

### Canada Offers Free Road Maps To American Tourists



Canada, with its 50,000 miles of paved or surfaced motor roads, free from congested traffic, with recreational attractions within reasonable distance of the chief centers of population, offers all that could be desired by the visiting tourist, in the way of comfort and convenience.

The map illustrated on this page is a small scale reproduction of one of four sheets of a Sectional Road Map Series indicating main connecting highways between the United States and Canada, that is issued by the Department of the Interior at Ottawa. Other readers will be glad to learn that the Canadian government will supply copies of the map, on a large scale and with full detail, free of charge. Interesting booklets are also obtainable, citing the motoring, camping, fishing and other recreational facilities of the country as a whole. Likewise specific data concerning any particular province or district may be obtained, if desired.

Applications should be addressed to the Natural Resources Intelligence Service of the Department of the Interior at Ottawa, Canada.

### Three Are Hurt In Sunday Auto Collision Here

#### 22-Year-Old Redondo Boy May Lose Sight In One Eye

Three persons were injured, one seriously, in an automobile accident Sunday afternoon at Redondo boulevard and Madrona avenue near the Santa Fe railroad tracks, according to police reports.

Ruppert Welby, 23, of Redondo, was given treatment at the Jared Sidney Torrance Memorial hospital for a severe eye injury. Later he was removed to the county hospital for further attention. The others injured were Mrs. E. Friedman, 84, and Mrs. Ell Friedman, 44, both of Los Angeles. They were given first aid at the local hospital and allowed to be removed to their home.

According to Ell Friedman's version of the accident, he had observed the boulevard stop at the intersection and had just started to cross when Welby, coming east on Redondo boulevard, became confused and collided with the Friedman car. The Los Angeles man also claimed, police said, that Welby was traveling at a high rate of speed.

Police reports indicate that Welby may lose the sight in one eye as a result of the accident. The women were only slightly cut, and bruised, it was reported.

### J. C. Penney Co. Show Gain For Half of Year

Cumulative gross sales of the J. C. Penney Co. for the six months ending June 30, 1930, were \$86,459,119.83 compared with cumulative gross sales for the same period of last year of \$83,016,233.72, showing a gain for the first half year period of \$3,442,886.11 equivalent to 4.06 percent, it is reported.

Gross sales for the month ending June 30th were \$15,823,201.94 as compared with gross sales for the same period of last year of \$17,104,366.09, showing a loss of \$1,281,164.15 equivalent to 7.46 percent.

Total stores reporting for the first six months of this year were 1435 compared with 1216 reporting for the same period of last year. Commenting on the comparative sales in stores for the same period as contrasted with the same period of last year, Earl C. Sams, president, said, "Extensive price readjustments were made on June 20th affecting many of our heavy selling lines with reductions amounting in some instances to as high as 30 percent. During a trip recently made by Mr. J. C. Penney, covering eight leading stores in the South and Southwest, and on which he contacted with several hundred store managers, he found general conditions on the upward trend with nearly all stores reporting an increase in unit sales of merchandise."

### PESKY PLUGS ARE DOOMED; CAPS OKAYED

"Dummy policemen," intersection buttons or "those pesky plugs" as Councilman G. A. R. Steiner termed the iron caps on most intersections here, may be a thing of the past in a short time.

The council approved Mr. Steiner's motion Tuesday night to tear out the plugs and install flat metal caps such as are used to mark pedestrian crossings.

"Those pesky plugs are dangerous to motorists and especially to the firemen," Mr. Steiner declared. "I took a run on the fire truck recently and I tell you that I had to hang on for all I was worth when we hit a few in order to pass automobiles on our route."

### BAN BURROS USING ABANDONED ROADBED

Electric railway cars only and not burros will operate over the abandoned Pacific Electric Roadbed paralleling the ocean front at Redondo beach this summer, according to a recommendation passed this week by the county supervisors.

During the summer months of 1929 only the familiar animal species known as donkeys trod the pathway of the one time popular railway route along the beach under an agreement between the county and James J. Doran, Redondo Beach, war veteran, according to Wadsworth.

Under the terms of the agreement, Doran operated the abandoned roadbed as a "burro concession" on which children rode donkeys along the tracks at 30 cents per ride. For the right to use the old roadbed, maintenance of the county owned beaches at Redondo demands the use of the tracks by the county for freight cars and trucks.

Now Doran wants to renew the agreement but the supervisors found that it was impossible for both the county playground department and Doran to use the old roadbed. Maintenance of the county owned beaches at Redondo demands the use of the tracks by the county for freight cars and trucks.

### United Kern To Finish Drilling This Week-End

Hugh Henry Deepening Second Well In Lomita

The United Kern set 64-inch casing Tuesday morning on their deep test well at Acadia and Pennsylvania avenues. They expect to drill through and bring in a good producing well Saturday or Sunday.

Hugh Henry, who is a substantial stockholder in the United Kern company, froze casing on his deep test well at Fir and Pennsylvania this week, but the fact that Henry is deepening a second well in which he is reasonably certain of commercial productive oil sands below the 3700 foot level in the Torrance-Lomita fields, oil men point out.

### Harbor District Firemen Meet

Session Is Held at City Hall Last Night

With more than 60 firemen present, the regular monthly meeting of the Harbor District Firemen's Association was held in the Torrance city hall last night. Following a business meeting, at which President J. A. Weatherly, chief of the Compton department, presided, a luncheon was served in the fire station.

Chief Ben F. Hancherink, of the local department, introduced Mayor John Dennis, who gave the welcoming address; Councilman G. A. R. Steiner, Police Chief C. A. Calder, Assistant Fire Chief John Fees, Captain A. H. Bartlett, Carl Hyde, Harry Dolley, W. Rufus Page and Frank Steinhilber.

There were representatives from Beverly Hills, Compton, Downey, Hermosa, Huntington Park, Inglewood, Lynwood, Redondo, Santa Monica, Southgate and Wilshire. O. J. Company present besides the Torrance firemen. The association will meet at Santa Monica next month. Entertainment was provided by a Hawaiian quartet, composed of Mr. and Mrs. Whistler, Miss O'Neill and Mr. Holland, and Albert Moros, accompanist.

Mr. and Mrs. Frank Buffington, Mrs. H. H. Dolley and Miss Wanda Stachowicz attended the concert at Hollywood Bowl last Friday evening and heard Matzenauer.

### State Picnics

**ILLINOIS**  
Illinoisans of all the Southland are invited by their president, Henry J. Brubaker to the annual summer rally all day Saturday, July 19, in Bixby Park, Long Beach. President Brubaker will offer all the usual picnic attractions including the popular county headquarters and registers so friends may meet. The program of song and oratory will follow the dinner hour.

**NEBRASKA**  
All persons who have ever lived in Nebraska are called to picnic together all day Saturday, July 26, at Bixby Park, Long Beach. Thomas R. Lynch, newly chosen president of the Nebraskans of Southern California, will preside at the short program beginning at 2 p.m.

**INDIANA**  
Indiana people of all Southern California are invited to a picnic reunion, all day Saturday, July 26, in Sycamore Grove Park, Los Angeles.

It will be held under the auspices of the Indiana State Society of Southern California, and will offer all the usual picnic attractions.

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## HOME TRADING INCREASED BY ADVERTISING

### Special Report by U. S. C. Professor Proves Value of Press

Importance of newspaper advertising as an ally of retail selling under present market conditions is emphasized in a special report on merchandising in southern California, made for the Journalism Department of the University of Southern California by Marc N. Goodnow, field representative. Not only present but cumulative results from advertising are seen to have a beneficial effect in various communities that have consistently maintained merchandise promotion programs.

"The advertising-minded community will generally be found to be a better going concern than that without such a consciousness, insofar as turnover in merchandise is concerned," says Mr. Goodnow. "In fact, there is a very direct relationship between outside publicity or public estimation of a city and retail volumes within that city. Group or co-operative advertising efforts on the part of merchants are sometimes difficult to determine specifically but over a period of time both activities show up in very definite figures."

**Smaller Cities Aided**

"Several smaller cities of California which have made efforts in promoting a larger volume of home-trading have entered the summer months with returns that even exceed those of other years. Increased volume of business in these cities has been due to the lines of merchandise, improved store practices, and both individual and co-operative advertising. In one instance, merchants report an increase in volume of trade of from 15 per cent to 35 per cent as a result of a trade-at-home movement promoted largely through one newspaper.

"Every successful effort in advertising has shown that at bottom the problem is largely one of merchandising, including both the merchandise itself and the selling factors surrounding it. With a correct trade established, newspaper advertising, properly prepared, has enabled the merchant to work out his program satisfactorily. The failures have usually emphasized the fact that advertising won't sell goods that cannot sell themselves. In many instances, results have not measured up to expectations because the merchant would not seek the technical aid of the newspaper in sensing the demands of the public or in preparing the right merchandise and advertising for his sale."

**Trade Study Increases**

"It is fair to say that, generally, the newspapers of California are equipped as never before to render an advertising and merchandising service of which any merchant can take profitable advantage. This is proved in a large number of instances in which merchants have achieved successful results from advertising with no other help than that of the local newspaper advertising manager or department.

"Rather close contact with merchants in all parts of the Southwest leads one to believe that the willingness to study advertising and merchandising problems is growing rapidly. New marketing associations have been formed in a number of cities and speakers on business subjects have been enlisted from the larger cities and universities. In a number of cities, trade-at-home campaigns are now under way. A more recent development, which gives promise of spreading throughout the states, is the merchants' institute.

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### Yard and Garden Winners Named

(Continued from Page 1)  
to those who do all of their own work:

Division 1. Entire Yard.  
1. Mrs. George Koehler, special mention for the water garden.  
2. F. C. Winter, special mention on the front yard.  
3. A. H. Bartlett.  
Division 2. Back Yard.  
1. Mrs. Frank Svenson.  
2. Mrs. H. C. Reque, of Keystone.  
3. W. C. Bradford.

Special mention in this division was given to Irving E. Allen, whose back yard was outstanding in upkeep.

Division 3. Front Yard.  
1. Mrs. D. A. Baxter.  
2. S. A. Whiting.  
3. L. H. Cheadle.

**Prizes Distributed**

Class 2. Open to those who hired only manual labor in landscaping their yard. Winners in this class were:  
1. Mrs. Isabel Henderson, special mention on the pergola.  
2. E. E. Degner, special mention on the back yard.

Class 3. Open to those who hire expert gardeners:  
J. W. Post, special mention on the rockery.

Prizes in money and merchandise amounting to \$115 is being distributed to the winner through the mails this week. Cash and merchandise awards were made only to those who did all their own work in improving their yard, while those who had paid assistance will receive certificates showing award of merit. Mr. Deisinger announced that there were 39 entries in the contest, which is the first of its kind ever held in the city.

At the August meeting of the club, members will hold an "in-trail" dahlia show. Announcement was made of the coming annual American Legion flower show to be held at the high school gymnasium September 19 and 20.

**Talk on Soils**

Several baskets of flowers were exhibited at the meeting Monday evening, and entered in a contest for the most artistic arrangement of flowers. Mrs. W. C. Hayden was adjudged the winner by popular vote of club members.

Mr. Tom Pierce of Los Angeles, who is connected with the Department of Agriculture, was the speaker of the evening and gave an interesting talk on "Soils." In opening his talk he announced that he would speak on a very dry subject, "It is dirt, my charming manner of the speaker captivated the audience which listened attentively while he gave the "diet for flowers." The three requirements for good soil, as told in the talk, are nitrogen, phosphoric content and potash.

### Charter Proposition Said To Be "Dying"

(Continued from Page 1)  
one reason: That with a charter the city itself can amend its articles of government by an act of the people whereas sixth class city laws may only be changed by an act of the legislature.

"The ward system is another important point," the mayor continued. "But we cannot proceed until the people themselves signify their attitude on the matter."

Characterizing any further action by the council on behalf of the charter as "making a game of wits with no support," Councilman Ed Nelson stated that Torrance is hampered by being a sixth class city in more ways than one. However, Mr. Nelson also wants to see some concerted action by the citizens before anything further is done to change this situation.

**Peanuts vs. Store**

"If we are going to sell peanuts all our life instead of going in the department store business let's just stay in the sixth class," he declared. Mr. Nelson then reviewed the progress of the charter proposition and pointed to the city of Inglewood where the charter form of government has been what he said was "a huge success."

"I agree with Mr. Steiner that further action should come from the citizens before anything would wake up to the facts we should do all we can to rouse them out of it."

"At the present time we don't know if our ordinances as a sixth class city are legally right or not—they have never been tested out in the courts. If we don't get a charter now we'll have to wait two years longer," Mr. Nelson concluded.

J. R. Jensen stated from the audience that the council should take the matter of the charter upon themselves and call an election for freeholders. This, he believed, would bring the matter to the people in a manner that they would not overlook.

### Married Woman Fears Gas—Eats Only Baby Food

"For 3 years I ate only baby food, everything else I feared gas. Now, thanks to Adierka, I eat anything and enjoy life!"—Mrs. M. Gunn.

Just ONE spoonful Adierka relieves all GAS so you can eat and sleep better. Acts on BOTH upper and lower bowel removing poisons you never knew were there, and which caused your stomach trouble. No matter what you have tried for stomach and bowels, Adierka will surprise you! Dole Drug Co.

### ARE YOU A MOOSE?

#### LOYAL ORDER OF MOOSE

Torrance Lodge No. 785 Meets Every Friday Night  
TORRANCE RECREATION HALL

## Has your Battery been checked lately?

Only with proper attention and care can a storage battery give all of the performance that its manufacturer built into it.

Our free battery service covers each of the important items of battery care. Drive in at your convenience.

## Harvel's

1618 Cravens Ave. Phone 168  
TORRANCE, CALIFORNIA

## Willard STORAGE BATTERIES

BAKER SMITH  
JEWELER  
Opposite Woolworth

## Zonite

For Cuts and Wounds  
Prevent infection! Treat every cut, wound or scratch with this powerful non-poisonous antiseptic. Zonite actually kills germs. Helps to heal, too.

## From Youth to Age

There are three trying periods in a woman's life: when the girl matures to womanhood, when a woman gives birth to her first child, when a woman reaches middle age. At these times Lydia E. Pinkham's Vegetable Compound helps to restore normal health and vigor.

LYDIA E. PINKHAM'S VEGETABLE COMPOUND  
LYDIA E. PINKHAM MED. CO., LOWELL, MASS.

## Pinard's Shampoo

Leaves your hair lustrous, healthy, and not too dry!  
At your dealer's—or send 50c for full-size bottle to Pinard, Dept. M., 210 E. 21 St., New York. [Sample bottle free]

## DAYS OF SUFFERING NOW QUICKLY ENDED

The next time you start one of these days, get the instant relief you get with Dillard's Aspergum. Almost before you know it, the pain disappears, your nerves suddenly relax.

With Aspergum you chew the pain away. For it is the finest analgesic obtainable and up to chewing gum form. Now you can take aspirin any time, any place. No water. No bitter taste. No choking sensation. Because you chew Dillard's Aspergum the aspirin mixes thoroughly with the saliva so that all its soothing qualities are effective quickly, consistently.

It brings quick relief from aching heads, toothache, the pain of neuritis, neuralgia, even rheumatism. If your doctor does not tell you to use Dillard's Aspergum, send for a free sample to Health Products Corporation, Dept. A, 115 North 11th Street, Newark, N. J.

## FRATERNAL

Woman's Benefit Association  
Torrance Review No. 27  
Meets Second and Fourth Tuesday  
Mattie Shugart, President  
Women's Clubhouse  
Englewood Avenue  
7:30 P. M.

**Hats**  
In a wide choice of styles at  
**\$2.95**

**Silk Dresses!**  
A fine selection of silk dresses. You will want 2 or 3 at this price. Reduced to  
**\$4.95**

**ENNA JETTICK**  
You need no longer be told that you have an expensive foot.

Widths from AAAA to EEE  
Sizes 1 to 12  
**\$5 and \$6**

**The FLORSHEIM Shoe**

**GOOD looking shoes are an asset to any man... any time... any place**

**NOW REDUCED**  
Men's at \$8.85  
Ladies' at \$9.85

**SAM LEVY**  
1311-1313 Sartori Ave., Torrance