled "The Bride's Mistake," is also offered.

For Sunday and Monday the offering will be Edw. G. Robinson and James Cagney in "Smart Money." Bobby Jones in "The Niblick," the second chapter of Jones in "How I Play Golf," will also be offered.

Tuesday and Wednesday bring a return engagement of "Trader Horn," Metro-Goldwyn-Mayer's gigantic adventure picture featuring Harry Carey and Edwina Booth.

For Thursday only, Loretta Young in "Big Business Girl" will be the screen feature with added attractions of a Johnny Arthur comedy entitled "Men Without Skirts," and a Vagabond adventure reel, "Call of Mohammed."

SAN FRANCISCO.—Spending the night at a friend's house, Don Carroll ate meat loaf sandwiches from the ice box. Next day he was told he had eaten canned horse meat, bought for the dog.

FOX PLAZA

Hawthorne Phone 222
Plenty of Parking Space
Around the Plaza

Friday and Saturday
Funnier and Crazier
Than Ever!



JOE E. BROWN
BROAD MINDED
Sennett Comedy,
"Bride's Mistake"

Sunday and Monday
EDW. G. ROBINSON
— in —
"Smart Money"

Bobby Jones in "The Niblick"

Tuesday and Wednesday
RETURN ENGAGEMENT
"Trader Horn"

Thursday Only
LORETTA YOUNG
— in —
"Big Business Girl"

Comedy, "Men Without Skirts"
Vagabond Adventure Series
"FORREST MARKET NITE"

TORRANCE

Adults 30c—Balcony 25c—Children 10c

TONIGHT
Edward G. Robinson, James Cagney in
"SMART MONEY"

FRIDAY & SATURDAY
Victor McLaglen in
"Not Exactly Gentlemen"

SUNDAY & MONDAY
Marion Davies in
"FIVE AND TEN"

TUESDAY, WEDNESDAY & THURSDAY
"Trader Horn"

WARNER BROS SAN PEDRO

Now Playing
BILLY DOVE in

"The Lady Who Dared"
with SIDNEY BLACKMER, CONWAY TEARLE

600 Seats 25c Anytime
COOL OFF AT WARNER'S

COMING SUNDAY
"The Reckless Hour"

Starring
DOROTHY MacKAIL, CONRAD NAGEL,
H. B. WARNER, JOAN BLONDELL

— ALSO —
ADVENTURES IN AFRICA BOBBY JONES
Episode No. 9 (Himself)
"THE SPOONS"

Sur-Prize Nite Every Wednesday

FOX BROADMINDED

FRIDAY, "SECRET CALL"
with RICHARD ARLEN, PEGGY SHANNON

SATURDAY, RAMON NOVARRO in
"SON of INDIA"
with CONRAD NAGEL, MARJORIE RAMBEAU

SUNDAY, MONDAY, TUESDAY, BARBARA STANWYCK in
"The Miracle Woman"
with DAVID MANNERS, SAM HARDY,
BERYL MERCER

Read Our Want-Ads