

Mrs. Haggard Reopens Poppy Shop

Mrs. J. E. Haggard has purchased the equipment and goodwill of the Poppy Flower shop recently opened in Young's American market by Mrs. S. Forbes, and has moved the furnishings to 2171 Cravens avenue where the Poppy shop will be re-opened on Friday, October 4.

Mrs. Haggard expects to conduct a first-class florists trade and will furnish cut flowers, floral pieces and decorations to order. She has engaged expert help to assist in turning out designs and assures the public of satisfactory service at all times. Her friends and the public in general is cordially invited to visit the new shop.

Chrysler Addresses Dodge Men on First Anniversary

Summarizes Record of Chrysler Achievement in First Year of Ownership; Assures Executives Dodge Brothers Name and Prestige Will Be Enhanced and Expanded by Future Development

DETROIT, Oct. 3.—"The Restoration of Dodge Brothers Prestige" was the subject of an earnest talk by Walter P. Chrysler to the executives of the Dodge Brothers organization on the occasion of the completion of the first year of Chrysler ownership of the vast Dodge properties, according to Len Murray of Paul and Murray, dealers in Torrance.

Mr. Chrysler pointed out that under the management of the Chrysler organization, the Dodge Brother Six has shown a gain in sales 57% greater than that of the former Victory Six in the year before Chrysler acquired Dodge. The increase in Dodge Brothers truck, bus and coach business for the same period has also been substantial, Mr. Chrysler said.

In this first year of Chrysler ownership of Dodge Brothers, plant efficiency has been greatly increased under the direction of K. T. Keller, vice president in charge of all Chrysler Motors manufacturing and general manager of Dodge Brothers. Engineering design, quality of materials and craftsmanship has been further improved with a corresponding increase in the value of the product. The great Dodge Brothers dealer organization, always one of the strongest in the industry has grown still stronger.

Much of this growth in volume and in prestige, Mr. Chrysler attributes to the restoration of the fifteen years ago by John and Horace Dodge, and to the re-establishment of the name of Dodge

Brothers in the motor car markets of the world.

"Under the ownership which preceded Chrysler, there appeared a tendency to get away from the name of Dodge Brothers, and from the prestige for value, dependability and mechanical excellence which that name had so long carried," said Mr. Chrysler. "While Dodge Brothers, its cars were known as the Victory Six, the Standard Six and the Senior Six. The trucks, buses and motor coaches manufactured by the company were sold under the name of Graham Brothers.

"To the Chrysler organization, our purchase of these great properties brought three assets of incalculable value—the vast and fine manufacturing facilities of these splendid plants, the soundly established and aggressive organization of Dodge dealers, and the name of Dodge Brothers.

"In my judgment the greatest of these was the 14 year-old prestige of the Dodge Brothers name. We could have reproduced the brick, mortar and machinery of the manufacturing plants. Conceivably, we might in time have duplicated in the marketing of a fine product the prestige of the Dodge dealer organization. But only to Dodge Brothers and to a business built upon the principles of integrity, progressiveness and fine craftsmanship could there belong the public approval and the prestige which attach to the name of Dodge Brothers.

Free—Two Pairs of Pled Piper Shoes

Some boy and girl is going to win a new pair of Pled Piper shoes by filling in the missing words in a Pled Piper poem published in Rappaport's advertisement in last week's Torrance Herald and Lomita News.

Two pairs of genuine Pled Piper shoes will be given and any boy or girl of 10 years old or younger may enter in the contest. The contest closes Tuesday, October 8, and the poems should be left at Rappaport's store before that time. Mrs. Frank Sammons, president of the Women's Club; Mrs. Hitchcock, president of the P.-T. A. and Miss L. W. Fraser of the Torrance Herald will act as judges and award the prizes.

Your home can be remodeled like the one at 2023 Arlington avenue—adv.

Only Little Time Left to Get Edison Medals and Win Plaque

Here are the shiny golden medals that are given to every boy and girl who turns in a questionnaire. Aren't they pretty?

A bag full of bright shining golden medals was delivered to the Torrance Herald office this week from Thomas Alva Edison, with instructions to give one of the pocket pieces to every boy or girl who turns in an Edison questionnaire.

Copies of the Edison Questionnaire and the Rules of the Contest may be obtained at the Herald office, 1434 E. Prado. The Torrance Chamber of Commerce will appoint a committee of judges and the boy or girl who answers the best questionnaire will receive a beautiful bronze plaque.

It is part of the elaborate plan to interest everyone in this broad

Questionnaires must be left at



land in Light's Golden Jubilee, October 21, when Ramsey MacDonaid, Mussolini, Edison, Henry Ford and other world famous men will speak over a nationwide radio hookup.

The Herald office not later than Friday, October 11, at 5 p. m. So you better get busy now. Every boy or girl who answers the questionnaire will get a medal. See them at the Herald office.

HISTORICAL LECTURE AT BOOSTER HALL

Keystone is indeed fortunate in having Eimer Gandy present his intensely interesting historical lecture of early western life. "The Romance of The Butterfield Trail" at Booster Hall on Main street Friday evening, at 7:30 p. m.

Mr. Gandy presents the lecture in costume, gripping and interesting his audience in an unusual way. His depicting of the desert, pioneer towns, miners, cowboys and stage coaches on the canvas in striking colors, illuminated with vari-colored lights is unique, original and forceful.

Mr. Gandy comes highly recommended by the board of education, principals of high schools throughout the city and country and also numerous women's clubs.

This lecture is given under the auspices of the Girls W.W.G. and C.W.C. clubs of the Keystone Baptist church. The proceeds from the sale of tickets will be applied to the building funds for the further equipment in the church. This is the first of a series of high class entertainment to be offered the people of Keystone by the various clubs of the church.

VONS, MORRISON'S, CROWN EMPORIUM and HUMPTY DUMPTY

Division Of The



Your Nearest Store

1929 CARSON

1407 SARTORI AVE.

Discovery Food Sale

Just 437 years ago Columbus discovered America—and today YOU can "discover" the world's best foods in the West's favorite food stores! Try it and see. Visit your nearest MacMarr Store during this sale. See the well-known brands; note the freshness of the stocks; the clean stores, low prices and smiling attention from courteous, alert salespeople. Do this and you, too, will have made a "discovery" well worth your while!

Following prices effective up to and including Wednesday, October 9th.

C. AND H. CLOTH BAG		
Pure Cane Sugar 10 lbs. 55c		
Spaghetti Beachnut, Prepared 3 tins, 29c	Minced Clams "Warrenton" 2 cans, 35c	Salmon Libby's Alaska Sockeye Tall Can, 25c
CORN Fancy Country Gentlemen No. 2 size tin 2 for 29c	PEAS Sugar No. 2 Size Tins 10c	

P. and G. SOAP 10 bars 35c

MacMarr Meat Market

Following prices effective Friday and Saturday, October 4th and 5th
1407 SARTORI AVENUE

Cudahy Hockless Smoked Picnics. The flavor lasts. lb. 25 1/2c	Breast for stuffing, lb. 18c	Boneless Beef Stew, with vegetables very healthy, lb. 25c
Fancy Ham Ends. Fine for cabbage. lb. 18 1/2c	Fresh Ground Veal, fine for loaf, lb. 30c	Lamb Chops are cheap now. Eat more—nothing finer. Rib or Loin Chop, fancy, lb. 42c
Big Veal Sale	Boneless Stew, lb. 25c	Young Pig, Pork Shoulder, lb. 23 1/2c
Shoulder Fancy Veal, lb. 23c	Fresh Ground Steak, lb. 32c	White Ribbon Shortening, 2 lbs. 25c
Loin or Rib Veal Chops, lb. 43c	Round or Flank Steak. Just right for Swiss Steak, lb. 32c	Rex (Cudahy) Lard, 2 lbs. 25c
Veal Steak or Cutlets, lb. 49c	Swift's Premium Cervelat. Just the thing for that dutch lunch, each 30c	

MacMarr Fruit and Vegetable

Prices Effective Thursday, Friday and Saturday

POTATOES, washed Burbanks, 9 lbs. for . . . 25c
BELLFLOWER APPLES, 7 lbs. for 25c
BANANAS, 5 lbs. for 25c

Today...we begin with Graham-Paige

We take pride in announcing our appointment as Graham-Paige dealers in Torrance.

The 1930 line - the best looking, finest performing cars and most substantial values Graham-Paige has ever offered - is now on display.

You are invited to visit our showroom - to see these new cars - and to inspect our facilities for rendering service that measures up to the Graham-Paige standard.



REDONDO GARAGE CO.

Paul Hall - - Henry Hagenow

REDONDO, CALIF.

PHONE 2091

516-518 NO. CAMINO REAL