

San Francisco

ROUND TRIP '18
ONE WAY 63c
Including MEALS and BEERS
HAWAII and YALE

ROUND TRIP TO SAN FRANCISCO—Tues., Thurs., Sat., Sun. from L.A. Harbor, 4 p.m.

5 ROUND TRIP TO SAN FRANCISCO
ONE WAY 93c
Including MEALS and BEERS

SAILINGS TO SAN FRANCISCO—Wed., Thurs., Sat., Sun. at 3 p.m.

Through connections to West Coast, 2-4

LASSCO
LOS ANGELES STEAMSHIP CO.
144½ Broadway Ave. Torrance Pierway
Torrance—Tel. 3-1
730 So. Broadway, Los Angeles
Tel. VA 2221

R.N.A. Retiring Officers Feted at Benzel Home

Outgoing officers of the Royal Navy were feted at a dinner at the home of Mrs. C. A. Benzel at her home at 2815 Andros avenue Saturday evening, Dec. 28.

Mrs. Cora King had cleverly written verses about each of the officers, and the reading of these created much merriment. She read one for the Oracle, and then presented her with a beautiful seal leather card case, a gift from all of those present.

Following the dinner was an evening of games. Present were Mrs. Blanche Crawford, Mrs. Bertha Bradford, Mrs. Mary Wirtz, Mrs. Mary Coll, Miss Caroline Stroh, Mrs. Martha Cooper, Mrs. Leola Coste, Mrs. Cora King, Mrs. Albertina Phillips, Mrs. Elise Smith, Mrs. Elva Meiner, Mrs. Pauline Grubb, Mrs. Lewis Walker, Mrs. Mary Baker, Mrs. Rosella Powell, Mrs. Anna Batsch and the hostess, Mrs. C. A. Benzel.

CHEVROLET NEW MODELS FOR 1930 DRAW CROWD AT EXHIBIT



"Smoother, Faster, Better," and proclaimed as the "greatest Chevrolet in Chevrolet's history" tells the story of the new series of 1930 Chevrolet sixes which were presented to the motoring public last Saturday. The striking sport roadster with top up, is shown here with insets of spring shackles, fully enclosed, internal expanding brakes and wire wheels, and Lovejoy shock absorbers.

"Smoother, faster, better." This tells the story of the new series of 1930 Chevrolet sixes which are now on display in the showrooms of Torrance Motor Co., Cravens and Marcelina avenues, Torrance.

Proclaimed as the "greatest Chevrolet in Chevrolet's history," the new series includes a sport roadster, standard roadster, sport coupe, standard coupe, phaeton, club sedan, standard sedan and coach.

The 1930 Chevrolet six, with scores of improvements, is the offering Chevrolet Motor company makes to the new year, an offering made possible by the fact that in 1929 Chevrolet built and sold over a million, three hundred thousand six-cylinder automobiles. This enormous volume production has made possible many savings in the Chevrolet factories, especially in the cost of new materials and long production processes. In keeping with Chevrolet's policy these

improvements represent increased dollar per dollar value with no appreciable increase in price of any of the models.

The 1930 Chevrolet six embodies scores of vital improvements which affect phases of comfort, performance, endurance and safety.

Lighter cast-iron pistons, with bronze bushings; new motor head design; fully enclosed, internal-expanding brakes; four Lovejoy shock absorbers; sturdier transmission; heavier clutch—these are typical of the improvements found throughout the design of the car.

Other advancements include a heavier rear axle; larger tires; new self-adjusting spring shackles; new electric gasoline gauge; new non-flare windshield; new instrument panel; new and richer upholstery.

These improvements evidence themselves in the car's proper fitting colors add beauty, dignity and smartness to the body lines. To those discriminating buyers

who desire a car in the low-priced field—a car which embraces everything that is modern, yet powerful and fast—the new Chevrolet is proclaimed by its designers and builders as being the embodiment of all these attributes.

The combined creative talents of Chevrolet and Fisher designers, in offering these eight beautiful new models, have been put to full play.

The interior of the car is particularly striking. Upholsters are richer and more durable. Seats are wider and deeper, with more luxurious cushions. The new non-flare windshield makes driving safer and more pleasant. The new airplane instrument panel carries convenient groupings of driving controls—and the distinctive new color combinations grace every model.

Chevrolet engineers point out that the four Delco-Lovejoy hydraulic shock absorbers on all mod-

els eliminate road shocks and greatly increase comfort.

They also declare that the improved 58-horsepower six-cylinder motor gives smoother, quieter operation with increased power.

In traffic, the new automotive acceleration pump provides the flashing pick-up which is to be desired so much. And fully-enclosed, internal expanding weather-proof brakes assure positive brake action at all times.

New, safer, full balloon tires with smaller wheels improve roadability, comfort and appearance.

For night driving the two-beam headlights controlled by a foot button permit courtesy, without dimming the lights.

And of course all closed models have the distinctive Chevrolet feature, the adjustable driver's seat.

Another Great Day

FOR MILLIONS OF MOTORISTS

NEW FORD BODY LINES AND COLORS NOW ON DISPLAY AT OUR SHOWROOMS



Schultz Peckham and Schultz

1514 Cabrillo Avenue
TELEPHONE 137
Torrance, California

Authorized Dealers of FORD Products

NOW WATCH FOR THE RED STRIPES



INDIA HEAVY SERVICE TIRE
for Buses and Trucks

INDIA SUPER SERVICE BALLOON

WE ARE pleased to announce that we have been appointed exclusive distributor of India Tires—the quality tires with the red stripes—for this locality.

After many years studying tires, we are convinced that India offers the greatest tire value in the world today—either for passenger car service or for heavy hauling on buses and trucks.

Built of the very best of materials—strong, elastic cord fabric—pure amber friction—firm, long wearing, ground-gripping tread—India tires will outwear, outlast any tire made. And their black beauty with the distinctive red stripes adds greatly to the appearance of any car.

With India tires and our complete service, you have double assurance of complete tire satisfaction.

Come in and see this masterpiece of tire construction and our own facilities to serve you.

Smith & Davis

TORRANCE, PHONE 212
Regendo Blvd. at Portola Ave. Torrance, Calif.

Survey Shows Advertising Will Increase In 1930

Data Gathered by U. S. C. Shows Necessity of Regular Newspaper Advertising if Merchants Is to Succeed

"Based upon the experience of retail merchants during 1929, California newspapers are preparing to serve advertisers more effectively in 1930 than ever before," according to a study of the newspaper and retail fields just completed by the Journalism Department of the University of Southern California under the direction of Marc N. Goodnow, field representative.

"Realization that a very large bulk of consumer buying is done through the daily and weekly newspapers has come to merchants during recent months," the report states. "Results have frequently been such that not only will more merchants take advantage of this medium of selling merchandise, but in many instances advertising appropriations promise to be larger. Experience during the past year has demonstrated both the value and necessity of consistent, systematic sales promotion through broadcast advertising in newspapers which reach every section of the community. At the same time the merchants have been given the advantage of a wider spread through increased circulation, at no additional cost of advertising space.

"More important still, the consuming public has come to rely more and more upon newspaper advertising for information concerning both the necessities and luxuries of life. With the expansion of market power, the newspaper has become a more ultimate, widely-read factor in household conduct than ever before. So far as the merchant is concerned, it has proved to be the cheapest form of delivering his message to the public which he has ever employed.

"Our study of merchandising, particularly in Southern California, shows that, with but few exceptions, the regular advertiser who sets aside a fund sufficient to exhibit his wares in newspaper space and pays proper attention to his copy and merchandise invariably increases his volume. Not only does he enlarge his trading area, but he reaps new rewards from old customers.

"In the smaller communities, the methods used by chain stores have had an educational effect upon independent dealers, showing them better how to advertise as well as

how to buy and sell the type of merchandise which people want. While in a few instances the chain store has made serious inroads on independent dealers, it is generally true that improvement is noted among independents since the chains began operation. Statistics show that whereas independent dealers throughout the nation were doing only 59 per cent of the \$1 billion dollar retail business five years ago, today they are doing nearly 70 per cent."

School Notes

TORRANCE HIGH

An assembly was held Tuesday in the auditorium. The three candidates for student-body president, Beulah Cooper, John Young and Joe Tavan gave short talks, outlining their individual policies and plans.

At a Boys' League meeting held in the auditorium yesterday, films were shown of the municipal hydro-electric development in Los Angeles. These films were shown through the courtesy of the Science club of which Mr. Francis Waddingham is sponsor.

Torrance basketballers will travel to Bell tomorrow to meet the A and B teams. The C and D teams will clash on the home court.

...and please send it over

AT ONCE!

THERE are times when every minute counts—when promptness in filling and sending a prescription may save a life. That is the reason for Dolley's speedy service. We are willing to make 9999 needless rush trips to save a life that ten thousandth time. We're always ready.

Dolley Drug Co.

El Prado at Sartori

PHONE 10

Torrance, Calif.

EDISON Money Saving RANGE SALE

The Greatest Range Event Since the Invention of Electric Cooking

Edison announces an astounding

MONEY SAVING SALE OF Hotpoint AUTOMATIC ELECTRIC RANGES

AFORTUNATE purchase at an opportune time... a purchase of such magnitude as to command a price that HOTPOINT never before has even approximated on its famous standard 4-burner and 3-burner Automatic Electric Ranges...

AND NOW, the greatest Range Event since the invention of Electric Cooking... savings so surprising that we ask you to see the ranges first... to inspect critically every exclusive feature... before we quote you the price.

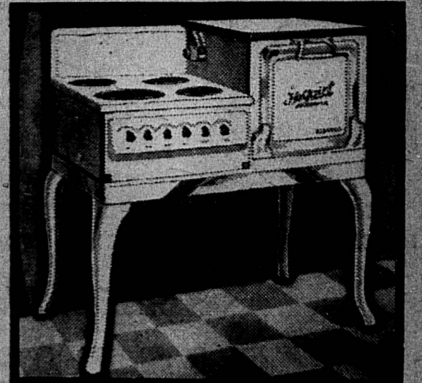
Reserve your Range Now; Pay Nothing Down; Your Old Range will Cover the First Installment

See these ranges at once; reserve your model; arrange for an appraisal of your old range, which will be accepted at its full value at down payment. Pay the balance in easy monthly installments. No installation charges... no extras. And your range entitles you at once to the splendid economies of the special low Edison combination rate for all household electricity.

Do not delay. Hundreds of California homes have been waiting for this opportunity. It will not last long.



THIRD AND BROADWAY • LOS ANGELES



Features of the Famous 4-Burner Large-Oven Hotpoint Automatic

- Radio Dial Automatic Oven Control and Thermometer
- Four Hotpoint Interchangeable Speed Burners
- White Porcelain Enamel Over All; Large Porcelain-Lined Oven
- Porcelain Buffet Oven Top
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- Smokeless, Self-Basting Drip Pan
- (3-burner Hotpoint identical with above, except in number of burners)

...the marvellously low MONEY-SAVING SALE Price includes installation; your old range is the only down payment required.

If You Can't Call Now, Mail This Coupon

GENTLEMEN: Please reserve for me to inspect without obligation, unless entire stock is already sold, a HOTPOINT AUTOMATIC, at your special Money-Saving Sale price.

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*NOT OVER TWO DAYS