

# Shoreline Planners Urge Fight on Beach Erosion

## Buick Ready to Distribute 1938 Models

At a press preview of the 1938 Buick cars, attended by more than 200 newspapermen from throughout the country, Harlow H. Curtice, president of this General Motors division, this week announced that Buick has expended more than \$10,000,000 in further plant expansion and retooling for the new cars, looking to increased capacity for next year, according to B. M. Prewitt of the Prewitt Motor Sales at 1629 Cabrillo avenue.

The expenditure comes on top of more than \$30,000,000 spent in the Flint factories during the past three years in a sweeping program of expansion and modernization, the local Buick dealer added.

"I think you will appreciate my optimism," Curtice said, "when I tell you that in addition to the past three years for plant expansion and modernization, \$10,000,000 more has been expended for tooling for the 1938 product and further expanding our facilities here at Flint to supply the needs of our Linden, N. J., and Los Angeles, Calif., assembly plants. As a result we now have an established capacity of 300,000 units a year."

**Expect Record Year**  
"This is a substantial increase over the capacity of former years when Buick was enjoying its greatest share of the industry's business. It is my belief that it is entirely justified not only due to the product and its growing popularity but also due to the considerably expanded production during January and the early part of February. The capacity, however, was insufficient to meet demand, he said, with the result there was a consistent shortage of cars throughout the 1937 model year, which ended with a bank of unfilled orders on hand at the factory."

Prewitt said that the trend seems to point to another exceptionally good year for the automobile industry.

"It is my opinion," he declared, "that the volume for the automobile industry as a whole will equal or exceed the 1937 volume and Buick expects to increase its percentage of the total business. Of course, this

## Want County Studies to Include L. B.

Completion of coast erosion studies, now being made by the Los Angeles county surveyor's office and the Los Angeles city engineering division, is urged in a report filed with the board of supervisors today by the Shoreline Planning Association's engineering board, a non-profit organization.

Unless definite steps are taken promptly, erosion which has definitely begun will destroy the beaches in the Santa Monica bay area, where the public now enjoys the surf and sand and scores of wealthy citizens make their summer homes, the report went on to the state.

Extension of the studies, now being made by the County Surveyor Alfred Jones and A. G. Johnson of the city engineer's office, is recommended so that the Long Beach area will be taken in. The report stresses the vital necessity of early development of a comprehensive regional plan for the entire Los Angeles county coastline.

Solution of the erosion problem lies in the creation of artificial sand fills and short groins which will not only protect the sands from further erosion, but will serve to create additional beach area for the people, the report explained. Members of the board of supervisors were urged to give immediate attention to the report, and Supervisor Leland Ford of Santa Monica said he expected it would be before the board at its regular meeting this week.

might be all changed in the event of an international war. As a result of steadily expanded capacity during the past three years Buick was able to produce and sell during the 1937 model year a total of 220,353 cars, not withstanding halts in production during January and the early part of February. The capacity, however, was insufficient to meet demand, he said, with the result there was a consistent shortage of cars throughout the 1937 model year, which ended with a bank of unfilled orders on hand at the factory."

"It is my opinion," he declared, "that the volume for the automobile industry as a whole will equal or exceed the 1937 volume and Buick expects to increase its percentage of the total business. Of course, this

## People and what they are doing...

**EDDIE CORDER**, formerly employed at the National Home Appliance company, has left that organization to become a salesman for the Green Oil company in Bakersfield.

**W. H. Fraser**, 1732 Cabrillo avenue, has received notice of his appointment as vice-president of the Illinois Association of Southern California.

**Mr. and Mrs. Ralph Monticello**, daughter Ruth and son Bill were dinner guests Sunday at the home of Mr. and Mrs. Dean L. Sears.

**Miss Marion Spehger**, 1307 Portola avenue, visited for the past week with her aunt, Mrs. L. T. Rogers, in Fullerton.

**Mr. and Mrs. Fred Hansen** and family with Miss Georgina Tiffany have returned from a week's vacation at Seal Beach. Their guests Thursday evening were Mr. and Mrs. Wm. Diesel and Mr. and Mrs. Ernest Lock.

**Mrs. Flora McDonald**, chairman for the local Red Cross attended an all day session in Los Angeles, Friday. Plans for the annual drive were completed at this meeting.

**Naomi**, nine year old daughter of Mr. and Mrs. Bud Edwards, 2208 Andrea avenue, underwent an operation at the Orthopedic hospital, 24th and Flower streets, Los Angeles, Wednesday.

**Mr. and Mrs. D. A. Murphy** with Mr. and Mrs. R. L. Lowell visited Sunday with Mr. and Mrs. Fred Jumper at Ojai.

**Mr. and Mrs. H. P. Osborne**, their two sons and a daughter, of Lomita returned Saturday from a week's vacation in Northern California.

**Don Miller**, manager of Firestone Service and Supply with **Mrs. Miller**, recently returned from a trip to Yellowstone National Park.

**Mrs. Mary Schroeder**, 1016 Arlington avenue, returned Tuesday from a week's vacation in San Francisco, where she was the guest of friends and relatives.

**Lizzie Benzel**, Mary Schroeder, Adeline Smith and Mary Baker attended a meeting of the Graceland club, composed of Oracles and past Oracles of the Royal Neighbors of America, Monday at the home of Mary Jones in Culver City.

**Mr. and Mrs. Harry Dolley**, 1722 Manuel avenue, have as their house guest for a time, Mrs. Dolly's father, A. A. Olsen of Montana.

Returning from Big Bear Lake last Sunday in Perry G. Briny's (San Pedro) car, Dr. and Mrs. W. J. Neelands and their friends ran into an electrical storm. The rains dislodged many boulders along the road, one of which rolled under the machine, cracking the crank-case.

**Miss Marie Batsch** will leave next week for Wyoming.

**NEARLY EVERY MAJOR MILL** in Southern California claims a **POULTRY FEED** Just Like **FEDCO**

"What a tribute to Fedco the Originators of One Feed For All Ages. This is definite acknowledgment of Fedco supremacy."

"Some 8,000 Poultrymen using thousands and thousands of tons of Fedco and new ones each day makes the big 'boy' 'jittery.'"

"Fedco's offer of \$500.00 for a longer, better, cheaper, proven complete result getting feed has never been challenged and never will."

"Fedco's background of 4 years development work, 10 years experimental feeding to over 200,000 chickens, turkeys and ducks of all ages and building the largest new poultry feed business of any mill in Southern California in the past 5 years is your guarantee of a Proven Feed. The same formula always—no additions, no changes."

"As a good business and aggressive poultryman we encourage you to get out of the rut. Put a pen or two of baby chicks, fliers, layers, turkeys or ducks on Fedco for 60 to 90 days in comparison with what you are now feeding and let the results guide you."

"Fedco is sold by Leading Hatcheries and Dealers Everywhere."

"Visit the Fedco Booth at Pomona."

**FEDCO COMPANY**, 1840 Valley Blvd., Rosemead, Calif.

**GREYHOUND**

**Mrs. E. E. McMaster**, 918 Cota avenue, with her two granddaughters spent the past week at Catalina Island.

**R. F. Foltz** and **F. B. Foltz** with their mother, **Mrs. A. M. Foltz**, 917 Cota Avenue, visited over the week-end with relatives and friends in San Diego.

**Mr. and Mrs. C. R. Crandell** their son Bobby and daughter Virginia of Anapola avenue, were visitors last week-end at Hodges Lake.

**Mr. and Mrs. M. E. Internill** and family, 1323 Acacia avenue, spent last week-end at Ensenada, Mexico.

**Mrs. Julia Overweg** of Los Angeles is visiting Mrs. Leonard Young, 2355 Eldorado avenue, this week.

**Mrs. and Mrs. John Miller**, 209 Sonoma, have gone to Santa Barbara and San Francisco for their vacation.

**Mrs. Mary Bateman**, 1613 Anapola, returned this week from an outing at Everett, Wash.

**Miss Jane Roberts**, operator at the local telephone exchange arrived home Tuesday, after two weeks' vacation at Nebraska.

## Vegetable Prices Show Decline

Market prices of potatoes, sweet potatoes, and nearly all of the truck crops declined further during August under the increasing pressure of marketings from a nearby producing areas and the competition of home-grown supplies, according to the Bureau of Agricultural Economics.

Many of the price declines were of a seasonal nature, however. Prices of vegetables are generally somewhat below those of last year due to the unusually large production of many of the late-summer and fall varieties. Exceptions are cauliflower, celery, onions, peppers, egg plant, snap beans and watermelons in the east and cantaloupes and spinach in the west, all of which are slightly higher than a year ago.

## Tunnel Progress Report Given

In a report filed last Friday with the board of directors of the Metropolitan Water District by General Manager F. E. Weymouth it is shown that 731 workmen were employed on construction work on San Jacinto tunnel as of Sept. 9 and that 327 feet of tunnel had been excavated since a C.I.O. union called a strike on that job August 14.

**Back to Farming**  
**SUNBURY, Pa.** (U.P.)—Foreign-born residents of Northumberland county are being forced back to the soil as a result of the declining mining industry.

**Nearly Every Major Mill** in Southern California claims a **POULTRY FEED** Just Like **FEDCO**

"What a tribute to Fedco the Originators of One Feed For All Ages. This is definite acknowledgment of Fedco supremacy."

"Some 8,000 Poultrymen using thousands and thousands of tons of Fedco and new ones each day makes the big 'boy' 'jittery.'"

"Fedco's offer of \$500.00 for a longer, better, cheaper, proven complete result getting feed has never been challenged and never will."

"Fedco's background of 4 years development work, 10 years experimental feeding to over 200,000 chickens, turkeys and ducks of all ages and building the largest new poultry feed business of any mill in Southern California in the past 5 years is your guarantee of a Proven Feed. The same formula always—no additions, no changes."

"As a good business and aggressive poultryman we encourage you to get out of the rut. Put a pen or two of baby chicks, fliers, layers, turkeys or ducks on Fedco for 60 to 90 days in comparison with what you are now feeding and let the results guide you."

"Fedco is sold by Leading Hatcheries and Dealers Everywhere."

"Visit the Fedco Booth at Pomona."

**FEDCO COMPANY**, 1840 Valley Blvd., Rosemead, Calif.

**GREYHOUND**

## Morals Offenders Given Sentences

Albert Jewell, charged with a total of five counts of a statutory offense against children in Torrance last June and July, today was under sentence to San Quentin penitentiary. Probation was denied on Jewell's application, although he pleaded guilty to one of the counts. He first pleaded not guilty, however.

**Ralph Daigh**, former local WPA school crossing guard, who was arrested by local police last July following complaints of a statutory offense against minors, is to be examined for his sanity before he goes on trial in Los Angeles county superior court. The judge declared doubt as to Daigh's sanity when the man was brought in for trial, and three doctors were appointed to examine him and make a report as to his mental condition.

**Granville Hollingshead**, 83, also of this city, today was under sentence of one year in the county jail on charges of a statutory offense. His motion for a new trial was denied, but one of the counts of reduced to contributing to the delinquency of a minor. He was denied probation, however.

## Building Permits \$2,736 for Week

Four building permits, totaling \$2,736, were issued during the week by City Engineer Frank R. Leonard. They were taken out by: Homer Morgan, who is having his house at 2119 Arlington avenue re-roofed, \$86; J. L. Barber, who is erecting a frame garage at 1811 Prairie avenue, \$100; the Torrance theatre association, which is improving and repairing the roof to the theatre building, \$450; and Leslie Alter, who is building a four-room frame house at 1230 Madrid avenue, \$210.

## OLDSMOBILE SETS NEW AUGUST RECORD

Oldsmobile's sales during August this year established a new all-time high record for the month, showing an increase of more than 38 percent over the same period of 1936, according to figures released today by D. E. Ralston, Oldsmobile's general sales manager.

During the past month, Oldsmobile dealers delivered 18,978 new Sixes and Eights to customers, as compared with 12,262 cars delivered during August, 1936.

**Here's a Hint**  
When making a cake, nuts and fruits have a habit of sinking to the bottom. To remedy this, heat them, then mix them with a little flour before adding to the batter. Incidentally—Free classes in Modern Gas Cookery are being announced by this paper. You'll profit by attending!

**Back to Farming**  
**SUNBURY, Pa.** (U.P.)—Foreign-born residents of Northumberland county are being forced back to the soil as a result of the declining mining industry.

**Nearly Every Major Mill** in Southern California claims a **POULTRY FEED** Just Like **FEDCO**

"What a tribute to Fedco the Originators of One Feed For All Ages. This is definite acknowledgment of Fedco supremacy."

"Some 8,000 Poultrymen using thousands and thousands of tons of Fedco and new ones each day makes the big 'boy' 'jittery.'"

"Fedco's offer of \$500.00 for a longer, better, cheaper, proven complete result getting feed has never been challenged and never will."

"Fedco's background of 4 years development work, 10 years experimental feeding to over 200,000 chickens, turkeys and ducks of all ages and building the largest new poultry feed business of any mill in Southern California in the past 5 years is your guarantee of a Proven Feed. The same formula always—no additions, no changes."

"As a good business and aggressive poultryman we encourage you to get out of the rut. Put a pen or two of baby chicks, fliers, layers, turkeys or ducks on Fedco for 60 to 90 days in comparison with what you are now feeding and let the results guide you."

"Fedco is sold by Leading Hatcheries and Dealers Everywhere."

"Visit the Fedco Booth at Pomona."

**FEDCO COMPANY**, 1840 Valley Blvd., Rosemead, Calif.

**GREYHOUND**

## Five Hurt in Two Accidents

Miss Lillian Chapman of San Pedro was slightly injured about the face as result of an automobile collision Saturday afternoon at Torrance boulevard and Cota Ave. A few hours later, two adults and two children were hurt in a crash at Normandie boulevard and East Road, according to police reports.

The first accident occurred when Francis Fetherolf of 2111 Gramercy avenue, driving east on Normandie boulevard, collided with or was struck by a car being driven on the boulevard by Alfred M. Nuckles of 1905 Cabrillo avenue. Fetherolf was making a left turn to Cota avenue. Miss Chapman was a passenger in Nuckles' car. She was given first-aid treatment at the scene of the crash by investigating officers Ernest Ashton and Percy Bennett. Both cars, the damaged, were driven away from the place of the smash-up by their owners.

**Taken to Hospital**  
Mrs. Earl E. Hager of 1620 West 219th street, and her two children, two and five years old, were cut by flying glass and Joe Badamento of San Pedro suffered a two-inch laceration on his scalp at the Normandie-East Road mishap. Officers Willard Haslam and Bennett investigated the accident for San Pedro authorities as it was in Los Angeles territory.

They reported that Phillip Catalphano, San Pedro, driving north on Normandie with Badamento as passenger in a Ford coach struck a Buick sedan being driven west on East Road by Hager. The injured man, woman and two children were taken to Jared Sidney Torrance Memorial hospital for first-aid treatment in Stone and Myers' ambulance.

Phone 444 For Ad Service

**OLDSMOBILE SETS NEW AUGUST RECORD**

Oldsmobile's sales during August this year established a new all-time high record for the month, showing an increase of more than 38 percent over the same period of 1936, according to figures released today by D. E. Ralston, Oldsmobile's general sales manager.

During the past month, Oldsmobile dealers delivered 18,978 new Sixes and Eights to customers, as compared with 12,262 cars delivered during August, 1936.

**Here's a Hint**  
When making a cake, nuts and fruits have a habit of sinking to the bottom. To remedy this, heat them, then mix them with a little flour before adding to the batter. Incidentally—Free classes in Modern Gas Cookery are being announced by this paper. You'll profit by attending!

**Back to Farming**  
**SUNBURY, Pa.** (U.P.)—Foreign-born residents of Northumberland county are being forced back to the soil as a result of the declining mining industry.

**Nearly Every Major Mill** in Southern California claims a **POULTRY FEED** Just Like **FEDCO**

"What a tribute to Fedco the Originators of One Feed For All Ages. This is definite acknowledgment of Fedco supremacy."

"Some 8,000 Poultrymen using thousands and thousands of tons of Fedco and new ones each day makes the big 'boy' 'jittery.'"

"Fedco's offer of \$500.00 for a longer, better, cheaper, proven complete result getting feed has never been challenged and never will."

"Fedco's background of 4 years development work, 10 years experimental feeding to over 200,000 chickens, turkeys and ducks of all ages and building the largest new poultry feed business of any mill in Southern California in the past 5 years is your guarantee of a Proven Feed. The same formula always—no additions, no changes."

"As a good business and aggressive poultryman we encourage you to get out of the rut. Put a pen or two of baby chicks, fliers, layers, turkeys or ducks on Fedco for 60 to 90 days in comparison with what you are now feeding and let the results guide you."

"Fedco is sold by Leading Hatcheries and Dealers Everywhere."

"Visit the Fedco Booth at Pomona."

**FEDCO COMPANY**, 1840 Valley Blvd., Rosemead, Calif.

**GREYHOUND**

## USED CAR SALE OUR LOSS... YOUR GAIN

	Down Payment
'34 Plymouth, PE	\$145
'35 Ford DeLuxe Coupe	\$125
'37 Willys DeLuxe Sedan	\$145
'33 Plymouth Coupe	\$115
(Rumble Seat)	
'35 Ford Sport Coupe	\$95
'34 Chevrolet 4-Door Master	\$125
'34 Ford Conv. Coupe	\$115
'31 Pontiac Sedan	\$65

Direct Factory Distributor... Complete Stock of Parts... Modern Shop and Lubrication Equipment, Serviced by Trained Factory Employees.

FREE PICK UP SERVICE IN OUR VICINITY!

**SLATTERY & WALSH**  
Pontiac Sales and Service  
1528 Cravens Ave. Torrance 895

## CIVIC CENTER MARKET

PRICES SMALL — BUSINESS GREAT  
THAT'S THE WAY WE OPERATE!  
SPECIALS... for THURSDAY, FRIDAY and SATURDAY, SEPTEMBER 16, 17, 18

TRY OUR OWN "HEATHER BLEND" COFFEE... A REAL GOOD COFFEE; ONLY 17<sup>1/2</sup>¢

WIENERS, SALAMI, BOLOGNA, MINCED HAM, LIVERWURST 16<sup>1/2</sup>¢

GOLDEN WEST—1-lb. 15c;  
PEANUT BUTTER .2 lbs. 25¢  
(In Your Container)

1 1/2 lb. LOAF LANGENDORF HIGHLAND BREAD 9c

In Your Container  
Pure Cider VINEGAR... gal. 12 1/2¢

FANCY COLORED BROILERS WHILE THEY LAST! 3 for 50¢

Strictly Fresh EGGS, med., doz. 34c

Roasting & Fricassee Hens lb. 21 1/2¢

Fresh GROUND BEEF... 2 lbs. 25c

Fancy Milk VEAL CHOPS... lb. 25c

Bowies Fresh Fruit PIES... ea. 15c

Steer Beef 7-Bone ROAST lb. 14 1/2¢

Miracle Whip qt. 37c pt. 23c 1/2 pt. 14c

DELICIOUS CREAMY COTTAGE CHEESE 2 lbs. 15¢

Fancy Baby Beef STEAKS lb. 26 1/2¢  
ROUND — RIB — SIRLOIN — T-BONE

DEAN BROS. SOFT DRINKS... 3 lge. bottles 25c  
Orange — Root Beer — Lime Rickey — Ginger Ale

FANCY FRYING RABBITS... lb. 29 1/2¢

PRIME STEER BEEF SHORT RIBS... lb. 10c

FANCY BABY LAMB LEGS... lb. 24 1/2¢

Fresh BUTTERMILK... qt. 5¢

10 TONS WATERMELONS 10¢  
To Go For Only — EACH

**RED TAG**  
*Electric Ranges*  
**EVENT**

of course  
a modern  
**electric range**  
has a...

**LONGER LIFE**

**Low DOWN PAYMENT • EASY TERMS**

Manufacturers of electric ranges have been able to use newer and better methods of range construction... oven's can't burn out... there are no corrosive factors to cause metal deterioration. That's why modern electric ranges are such good investments. They will look new and "act" new longer.

**AT YOUR DEALER**

**SOUTHERN CALIFORNIA EDISON COMPANY LTD.**

**RED TAG**  
*Electric Ranges*  
**EVENT**

of course  
a modern  
**electric range**  
has a...

**LONGER LIFE**

**Low DOWN PAYMENT • EASY TERMS**

Manufacturers of electric ranges have been able to use newer and better methods of range construction... oven's can't burn out... there are no corrosive factors to cause metal deterioration. That's why modern electric ranges are such good investments. They will look new and "act" new longer.

**AT YOUR DEALER**

**SOUTHERN CALIFORNIA EDISON COMPANY LTD.**

**USED CAR VALUES**

**YOU SHOULD SEE**

**Special For This Week Only!**  
**1935 FORD COACH (CLEAN) \$395**

**1936 Dodge DeLuxe Coupe... \$635**

**1936 Plymouth Touring Sedan \$645**

**1935 Pontiac Sedan... \$565**

**1935 Dodge Coupe... \$535**

**1935 De Soto Sedan... \$545**  
(Thoroughly Reconditioned)

**1932 Packard Sedan... \$395**  
(This is a fine car and in perfect condition)

**1933 Plymouth Sedan... \$345**

**WE HAVE A CAR FOR YOUR PRICE AND TERMS!!**

**Torrance Auto Sales**  
**DE SOTO 1420 Cabrillo PLYMOUTH**

**RED TAG**  
*Electric Ranges*  
**EVENT**

of course  
a modern  
**electric range**  
has a...

**LONGER LIFE**

**Low DOWN PAYMENT • EASY TERMS**

Manufacturers of electric ranges have been able to use newer and better methods of range construction... oven's can't burn out... there are no corrosive factors to cause metal deterioration. That's why modern electric ranges are such good investments. They will look new and "act" new longer.

**AT YOUR DEALER**

**SOUTHERN CALIFORNIA EDISON COMPANY LTD.**