

This is the telephone's mission

In this country, a new type of civilization is being reared—a civilization of better opportunity for the average man, comfort and convenience, business enterprise and higher standards that enrich the daily life of all the people.

To build for this new age, the Bell System in 1929 expended more than 550 million dollars. These millions were used to add new plant and further improveservice. Hundreds of new buildings, millions of miles of, wire, chiefly in cable, eight hundred thousand new telephones—these were someof the items in the year's program



THE PACIFIC TELEPHONE AND TELEGRAPH COMBANY

One Policy - One System - Universal Service

--helping ourselves -- through helping you

—to have you say—in all sincerity "MY BANK" that is the aim—the purpose that constantly inspires every officer and employee of this bank to give to avery resident of Torrance and vicinity the fullest measure of real financial cooperation and accommodation . . . : . .

AN ECHO FROM "YOUR BANK"

First National Bank of TORRANCE

-neighbors of yours

Southern Pacific Cuts One-Way Fares East



In effect February 1st to March 2nd

THESE drastically-reduced fares good only in coaches. Enjoy speed, comfort, safety, scenic attractions—at lowest cost. It's the comfortable, sensible way to go, when you want to save time and money. Suppose you are going to Chicago. Regular one-way fare is \$79.84. Reduced fare is \$12.50. Saving on fare alone, \$27.34. Additional saving of Pullman berth cost \$23.63. Total saving \$50.97.

Southern Pacific offers service to more eastern destinations than any other railroad. And only Southern Pacific offers you a choice of routes.

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Examples of the reduced one-way fares east:	
Atlanta, Ga \$61.91	Kansas City, Mo \$40.00
Boston, Mass 86.23	Little Rock, Ark 44.50
Chevenne, Wyo 30.00	Louisville, Ky 57.64
CHICAGO, ILL 52.50	Minneapolis, Minn 50.00
Cincinnati, O 59.90	New Orleans, La 47.50
Dallas, Tex 40.00	NEW YORK CITY . 83.06
Denver, Colo 30.00	Oklahoma City 40.00
Des Moines, Iewa . 45.10	Omaha, Nebr 40.00
Detroit, Mich 62.31	Peoria, Ill 49.25
El Paso, Tex 25.00	Pittsburgh, Pa 69.38
Houston, Tex 40.00	San Antonio, Tex 40.00
Indianapolis, Ind 56.37	St. Louis, Mo 47.50
	Washington, D.C 80.04
Jacksonville, Fla 68.77	THE BELLINGTON, LANCE DOING

Southern Pacific

H. K. MOSS, Agent Telephone Torrance 20

KEYSTONE NOTES

Mr. and Mrs. Niles Watson and son, Victor who have been visiting for over two weeks at the home of Mrs. Watson's parents, Mr. and Mrs, Archie Thompson at 499 Wilmington street have returned to their home in Vancouver, B. C.



OF ALL THE FOODS, GOOD MILK'S THE BEST, FOR VIM AND VIGOR,



OR TELL THE DRIVER

BUY MACHINE GUN NEW KENSINGTON, Pa., Business men of New Kens

Drink PURITAS WATER

Because It's The PUREST! Phone 380

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STONE & MYERS

AMBULANCE SERVICE LOMITA at Engracia, P

Phone 195 1204 Narbonne



IN SOLICITING the tire business of motor-ists in this locality, it is our ambition to give them the most complete and satisfactory service available anywhere.

Tire servicing equipment and organization have been developed with that in mind and as a tire line, we have selected India Tires which have a world-wide reputation for high quality. By every test learned thru many years experience in handling tires, we find India Tires to be the finest available.

We are proud to offer Indias to our friends as they are the only tires we know, in keeping with our ideals and our policy to give our customers tire quality and service unequaled.

This policy of ours will save you money and give you greater tire satisfaction than you have ever known.

Call and let us show you why this is so.

Smith & Davis

TORRANCE PHONE 212

Redondo Blyd. at Portola Ave.

Torrance, Calif.