

Herald

\$1

DOLLAR

DAY

OFFER

Bring In a New Subscription For One Year at Regular Price (\$2.00) and Be Given an Order For \$1 in Trade Good at Any Store In Torrance Participating In Dollar Day!

Subscriptions MUST Be NEW and For at Least 1 Year. They May Be Brought In Any Time Today, Tomorrow, or Saturday Till Noon . . . But Order MUST Be Used Dollar Day, February 26!!!

TITLE

1 of The Federal Housing Administration has been Re-instated . . .

MODERNIZE YOUR HOME WITH NEW PLUMBING
And Install America's Newest, Most Beautiful WATER HEATER



The **MISSION SQUARE MODEL**



NO DOWN PAYMENT!

Through "HOME MODERNIZATION LOANS"
 Monthly Payments AS LOW AS **\$3.00**

DAVID JACOBS

1908 222 Street "Your Plumber" Phone 88

Western Auto Opening Sale

A most timely event for local motorists is the three-day Month-end Sale, featuring greater savings on tires, batteries, oil and many accessories, that has been announced by E. E. Murchison, resident manager of the Western Auto Supply company. Especially reduced prices on these important automotive needs will be in effect today, tomorrow and Saturday, he says.

Although February is generally thought to conclude King Winter's fury, Murchison declares that cold, rainy weather usually continues through the early Spring months, making driving as hazardous then as in stormy weather. This necessitates sure-gripping tires for proper safety, a powerful battery for convenience and continued use of winter grade lubricants for full protection of the car engine.

Realty Board Being Formed in Lomita

Lomita real estate agents are forming a realty board similar to like organizations in other nearby cities. Arthur P. Franklin is serving as temporary chairman. By-laws are being drafted for the board.

ASK FOR FEDCO

—15 YEARS SAME FORMULA— THE BEST BABY FEED For Chickens, Turkeys, Ducks. Used by over 8000 Poultrymen because they rate more chicks, heavier fryers, better bodied pullets, longer lived profitable layers, with less labor, less loss and at less cost. Used, recommended and sold by more hatcheries in Southern California than any other feed.

LARGE FEEDER—LIVING PLANTS Nourishing thousands of layers save from 6c to 7c per hen monthly on feed costs.

ONE OZ. OF CALLED NO COCCIDIOSIS FEED Less toxic, more digestible nutrient, helps prevent anemia, exanthematous, rance paralysis.

THE ORIGINAL ONE FEED for all ages. Copied by nearly every major mill in Southern California who claim a feed "Just Like Fedco."

ONE OZ. OF \$500 for a better, cheaper, longer proven result getting complete feed has never been challenged.

FOR THAT SUPER ROAD TO PROFIT SEE YOUR DEALER TODAY.

SAY FEDCO

Mrs. Franklin D. Roosevelt Will Lecture in L. A.



America's First Lady

Mrs. Franklin D. Roosevelt will make a lecture appearance in Los Angeles, Thursday evening, March 17, at Shrine auditorium, under the auspices of the Modern Forum.

The nation's first lady will speak on problems of youth today, and various subjects on which she has been quoted in recent months in the press. The fee received by Mrs. Roosevelt for the lecture will be given to charity, as will fees for lectures made in other cities during her present speaking tour.

The event marks the first appearance of Mrs. Roosevelt in Southern California. Arrangements are being made by civic and democratic groups to entertain Mrs. Roosevelt during her visit. Tickets for the lecture are on sale at the Southern California Music Company, 737 South Hill street, Los Angeles, and at branch offices throughout Southern California.

TORRANCE HIGH LIGHTS . . . by Madalyn Pinkham

T. H. S. COMPLIMENTED . . . Torrance high school was highly complimented this week when C. C. Harvey, secretary of the Committee on Publications of the National Education Association, requested that a local student write an article about our school to be published in "Student Life," a national magazine. He believes that T. H. S. has one of the most outstanding vocational guidance programs in the country. Arthur Woodcock is preparing the article.

G.A.A. DINNER . . . Officers of the G. A. A. were the guests of Miss Duncan, sponsor, at a dinner in her home Tuesday night.

ESSAY CONTEST . . . Students competing in the American Legion Auxiliary's essay contest will write on "The Spirit of Elidac as Exemplified by the Tomb of the Unknown Soldier." A \$200 scholarship will be the first national prize; \$15 second and \$10 will be given for third prize. There will also be local prizes.

ANNUAL PIX . . . G. A. A. and boy's athletics were the first pictures to be taken (Monday) for this year's Annual.

DOES BLADDER IRREGULARITY GET YOU UP? MAKE THIS QUICK TEST! Your 25c back in four days if not pleased. Get the kidneys with juniper oil, buchu leaves, etc., made into green tablets. Help nature drive out waste and excess acids which may cause the irritation that wakes you up, causes scanty flow, burning or backache. Just say Bukets (25c) to any druggist. Locally at Dolley Drug Co. adv.

NARBONNE STUDENTS TO ATTEND NEWS DAY . . . Narbonne high school will send four student delegates and a faculty adviser to the annual Newspaper Day sponsored by the University of Southern California Saturday, Dorothy Hall, editor of the yearbook; Isaline Billaud, editor of the paper; and Wayne Cox and Haruo Yamakido, accompanied by Miss Margaret McGarry, will attend.

Other pictures are scheduled to be taken very soon.

SALES TIPS . . . "Salesmanship" was the subject of Mr. Robinson's talk Monday at a Vocational Guidance conference. One of the major points was that good speech is essential in the art of salesmanship.

Ask Funds for Perfume Survey

Appropriation of \$25,000 to finance the county's share of the WPA perfume-flower growing project was requested today, preparatory to filing a new application for the project with the federal government for an allocation of technical labor.

Headquarters for the project would be at Alondra Park north of Torrance. The project calls for "a survey to coordinate all available information in regard to perfume or aromatic, resinous and medicinal plants, the effect of Southern California climate and soils upon their growth and yield of essential oils and principles."

Employment would be given to nurserymen, botanists, entomologists, chemists, research editors, writers and translators. The department of budget and research reported that although the project had been discussed for some time, the actual appropriation of the \$25,000 for the sponsor's share had not yet been made.

OBITUARY

MAE I. HILL . . . Funeral rites for Mrs. Mae I. Hill, 23, of Gardena, who died last Saturday of pneumonia at Torrance Memorial Hospital, were conducted Tuesday at the McMillan Funeral Home. Interment was in Inglewood Park Cemetery.

Mrs. Hill was survived by her husband Allen E. Hill, a two-year-old daughter, her parents and two brothers, all of Gardena.

ZARIE WING . . . former resident of Lomita many years ago and a cousin of the late Job Eudcock of that community, passed away at his home in Los Angeles Sunday morning. He was 84 years of age and was survived by three daughters. Interment was at Forest Lawn.

MRS. NINA BELL LOWERY . . . resident at 24309 Ward street, Welteria, for the past four years, passed away last Saturday at the age of 69 years. She had been ill for some time. Mrs. Lowery, who was born in Ottawa, Ill., came to Welteria from Long Beach. She was survived by her husband, Henry F. Lowery, a daughter, Mrs. Leon Ross, Stockton, and two sons, J. P. Beckley, Hormosa Beach, and Henry Lowery, Welteria. The funeral was held Tuesday afternoon at the A. M. Gamby mortuary in Lomita with Rev. Charles Swift of Wilmington officiating. Interment was at Roosevelt Memorial park.

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Ask for these at the Library

THE BRIEF HOUR OF FRANCOIS VILLON by John Erskine: "The story this novel tells is that of Francois Villon and his amazing escapades but the "plight" of the world it represents is unmistakably our own, a world torn by brutality and vice but holding that profound side of life on which the human spirit must build its destiny.

This is a novel John Erskine's friends and critics have long wished he would write. Born out of the dramatic 15th century in France, which he knows so well, here is a novel about that poet so well and so little known. A paradox in life and verse. Luckless he never knew which ladies who loved him one day betrayed him the next. From the gallows to a Count's banquet; thief, rogue, lover, rich in poetry, poor in purse his story is one long escapade.

MY IRELAND by Dunsany: "I shall tell of the Ireland that I know the best," writes Dunsany, "the Ireland of the Abbey players, of the folk that come out at evening to dance on the raths, of young poets and old myths, and of the out-of-doors and shooting." The result is a rambling, entrancing work, like no other book on Ireland.

LAST FLIGHT by Amelia Earhart:

Informal, gay, filled with the spirit of adventure, this is Amelia Earhart's own story of her great flight, up to her take-off from Howland Island. Before her departure Miss Earhart prepared the initial chapters, giving an account of her flying career; how she came to be a pilot, how she flew from Mexico City to New York, how she hopped across the Pacific from Honolulu to Oa'ki'a and then she left with Captain Noonan on the great journey.

THE BURIED CANDELABRUM by Stephan Zweig: The great biographer and brilliant novelist tells a reverent tale of the seven-branched candlestick (ancient symbol of ancient faith) after it had stood dark and unattended though well-guarded for many years in the house of strangers. The author has wrought a grave and moving legend of its capture by the Vandals and its unexpected and dramatic redemption.

THE TURNING WHEELS by Stuart Cloete: This is a heroic novel on a great canvas; the story of the epic journey of the Afrikaners in the early 1800s from Cape Colony north into the Transvaal. Those enduring Dutch farmers who made the trek saw the earth as the mirror of their God and He was as exacting and lusty as they. The group started north for political and religious reasons; they stopped where the land was fertile and although they were invincible fighters they died there from success and peace.

It is a novel of violence and passion, of Kafir-killing, Bible-savering and irresponsible young lives. Brutal and melodramatic, nevertheless it is as luxuriant as the jungle and at times as beautiful and terrible. The author himself a descendant of the Dutch pioneers lives in South Africa after childhood in England. Fifteen years on the veldt gave him the history and background for this absorbing tale.

OLEANDER RIVER by G. B. Stern: "Oleander River" is a captivating romance and a malicious social comedy with a dash of mystery for added spice. The scene of this brilliant and romantic novel is laid in Provence among the hills that border the Mediterranean, where two English families, completely different in their ways, live as neighbors. A tangled romance develops among them and the story grows steadily more dramatic until the disclosure at the end. Readers of "The Matriarch" and "Monogram," former widely popular books of this author, will enjoy once more the pungent wit, delicate irony, humor and tenderness with which G. B. Stern's work is always associated.

Smith Puts Thru 3 Realty Deals

Three real estate transactions were announced this week by J. C. Smith of the Torrance Investment Company. He assisted in selling Don Findley's home on Martina to George Morton, proprietor of the American Beauty and Barber shop; and aided Morton in disposing of his former home at 703 Madrid to S. B. Henderson. The latter transaction was for \$2,100 cash, it is understood.

The third deal consummated by Smith was the sale of a corner lot at Beach and El Dorado to Lewis Ludwig of San Pedro. The new owner intends to erect a five-room home there in the near future.

IN SOCIETY

BRIDGE CLUB LUNCHEON TUESDAY

A delightful affair of last Tuesday was the luncheon and afternoon of bridge held in the Palos Verdes golf clubhouse. Those attending were—Miss Tom Hyde, May Smith, Tom Shriver, John Disario, I. Watson, Albert Isen, A. E. Fletcher and Ellis Owens.

BIRTHDAY DINNER HONORS NIECE

Mrs. Jesse Dales, 2515 El Dorado, entertained at dinner recently for her niece Madeline Knaus, Mildred Knaus, Messrs. Herbert Dickenson and Louis Nagy all of Long Beach.

DINNER GUESTS AT STONE HOME

Mrs. Edna Stone and Della Dye entertained at dinner Friday evening in their home 1508 1/2 Post avenue. Their guests included Mr. and Mrs. Alfred Gouder, Mr. and Mrs. Frank Shields, Hazel Paxman and Laura Buchman.

ATTEND PARTY AT BEACH CITY

Annie Woodbourne, Mable Webb, Ella Quinley, and Emma Evans attended luncheon and card party at the Community Hall in Redondo Beach, Wednesday.

The affair was sponsored by the Redondo Beach Woman's Relief Corps, who recently elected Mrs. Evans, an honorary member of their Past Presidents Club which meets the third Wednesday of each month.

PARENTS INVITED TO VISIT LOCAL TOY LOAN

Starting Tuesday March 1 and on through the week Toy Loan located in the Girl Scout club house 1500 block El Prado, will be open from 10:30 a. m. to 5:00 p. m.

Any child may borrow toys free of charge for periods not to exceed 14 days. Toys are completely disinfected after each borrower returns them.

Parents are invited to bring their children to this center and meet the toyarian, Miss June Crowell, who is in charge. Each child visiting the center Tuesday, the opening day will be given a sucker.

LEADS IN MILK

Los Angeles county leads the nation in production of milk.

A new tie every week with the money saved by Gas



It costs much less to cook, refrigerate and have automatic hot water with gas. In fact, this difference in operating cost frequently equals the price of fifty-two neckties, in a year's time. The savings vary, of course, with families, just as neckties vary in cost. But you can write this down in terms of dollars and cents: Gas saves money. And consider the marvelous service. Natural gas is dependable. It's fast. It does better work. Small wonder that so many people in this region are using the difference in cost to buy new gas appliances! Terms are attractive, too.

Another Gas Economy



The Simmer Burner—saves gas, saves fuel

SOUTHERN CALIFORNIA GAS CO.

Natural Gas — YOUR QUICK, CLEAN, ECONOMICAL SERVANT

DOLLAR DAY AT LA MODE

LA MODE FURNITURE

Gaston J. Arcq

1513 CABRILLO AVENUE PHONE 545

- STEP Sturdy! Green Finish! Rubber Mat Steps! Reinforced with Wire! \$1
- STOOLS Regular \$1.85 \$1
- CARD Center Reinforced! \$1
- TABLES Regular \$1.50 \$1
- PILLOWS Large Ass't of Colors and Styles! Reg. \$1.50 to \$1.95 \$1
- BABY Unfinished Play Yards, 40"x42"! \$1
- YARDS Full size! Reg. \$1.85 \$1

SEE OUR WINDOW DISPLAYS

KENNEY'S SHOE REBUILDING

Work Shoes High Quality Leather and Expert Workmanship to Stand Hard Wear! SEE KENNEY! 1917 CARSON at CABRILLO

STONE & MYERS, Funeral Director



TORRANCE: Cravens at Engracia. Telephone 195
 LOMITA. Telephone 347
 AMBULANCE SERVICE