INFORMATION Ford Steps Up



TORRANCE WELCOMES

These New Residents This Week

CHAS. Z. WARD ELLERY BREAU MELVIN C, DINESEN MRS. H. I. PRATT MRS. J. R. HOYLE JAS. N. BROWN MRS. JAS. RUSSELL MRS. FLOYD FOWLER W. E. KELLEY

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L. B. Production

"According to word from J. R. Davis, Western sales supervisor, it became necessary to add one full working day to the production so he du'll early this month, when it became apparent sales were sky-rocketing to new highs," the local dealers said.

"It is now evident why, At the end of the first ten days of May, our sales in Southern California and Arizona were already 70 percent ahead of the same ten-day period of last lear. This is the fifth consecutive month that has seen a sales improvement of at least 50 percent . an amazing record in which our local sales, we are proud to say, have played an important part."

The local Ford dealers said company officials believe the sensational May sales increase to be due largely to an extensive sales campaign decently launched by all Ford dealers. During this campaign, the local dealership expects to break every existing 60-day sales

"This ever-increasing demand asy also be attributed to a celling on the part of the public hat the cost of all automobiles

feeling on the part of the pushe that the cost of all automobiles will increase soon, perhaps even before fall. Buyers are taking advantage of Ford dealers' desire to assist in getting transportation now, by offering extraordinarily high trade-in allowances."

Discussing the impressive 70 percent gain, Schultz and Peckham said that Ford passenger car sales alone were up 69 percent over May 1 to 10, 1940. The Mercury 8, and Ford truck and commercial ear lines improved their business by 64 percent, and Lincoln posted the best gain of all, 114 percent.

Wise vacationists are I their plans now and return that the control of the property of the control of the con



LIKING BARBECUE PLANS . . . M. G. M. stars, Clar and Rosalina Russell, take time from their studio wor cuss with Sheriff Eugene Biscalhuz, plans for the forth annual barbecue of the Sheriff's Relief Association the 18th in this series of annual picnics staged by the 's Office and will be held on Sunday, June 29, at Saht

MARIA ANTOINETTE MI-CHAEL. . was born to Mr. and Mrs. Charles Philip Mtchael 70 25122 Narbonne ave. Lomita at 2183 p. m. May 24 at Torrance Memorial hospital. Their first child, she weighed 7 pounds 6 ounces. Father Michael is an oil worker in

and W. L. Raley of vernon, Fronta-GERALD SKAGGS..., arrived to Mr. and Mrs. John Skaggs of Redondo Beach at 9:25 a. m. May 26 at Torrance Memorial nespital. Their first child, he weighed 7 pounds 7 ounces. His father is em-

travelers vesterday by the hotel and resort reservation bureau of the Automobile Club of Southern California. It is pointed out that in addition to the large volume of California travel on the roads, motor tourist traffic in the Southland from other states has increased considerably.

Government defense establishments and activities have affected at least half a hundred cities in California, and the accommodations are difficult to obtain on

Local Man Gets 19th Ford at Rouge Plant

N. D. Smith of this city drove away from Dearborn, Mich., recently in the 19th Ford car he has owned. He obtained his new model—a 1941 Super Deluxe Tudor s et an — at the Rouge plant of the Ford Motor Co. Before beginning the return trip to the west coast, Smith took advantage of the company's invitation to tour the big plant. He also spent some time among the displays in the Ford Rotunda, the company's exhibit and reception building.

GRAVE LABOR AT PAR



STORKatorials Old Sewing Machine Wanted for Veterans' **Use at Sawtelle**

If you've got an old-fashion tation efforts. The Torrance V. F. W. Auxiliary is looking for the donation of such a machine, one of six or more that are badly needed by the ex-service men to whom World War I is still a nightmare.

You can call Mrs. Mabel Weigand at 1474 or leave word at her home, 1652 229th street, and an Auxiliary member will gladity call for your sewing-machine donation.

Increase Noted In Number of **Measles Cases**

With measles running con-siderably above average figures, the County Health Department trges parents, nurses, and attending physicians to cooperate with public health authorities in the reporting of cases, even though it is not yet sure that an actual epidemic is in the near

an actual epidemic is in the near prospect.

More cases of measles have been reported so far this year than the total for the entire year of 1940. 210 new cases were reported for the past week. German measles, too, is extremely high, running nearly 20 times the figure for corresponding periods of normal years.

Children who have not had the disease are susceptible to measles. If exposed, they should remain at home during the full incubation period of 14 days. If measles develop during that period, children must remain at home until the rash and fever have entirely disappeared and they have no further symptoms. Children who are sick with measles can spread the disease as soon as symptoms begin and before the rash appears.

Measles is most serious in children under 5 years of age.

before the rash appears.

Measles is most serious in children under 5 years of age, and health authorities advise parents to consult a physician as to advisability of preventative serum for children of preschool ages. While the disease in itself is not serious, complications such as pneumonia or mastoiditis may be. Hence, authorities advise that measles patients should be under a physician's care.

COLLECTS PINE CONES

COLLECTS PINE CONES
PASADENA, Cal. (U.P.)—Northa Louise Nelson, who is studying to be a forester, has as a
hobby the collecting of pine
cones. Her collection includes
specimens from not only all
kinds of cone bearing trees, but
also from the different national

James Howe Awarded
Service Memento

In recognition of his 15 years with the company, James F. Howe, Torrance representative of the New York Life Insurance C om pany, was recently presented with an attractive new sales kit book at the annual luncheon meeting of the Routern California branch at Wilshire Country club. The book



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PORK SAUSAGE



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If ever a range was made for summertime, it's a Certified Performance gas range. For one thing, it helps you to have a cooler kitchen, because extra-heavy insulation on oven and broiler keeps heat inside the range. Yes, and top-burner cooking is pleasanter because the heat is focused on the bottoms of utensils. And it's off the instant you turn it off. The automatic clock, too (optional with CP gas ranges) enables you to be away from the house all day—and yet come home to a dinner that's ready to serve! Before warm weather comes to stay, see these beautiful CP gas ranges at a dealer's or SOUTHERN CALIFORNIA GAS COMPANY

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