

Professional Directory

Dr. F. H. Racer
PHYSICIAN AND SURGEON
Office Phone, Lomita 28
Office in Barnes Building
Lomita, California
Residence, 2418 Redondo Blvd.
Telephone, Lomita 110

Drs. Bruce & Lynd
OSTEOPATHY
Light Ray Therapy
and Vibration
Suite 1, Castle Apts. Phone 128
Torrance

DR. MAUDE R. CHAMBERS
CHIROPRACTOR
Rooms 105-6-7
First National Bank Bldg.
Hours 10-12, 2-5 daily.
Also Monday-Wednesday-Friday
Evenings, 6:30-7:30.

Dr. C. E. Hotchkiss
Chiropractor
X-Ray and Laboratory Service
1811 Sartori Ave., Levy Bldg.
Phone 188 Torrance

DR. C. W. ALLEN
Palmer Graduate
Chiropractor
Sherman Bldg., 1337 El Prado
Torrance
Phone 100-W

DR. R. A. HOAG
DENTIST
New Edison Bldg.
1419 Marcelina Ave.
Just West of Postoffice.
Complete X-Ray Service
Torrance Phone 198

Dr. O. E. Fossum
Dentist
X-Ray Service
Hours Sam Levy Bldg.
9 a.m. to 5 p.m. 1811 Sartori St.
Phone 188-Torrance, Calif.

PERRY G. BRINEY
ATTORNEY-AT-LAW
110 First National Bank Bldg.
Phone 159 Torrance

Dr. Norman A. Leake
Physician and Surgeon
Office, First National Bank Bldg.
Telephone 90
Residence, 1525 Marcelina Ave.
Telephone 13-M

J. R. JENSEN
Attorney at Law
State Exchange Bank Bldg.
Torrance, California
Phone Torrance 8

Drs. Lancaster and Shidler
PHYSICIANS AND SURGEONS
Phoness:
Office 14 House 15 and 111
Office First National Bank Bldg.
Res. Cor. Post and Arlington
Torrance California

Dr. A. P. Stevenson
Physician and Surgeon
Office, Sherman Bldg., 1337 El Prado
Phoness:
House, 135-W Office, 98
Torrance, Calif.

Engraved
or
Printed

Wedding
Invitations
and
Announcements

Wide assortment of Styles
Torrance Herald
1419 Marcelina Ave.
Torrance

Our Want Ads.
Bring Results

Regulation Middies

The school girl should secure several for her wardrobe. Eby's have never featured a better middy value; white jean, detachable collars and cuffs of French or storm serge; sizes 8 to 20. \$1.98 while they last.

Boys Blouses

Collar attached, of good percales. Attractive patterns in colors right for school.

Sizes 6 to 12 only 95c
\$1.35 Fringed Sombreros.....99c
85c Fringed Sombreros.....69c

Just a Few Left

Eby's Dry Goods Store

Cabrillo at Carson St.
TORRANCE

KEEP COOL While Canning Fruit

Lorain Canning is a simple, pleasant task which takes little time and produces better results than the older methods. Jars are packed and placed in the oven of the CLARK JEWEL Gas Range to sterilize by exact temperatures which are measured and automatically maintained by the

LORAIN OVEN HEAT REGULATOR

The Lorain Oven Heat Regulator simplifies every oven cooking task. This wonderful device makes possible PERFECT baking results EVERY TIME. A Whole Meal can be placed in the Lorain-equipped oven at one time to cook for hours without attention. Meats, vegetables and desserts come out equally delicious. The graceful lines and beautiful proportions of a CLARK JEWEL Gas Range will add to the attractive appearance of your kitchen. Come in and let us show you the labor-lightening advantages of CLARK JEWEL Gas Ranges.

Southern California Gas Company

Post and Cravens Aves.
Torrance
Term Payments Phone 231

Catalina



Boys Unnumbered
at the "Magic Isle"

Bathing, Fishing, Auto and Boat Trips
Glass-Bottom Boats, Shooting
Marine Gardens

Take the family to Catalina before school opens, and have a REAL good time!
Round trip from Wilmington, \$2.25; Glass-Bottom Boat ride, 75c per capita.
Steamship Catalina sails 10 a.m. daily from Wilmington, and S. S. Avalon sails 4 p.m. daily except Sunday.
Auto boulevards lead directly to Catalina Pier at foot of Canal street, Wilmington. Garage in pier—storage, 50c per day.
Plenty of accommodations at Catalina at prices to suit all purses.

SPECIAL NOTE: When in Avalon after seeing the Submarine Gardens through Glass-Bottom Boats, be sure to see the Parker Marine Museum on Crescent Avenue, in new Strand Theatre Building.

ILLUSTRATED CATALINA FOLDER ON REQUEST
CATALINA TICKET OFFICES
6th and Main Sts., Los Angeles Motor Coach Co. Office, Lomita
Phone TRinity 2981 Catalina Terminal, Foot of Canal St.
Wilmington, Phone 127

"In All the World No Trip Like This"

Chevrolet Uses 4000 Newspapers In Great Advertising Campaign

The Chevrolet Motor Company has announced a cooperative advertising campaign in connection with its large dealer organization. This campaign is a further move by the Chevrolet Motor Company in its effort to obtain the most economical distribution of its product. It is probably the most comprehensive and efficient of the great advertising campaigns in the automotive industry. Approximately 4000 newspapers are being used.

Under this plan the Chevrolet Motor Company in reality has become the advertising department of each of its dealers, whom it provides with a highly efficient and consistent advertising campaign. In addition, it becomes possible to key local advertising with national advertising used by the Chevrolet Motor Company in the principal magazines of the country. This advertising is paid for from the general advertising appropriation of the company without expense to the dealers. The dealers continue to receive gratis the sales literature and the effective window display service of the company. These displays supplement the unified advertising plan.

In brief the plan is this: Here is Plan
The Chevrolet Motor Company charges a small amount for each car shipped to dealers and credits it to the Chevrolet Dealers' advertising fund. To this fund the company then adds a substantial contribution from its own advertising budget.

The company plans the dealer advertising campaign, buys newspaper space, purchases and prepares art work, sends the advertisements to the newspapers, directs the printing and display of outdoor advertising, handles invoices and pays bills. The dealers thus are relieved of a vast amount of detail. A desirable angle of the plan is a guarantee to each dealer that every dollar which he pays into the fund will be spent in his district for newspaper or outdoor display space, all of the costs of preparing and placing the advertising matter being more than covered by the Chevrolet Motor Company's contribution to the fund.

In furtherance of the plan, the Campbell-Ewald Company, which serves the Chevrolet Motor Company as advertising agents and is one of the five largest advertising

companies in the United States, has set out from its own organization 14 field men who are located at strategic points throughout the country.

In Personal Contact
These men bring the dealers into close personal contact with the main organization in working out advertising problems and assist in individualizing the dealers' advertising consistent with the program of a united appeal.

The individual requirements of each dealer are analyzed and he is consulted in the choice of media in his territory. The dealers are kept in touch with the advertising plans and are given advance proofs of all newspaper advertisements. "The guarantee to the dealers that their entire contribution will be spent for advertising space in their districts I regard as second in importance only to the feature of unified appeal," said J. E. Grimm Jr., advertising manager of the Chevrolet Motor Company. "It should be understood that this is not national advertising used locally; it is local advertising nationally directed."

400 Courses In Extension Work Of California 'U'

University Instruction Available to Public in Southland Cities

Extension division classes of the University of California will be given this fall in Los Angeles and in 20 nearby Southern California cities. These courses are open to everyone, regardless of age, nationality or previous education. They are particularly planned for business people and many are scheduled for evening hours. The first classes start September 8 in Los Angeles.

Over 400 separate courses are offered in Los Angeles. San Diego had 102 classes last year, Long Beach 76, and other cities numbers according to their size. The following towns also have these state university courses: Burbank, Glendale, Hollywood, Monrovia, Ontario, Pasadena, South Pasadena, Pomona, Riverside, Santa Fe Springs, El Segundo, Fullerton, Santa Ana, and Lakewood. Any one living in towns where classes are not yet given may join the university classes in Los Angeles or other towns located near their homes.

The state university extension courses include such interesting subjects as the following: Advertising, commercial law, public speaking, the languages, history courses, costume design, real estate law, short story and magazine writing, banking, electrical engineering, oil, and educational courses, the gasoline automobile, income tax, radio, photography, freehand drawing, growth and development of children, woodblock cutting and printing, salesmanship, gardening, and many others. Information may be obtained by writing to the University of California offices, 817 Hillstreet Building, Los Angeles.

Advancement Night at Esperanza Chapter, O. E. S., of Los Angeles, was attended by the following members of the local chapter: Mrs. Jean Guyan, worthy matron, and Mrs. Lillian Shriner, Miss Rose Rothleder, Mrs. Anna Beall, and Mrs. Persia K. Fess.

F. D. Murray Tells Of Big Reunion of Family Back East

While Mr. and Mrs. F. D. Murray were at Middlebury, Vt., they attended the celebration held in honor of the ninety-sixth birthday of Mr. Murray's father, Joseph Murray. Halo and hearty, the elder Murray held his own with the 96 members of his family who enjoyed the birthday feast.

Forty-four grandchildren and forty-two great-grandchildren were included among the guests at the dinner, and the absent grand and great-grandchildren numbered forty-three. Mr. Murray greatly enjoyed the reunion with his father, whom he had not seen for 21 years.

The Voice Of the People

[Contributions to this column are welcome, subject to the following conditions and rules: Letters should be plainly written on one side of the paper. The Editor reserves the usual right of editing. Letters on matters of religious controversy, personal attacks, or containing libelous material, will not be published. Letters in this department do not necessarily reflect the opinion of this paper. Short contributions are better than long ones. Keep contributions within 400 words.—Editor.]

THANK YOU

Long Beach, Calif.,
Aug. 28, 1925.

Editor,

I enjoy your "Observations" very much from week to week. Very often you "hit the nail on the head."
Sincerely yours,
WM. H. WALLACE.

Kelsey Buys Part Of Foley Business

L. B. Kelsey announces the purchase of the fire, automobile and casualty insurance business from T. F. Foley. Mr. Kelsey has been associated with Mr. Foley for some time.

Mr. Foley will continue to have his office with Mr. Kelsey, and while he will still write fire, automobile and casualty insurance through the Kelsey office, he will devote his attention particularly to health and accident insurance.

Mr. and Mrs. F. B. Dille of Amapola avenue and Mr. and Mrs. Brady Wolfe and son, of Sierra avenue, enjoyed a picnic in Topanga Canyon Sunday.

Mr. and Mrs. Sam Levy attended a reunion of the Levy family held Sunday in Los Angeles.

Mr. and Mrs. G. H. Bradford plan a trip to Santa Barbara in the near future.

Mrs. B. J. Scott is a guest this week of Mr. and Mrs. Ted Bradley of California Hot Springs.

Mr. and Mrs. F. L. Parks have returned from a two-weeks camping trip to Twin Lakes.

RADIO

FADA-Neutrodyne
Ciffillian-Neutrodyne
Crosley and Crosley Portables
and
"EVERYTHING MUSICAL"
Gardner Music Co.
1601 Gramercy St.
Next to Beacon Drug, Torrance



East of the
Sept. 15th
Summer
Excursion
Fares
to eastern cities

See now, benefit by these substantial reductions. Return limit October 31st stopovers.

Routes

Sunset, American Canyon, Golden State, Shasta
Go one way, return another, if you choose.
Full stopover privileges.
Comfortable, luxuriously-appointed trains. Convenient connections at eastern terminals.
For further information, ask any agent

Southern Pacific Lines

CHAS. H. MUELLER, Agent
P. E. Depot Phone 20

Motor Coach Company TIME TABLE

Leave Torrance for Wilmington and Long Beach	Leave Long Beach for Torrance
7:15	D-7:00
8:20	7:40
9:15	D-8:10
10:20	10:00
11:20	10:40
12:20	11:40
1:20	12:40
2:20	1:40
3:15	2:40
4:20	3:40
5:20	4:45
6:20	5:40
7:20	6:45
8:20	S-7:45
S-11:25	8:45
	10:50

D—Daily except Sundays.
S—Sunday only.
*Connects for Catalina Island.

3-Burner Gas Cookers \$18.00

Lewis Ripple

New and Second Hand Furniture

1927 Carson St., Torrance

Phone 73-W



Get the Red Crown Mileage Card at any "RedCrc" pump. Use it and see your mileage increase!

"The Red Crown Mileage Card sure saves money!"

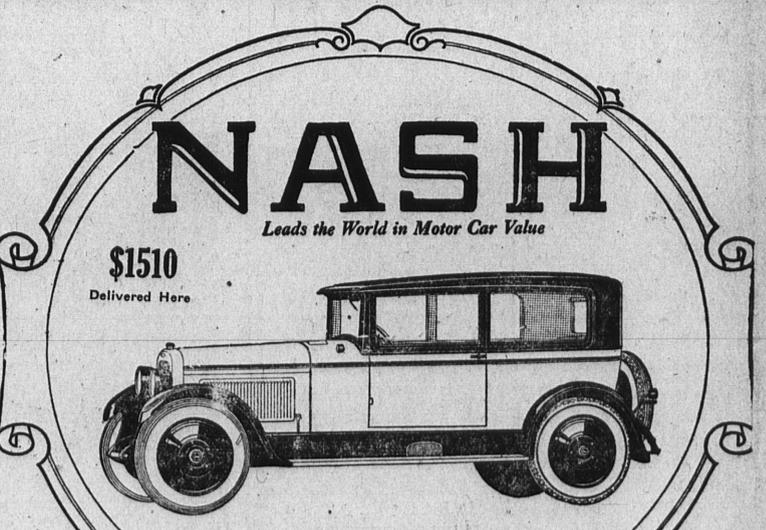
The Red Crown Mileage Card is more than a card for recording mileage—it's a help to you to get the extra 15 to 30 miles that are always in a tankful of Red Crown gasoline. Here's what one motorist found out:

"The Red Crown Mileage Card sure saves money! My bus consumes only 10 gallons of 'Red Crown' now on a 200 mile run that used to take 13 gallons of gas and even more. I figure I'll save enough in a year on Red Crown gasoline to pay for one tire at least."

Red Crown Mileage Card records prove daily the extra mileage in Red Crown gasoline. Use "Red Crown" always and profit by its extra mileage.

buy miles
The best buy in town—by miles

STANDARD OIL COMPANY (California)
© 1925



NASH
Leads the World in Motor Car Value

\$1510
Delivered Here

The New SPECIAL SIX SEDAN

4-wheel brakes, full balloon tires and 5 disc wheels included at no extra cost

The body of this new Special Six Sedan is an original Nash-Seaman conception and brilliantly exemplifies the ablest work of craftsmen known the world over for the distinctive beauty of their designs.

The Gardena Nash Co.

16303 So. Vermont Ave. Phone 251, Gardena
Serving Gardena, Torrance, Lomita, Moneta, Redondo, Hermosa, Manhattan and Compton