

S. C. Gas Range Makers Launch Great Advertising Campaign Today

Will Distribute \$6,000 in Awards Based on "Mode-O-Mat" Products

With \$6,000 offered for awards in a missing-word and essay contest to celebrate the latest achievement in gas range construction, Southern California gas range manufacturers and dealers today swung into a gigantic seven weeks advertising drive, said to be the largest cooperative advertising campaign of this type ever attempted in this part of the country.

Purpose of the drive is to acquaint natural gas customers of the Southland with new ease, new efficiency and new cleanliness in cooking through the "Mode-O-Mat" type gas range, in which is incorporated the most recent advances in gas range manufacturing. Signifying "modern" and "automatic," the word "Mode-O-Mat" was coined to designate those features of the new type gas range which make it the finest cooking appliance available today, it is stated.

A "Mode-O-Mat" gas range has the following distinctive features and devices: American Gas association approval, full insulation, full porcelain enamel, oven heat control, automatic lighting, and low temperature oven control; all of which have been perfected only within the last few years.

Has Seal of Approval
Procureable in a wide variety of colors and designs, this type of range insures cooler kitchens and uniform oven temperatures through perfected insulation. Accurate cooking results are secured through precise temperature control devices. Automatic burner lighting simplifies operation; and low temperature oven control furnishes temperatures as low as 250 degrees, essential for successful results in many kinds of baking.

As a guarantee of compliance with basic national requirements for safety, durability and efficiency, "Mode-O-Mat" type gas ranges bear the American Gas association seal of approval. Commenting on this new type of gas range after inspecting and testing a number of models, Miss Gladys Price, popular Southern California home economist, stated:

"Here is the gas range that home-makers have been dreaming about. It has every device needed for perfect cooking results, and, at the same time, it is so simple and easy to operate that a meal practically cooks itself.

Solves Cooking Problems
"As far as I can see, the "Mode-O-Mat" type gas range has everything: beauty, simplicity, cleanliness and accuracy of operation and results, with the familiar advantages, where gas is used, of speed, dependability and economy.

"With cooking equipment of this type in the kitchen, a home-maker's cooking problems are solved automatically. I can heartily recommend the "Mode-O-Mat" type gas range as the finest thing so far developed." Individual features of gas ranges which come within the "Mode-O-Mat" classification are automatic clock controls and minute minders, simmer burners, separate broilers, grills, and various other devices to simplify cooking and assist in securing perfect results.

Contest Details Given
Details of the \$6,000 prize contest may be secured at any local gas range dealer, or at the gas company office. Offered for a correct solution of a missing word problem, and the best 50 word statement on why "I prefer a 'Mode-O-Mat' gas range," is a \$500 first prize, seven additional prizes of amounts between \$100 and \$100, and 232 other awards ranging from \$75

Gas Official Defines New Coined Word

In response to a flood of inquiries as to the meaning of the term "Mode-O-Mat" appearing with local gas range advertising, J. F. Murray, division manager for the Southern California Gas company today gave the following explanation:

Gas range manufacturers and dealers have coined the word "Mode-O-Mat" to designate the modern, automatic features of the new type gas ranges now being placed on the market that will perform the highest type of cooking service available today.

"Incorporated in these new type gas ranges are the very latest developments in automatic control devices and construction. A "Mode-O-Mat" range has American Gas association approval, full insulation, full porcelain enamel, oven heat control, all of which have been perfected only within the last few years."

123 More Are Registered at Seven Schools

Late registrations at all schools in Torrance and Lomita during the past week added 123 boys and girls to the enrollment total, making that figure 3,803 for the seven schools in the two communities. Torrance gained 67 pupils to advance the school population to 1,988. In Lomita 56 more students entered the three schools there to make the registration figure 1,815.

The individual school enrollments this week were:
Torrance High school... 780
Torrance Elementary... 763
Fern Avenue... 307
Walteria school... 138
Narbonne High school... 1,030
Lomita Elementary... 430
Orange Street school... 355

TOTAL... 3,803

Children Operate Dairy While Folks Visit in Holland

While their parents are enjoying their first trip back to the Netherlands in 32 years, the four children—two girls and two boys—of Mr. and Mrs. Jake Schipper, owners of the Lomita Home dairy on Sepulveda boulevard, are running the milk and cream business with the same close attention that the Schippers give it.

The parents left July 25 for visits in Holland and Friesland with sisters, brothers and cousins that they left in the old country when they came to America. They are expected to return home in about a month and resume the operation of the dairy that they started 10 years ago.

Contest, sponsored by Range Division, Pacific Coast Gas association, is limited to residents in the territory served by Southern California Gas company and the Southern Counties Gas Company, exclusive of employees of any of the participating companies.

Townsend Club Activities

The local Townsend club meeting last Thursday was presided over by Vice-President Frances Clark in the absence of President Vernon Glidden. A visitor from Lawndale gave a talk on Townsend matters and a Ladies' auxiliary was formed. Monday evening a party of 12 attended the Lomita club, in order to hear Judge Routhie.

What is expected to be the biggest affair Townsendism has

ever sponsored, will be given next Tuesday, Sept. 28, in Pan-Pacific Auditorium, Beverly boulevard, near Fairfax. It is to be a "Townsend Constitution Anniversary" and picnic, everyone invited, admission free; begins at noon, ends at midnight; celebrating the 150th anniversary of the signing of the constitution.

Dr. Townsend will be present and speak on the afternoon program; there will be singing and music; trophies, gifts and prizes will be awarded. Dinner will be served from 5 to 6; all kinds of hot and cold foods and beverages will be served at counter or cafeteria, or parties may

Here's a Hint

If you want to cut butter in nice, clean squares, place a piece of waxed paper over the knife. And—don't forget to attend the classes in Modern Gas Cookery, details of which will be found in this paper. You are cordially invited to attend.

bring picnic dinners sure of finding accommodations. There will be speeches and music from 6 to 8.

It is desired that all who can possibly do so will don Colonial-period costumes, for the grand march. Dancing will be from 9 to midnight with room for 2,000 couples at one time.

Man's Face Badly Injured In Fall From Horse

His face mutilated from being dragged after he was either thrown or fell from a horse, Carmen Grasso, 30, of the Torrance Dairy on Vermont avenue, appeared at a local physician's office late Friday afternoon for emergency treatment. His injuries were most serious and after receiving first aid, Grasso was taken to Jared Sidney Torrance Memorial hospital where he is expected to be released Saturday.

Grasso was accompanied to

the doctor's office by several relatives and friends, one of whom, a woman, fainted twice as she watched the physician bind up his wounds. Her spells of unconsciousness added to the excitement of the Grasso sympathizers and this gave the doctor and his nurse-attendant considerable difficulty.

FENCES

For PRIVACY and BEAUTY

Torrance Lumber Co.

CARSON & BORDER

PHONE 61

Plan TO ATTEND THE MODERN SCHOOL OF Gas Cookery TORRANCE CIVIC AUDITORIUM WEDNESDAY - THURSDAY - FRIDAY SEPT. 29 - 30 & OCT. 1

Presented by

SOUTHERN CALIFORNIA GAS CO.

The Modern School of Gas Cookery also presents that "Miracle of Convenience," the modern automatic gas range. You can "Tune-in" any temperature on the new gas range. Oven heat control takes the guesswork out of baking. Many of the new gas ranges have clock control too, which turns the oven on and off while you are out shopping. The modern gas range has introduced the double-quick broiler to meet the increasing demand for delicious steaks and chops. A gas range assures genuine broiling! It provides intense direct heat.

Plan to attend every day of the new cooking school. Learn to be An Artist at the Gas Range.

See the beautiful new gas ranges at the showroom of your gas appliance dealer or the showroom of your gas company. You'll find them surprisingly low in cost. Look for the Blue Star Seal of Approval of the Testing Laboratories of the American Gas Association when you buy gas equipment. Appliances bearing this Seal comply with national requirements for safety, dependability and efficiency.

Be sure you receive all of the tested recipe booklets. Each recipe represents hours of research work and testing so that you may be assured of successes with your new gas range.

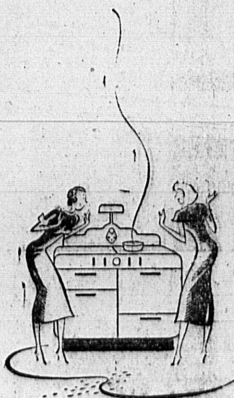
A MODERN GAS RANGE IS A MIRACLE OF CONVENIENCE



MISS JESSIE EWING home economist with Southern California Gas Company presents her three-day Modern School of Gas Cookery at the Torrance Civic Auditorium on Wednesday, Thursday and Friday afternoons, September 29, 30 and October 1st. A model kitchen stage set creates the atmosphere of reality as Miss Ewing demonstrates the latest trends in culinary art.

Above Miss Ewing exhibits a delicious frozen cake-dessert just removed from the Electrolux gas refrigerator. This modern appliance is featured at the Modern School of Gas Cookery where its silent and efficient performance may be witnessed by home managers attending Miss Ewing's classes.

AN ELECTROLUX GAS REFRIGERATOR IS AS EFFICIENT AS IT IS QUIET



LOUNGING SLIPPERS

Popular styles . . . good looking . . . packed with cozy comfort for every member of the family!

WOMEN'S

Felt Slippers

Colorful and comfortable. All sizes. 19c and 89c

Woman's BOUDOIR SLIPPERS

Dainty, well fitting, new, smart styles. 98c and \$1.39

MEN'S

House Slippers

Sink into their restful comfort when your feet are tired. Felt and leather 69c to \$2.49

Children's BEDROOM SLIPPERS

Cute and warm to protect little feet from chilly floors. 39c to 98c

Rees Family Shoe Store
1279 SARTORI AVENUE TORRANCE