

1250 Worth of Edison Stock is the average holding of 114,000 Stockholders

A^T the close of the year 1927 there were 114,150 individual stockholders of the Southern California Edison Company, whose holdings averaged 50.3 shares (par value \$25.00) each. This indicates the broad distribution of ownership in the company since 1918 when the total number of stockholders was 3667 with an average holding of 199:6 shares. Approximately 90% of the 114,150 stockholders of the company now on record are resident in California in the territory served by this company.

In number of stockholders, the Southern California Edison Company is now ranked among the first five corporations in this

For a Safe and Permanent Investment EDISON 51/2% PREFERRED STOCK

> \$24.75 per the Installment Plan YIELD: Approximately 5.55%

SOUTHERN CALIFORNIA EDISON COMPANY

Owned by Those it Serves

Edison Bldg., 3rd and Bdwy., Los Angeles - FAber 7121



SHOE STORE
ross from the Masonio Tem
on Sartori Avenue
Master Shoe Maker
Since 1909

An Amazing Introductory Sale

Price on this New

All-Electric

RADIO

TORRANCE HERALD

NOTICE OF TRUSTETS SALE

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Trust.

NOW, THEREFORE, notice is hereby given that The California National Bank of Long Beach, by virtue of the authority vested in it as Trustee, will sell at public auction to the highest bidder for cash, lawful money of the United States of America, on the 1st day of May, 1928, at the hour of 11:30 food.

First at the get-away First on the straight-away

No car in the Victory price class can match the all around bril-liance of Victory performance.

The Victory is first at the get-away and first on the straight-away—faster on the hills, faster in traffic—smoother on rough

And accelerates as no other car at the price has EVER done: 5 to 25 miles in 71/4 seconds! 10 to 45 miles in 131/2 seconds!

The public discovered all this even as the stop watch proved it.

More power per pound of car weight made it possible. Rugged Dodge construction made it prac-tical. And the Victory's unusual design made it SAFE.

For the Victory gravity center is lower and there is no body over-hang.... The chassis frame is the full width of the body—and the body sills are eliminated.

Exceptional charm of line and more headroom and seat width are further vital results of this

Drive the car today and make

ALLEN H. PAULL

TORRANCE (Temporary Location, 1623 Cabrillo Ave.)
Gardena Ph. 1452 Redondo Ph. 1382
16514 S. Vermont 312 S. Catalina

The VICTORY SIX

ALSO THE STANDARD SIX \$875 TO \$979 AND THE SENIOR SIX \$1570 TO \$17

Filling Station

Mr. and Mrs. J. A. Pemberthy and baby, who have been visit a dinner Monday evening celebrating the first wedding anniversary of Mr. and Mrs. George Hummell.

Mr. and Mrs. Fay Parks visited

Mr. and Mrs. Roy McKenzle left for Arizona and points east Sun-day. They will take an extended vacation.

C. B. ROBERTS & CO. Lomita Can and Garbage Disposal

PHONE LOMITA 337

For Your Health's Sake
DRINK
BOOTH'S CERTIFIED
WATER
Purified by Ozone
Stands loaned free. Water
50c per bottle. It's better to be
safe now than sorry later.
ORDER YOURS NOW
PHONE SAN PEDRO 1322-W
A Local Product

THIS WEEK ONLY

3 Bars Woodbury Soap I BAR FREE

1 lot to each customer—no more, no less.

THE SAMPLE STORE

Hawkins & Oberg

M. Woodburn's



Swift's Premium Skinned Hams 25c lb.

Half or Whole, 12 to 16 lb. average

Large Local Ranch Eggs 25c Doz.

JELL-X-CELL 7e pkg.

4 pkgs.—25c

EASTER SPECIALS FOR FRIDAY & SAT. ONLY

Ohio Blue Tip Matches 6 boxes for 24c

Franco American Spaghetti—10c

Gibson's Country Gentleman Corn 2 cans for 25c



WHITE KING WASHING POWDER Large Size—40c

BANANAS 2 lbs.—15c

You'll Like to Shop at Woodburn's



FREE! Muffin Pan ee, (valued at 25c) w 2 Packages of SWAN'S DOWN CAKE FLOUR 2 for 75c Single Pkgs.—38c

R.L.C. CANNED PEACHES No. 2½ can—25c

POST TOASTIES CORN FLAKES 2 pkgs.—15c

Phone 348 - Madrid at Sonoma - I. M. Woodburn

Cra-Post
Market
Cravens & Post Quality Markets
Cravens & Post Quality Markets
Redondo Blvd.
at Portola

EASTER For Friday

MEAT DEPARTMENTS



SPECIALS and Saturday

GROCERY DEPARTMENTS

IRIS DEMONSTRATION

Thursday and Friday at Cra-Post Market; Saturday at Portola Market.

Come and sample this Wonderful Brand of Canned Goods. Lady Demon-

Special Prices on Iris Goods During the Demonstration

FRUIT SALAD, No. 1..... IRIS FRUIT SALAD, No. 21/2.... RAMBLER PEACHES, No. 21/2, 3 cans..... RIS SLICED PINEAPPLE, No. 21/2 can,72c IRIS ASPARAGUS, No. 2, 2 cans... IRIS SWEET PEAS, No. 2, 3 cans... SUGAR, 10 lbs. Cane Sugar in Paper Sack.....59 JAMS—We have the largest variety of Jams in Town. Packed in Useful Crocks and Jars. 21/2 lbs. to jar. ALL BERKY JAMS, 21/2 lb. for.

ALL FRUIT JAMS, 21/2 lb. for

EASTER IS QUALITY TIME-and W have personally selected Choice pieces of BABY BEEF-Oh, so tender; Milk Fed Lamb and Veal, and Eastern Corn Fed

Special Friday & Saturday

AT BOTH STORES

Swift's Premium Skinned Hams Cudahy's Puritan Skinner Hams Morrell's Pride Skinned Ham

25c .171/20

Half or

Whole

Fresh Spare Ribs., lb. Legs of Fresh Pork, Ib. .350 Legs of Spring Lamb, Ib.

shifts. Designed under full patent rights of Radio Corporation of America. An A-C radio as dependable as your electric light and nearly as simple to operate. See it . . . hear it TODAY! \$13 Delivers—\$9 Monthly

Full Cash Value Allowed for Your Old Radio BEAUTIFUL walnut table model with classic design cone reproducer. Special advance shipment Immediate delivery if you HURRY!

formance. A super powerful 6-tube radio BUILT for direct light socket operation. No batteries, no eliminators, no make-

\$13750 Complete

Connected to Your Light Socket

Me last word in radio design and per-

Same Super Radio in Fine Highboy Cabinet, \$15450

BEAUTIFUL burl walnut highboy cabinet with classic bronze grill over tone chamber... Drop panel for arm rest when radio is in use.



Open Every Evening

