

TORRANCE THEATRE

Phone 132
PROGRAM
Sept. 23 to Oct. 1, Inc.—Two Shows Every Night
At 6:30 and 8:30
Matinee Saturday, 2:30. Sunday continuous 2:30 till 10:30

THURSDAY AND FRIDAY, SEPT. 23-24 Big Double Feature Program "The Lucky Lady"

Featuring
Greta Nissen, Lionel Barrymore, William Collier, Jr., Marc MacDermott
She got what every woman craves!

Laura LaPlante

"THE BEAUTIFUL CHEAT"

To see the little shop girl realize her dreams and leap from nothing to stardom in a few short months. With the cutest, most adorable little actress in America.

SATURDAY, SEPT. 25 Buck Jones

"A MAN FOUR SQUARE"

A two-fisted tale of the region where men are born in the saddle. Comedy, "Moving Day"

SUNDAY AND MONDAY, SEPT. 26-27 Corinne Griffith

"INTO HER KINGDOM"

The most brilliant role she ever played—told in the black nights—the red days of Russia
Our Gang Comedy, "Uncle Tom's Uncle"

SUNDAY MATINEE ONLY

NOTICE.—The first 400 children attending our matinee at 2:30 to see "Fighting With Buffalo Bill" will be given a bow and arrow and Buffalo Bill Maak.
NOTICE.—"Buffalo Bill" will be shown at 3 and 4:30 P. M. Only!

TUESDAY AND WEDNESDAY, SEPT. 28-29

DOUBLE FEATURE BILL "MISS NOBODY"

Anna Q. Nilsson

Walter Pidgeon, Louise Fazenda, Arthur Stone, Mitchell Lewis, Clyde Cooke

"THE SILVER TREASURE"

Featuring George O'Brien, Lou Tellegen

THURSDAY AND FRIDAY, SEPT. 30-OCT. 1

Lon Chaney

in a new 1926 edition

"THE PENALTY"

You'll follow the career of Blizard, legless king of San Francisco's underworld, with breathless interest
Comedy, "Hotsy Totsy"

U.S.C. To Open Night Classes In Retail Subjects

Store Course Will Start on Tuesday Evening, Sept. 21

Planned to be of interest to those in the retail field or training for such work, including buyers and assistant buyers, the University of Southern California has established a department of retailing at Metropolitan College, U. S. C., the Trojan night school located at the Transportation building, Seventh and Los Angeles streets, the heart of the downtown business district, and announces the first of series of evening classes in retailing opening Tuesday night, Sept. 21, at 7 o'clock.

"Psychology in Retailing"—psychology in business, of marketing, of displaying merchandise, of attracting attention, developing interest, stimulating action, assuring satisfaction, of co-operation—how to train the salesman to sell—will constitute topics of 12 Tuesday night sessions opening this month at Metropolitan College.

"Elements of Retail Selling"—economics of retailing, orders, terms, datings, discounts, legal aspects, turnover, inventory methods, stock control, layout and display, and sales promotion—will be topics included in the second evening course scheduled to be given during the winter quarter of Metropolitan College, U. S. C.

"Store Organization"—expenses, budgets, credits, collections, receiving, delivering, profits, sales problems, personnel and service problems, advertising, organization and management—are subjects covered in the third course, to be offered during the spring quarter of Metropolitan College, department of retailing.

In connection with the work in retailing, the University of Southern California announces the addition of F. May Morse, Ph.D., to its staff as associate professor of merchandising. Dr. Morse comes to U. S. C. this fall from the University of Washington, Seattle, where she acted as co-ordinator of the work of apprentices in merchandising. She also has done practical work in stores in New York City, Detroit and Seattle.

Full information regarding evening courses in retailing may be obtained from the department of retailing, Metropolitan College, University of Southern California.

Torrance Theatre To Give Away Bows, Arrows, Mask for Young Ones as Serial Opens Sunday

Children who attend next Sunday's matinee at the Torrance Theatre, when the first chapter in a new serial film entitled "Fighting With Buffalo Bill" is shown, will receive a bow and arrow and a Buffalo Bill mask free.

With the opening of the new serial the management announces that starting Sept. 26 the performances on Sunday will be continuous from 2:30 to 10:30 p. m. Spectacular scenes which took more than a month to film, and which involved the use of several hundred extras, are featured in the great western chapter, "Fighting With Buffalo Bill," which will be shown Sunday at the Torrance Theatre. The big serial production is based on Col. Cody's personal account of his thrilling experiences on the pioneer plains which was published under the title, "The Great West That Was."

Two Double Bills Booked This Week at the Torrance Theatre

There will be two double bills at the Torrance Theatre next week. Because Director Raoul Walsh demanded authenticity of character, 42 vaudeville and circus actors were engaged to take part in the filming of one sequence for "The Lucky Lady," a film which will be shown at the Torrance Theatre Thursday and Friday.

The sequence, that of a French vaudeville performance, plays an important part in the picture in that it brings together William Collier Jr. and Greta Nissen, two of the featured players.

One of the largest indoor sets ever constructed for Universal-Jewell was built for filming scenes for "The Beautiful Cheat," starring Laura LaPlante, which will be shown Thursday and Friday at the Torrance Theatre. As the story of the picture is that of a motion picture star, it was necessary to have the sets large enough so that the camera could show another camera shooting scenes of the star at work in her studio.

An unusually popular group of screen players will be seen in support of Buck Jones when his latest William Fox production, "A Man Four-Square," comes to the Torrance Theatre Saturday. Florence Gilbert has the leading role opposite Mr. Jones. The picture was directed by R. William Neill and is adapted from the story by William McLeod Raine. The location is in a big cattle country, and is true western. The picture is full of thrills and has plenty of action.

Ninety dollars for a bouquet just to have it stepped upon is a lot of expense to go to, but it was a necessity in the filming of Corinne Griffith's "Into Her Kingdom," at the Torrance Theatre Sunday and Monday. In the picture the star is seen as the Grand Duchess Tatiana being presented to the court for the first time.

Mrs. Emma Ross of Sun street and Mr. and Mrs. W. J. Ross of Torrance were overnight visitors Friday at the Anderson cabin in Silverado Canyon.

Mr. and Mrs. E. K. Martin of Pasadena were Sunday dinner guests of Mr. and Mrs. W. H. Martin of Beacon street.

Read Our Want Ads!

SAVE with SAFETY at your Rexall DRUG STORE

Comfort and Protection

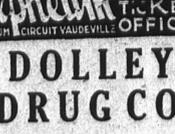


GAUZETS

49c Box of 1 Doz

A new patented sanitary napkin that affords protection to the clothing because of its exclusive lining.

Cool and comfortable.



DOLLEY DRUG CO.

The Rexall Drug Store
Phone 10 Torrance

Urban Golf Club Tournament For Pedro on Oct. 3

New Club Is Using Seaside Links Until New Course Is Finished

The second of a series of tournaments for members of the new Urban Golf Club will be staged Sunday, Oct. 3, over the links of the San Pedro Golf and Country Club at Point Fermin.

"Ike" Wentworth, president of Urban and chairman of the tournament committee, announced today that he had completed all plans for the affair and that those planning to compete may now send in entries to Urban headquarters at 1006 Lane Mortgage building.

The tournament, which will be 18 holes medal at handicap, will be open to all Urban members and their guests. Blind bogey will be included in the play so that all entrants will have an opportunity of coping a prize.

The San Pedro course is in wonderful shape at the present time and is being made the headquarters for Urban golfers until their own links, which is now under construction on a 149-acre site near Santa Fe Springs, is completed and ready for play. This is expected about Jan. 1.—Adv.

Hyde and Findley Attend Conference Of Rotary Chiefs

Carl L. Hyde and Donald Findley, president and secretary, respectively, of the Rotary Club of Torrance, attended the annual conference of executives of Rotary for the Second district at Santa Maria last Friday and Saturday. The Second district comprises California, Nevada, and the Hawaiian Islands. Only five clubs were not represented, Mr. Hyde said.

Mr. Hyde stated that the sixth object of Rotary International, which is world peace, was stressed more than any other single subject at the conference.

ICE

actually pays for itself in the food and milk it saves

Our ice is pure and clean, and SCORED at the factory, which guarantees you full weight.

You'll find our drivers prompt, courteous, and always anxious to give you the best of service.

It's a thrifty habit to have a clean, white UNION ICE wagon stop at your home regularly.

The Union Ice Co.
R. A. McFarland
Telephone
Torrance 193-R

LOCAL NOTES

Mr. and Mrs. Nels Petersen of Los Angeles were visitors Sunday at the home of Mrs. Petersen's mother, Mrs. E. L. Hudson, of Redondo boulevard.

Mr. and Mrs. Thomas Scarvin of Walnut street were recent guests of Mrs. Beatrice Spaner of Glendale.

Luther Rodgers of Brea was a Sunday guest of Mr. and Mrs. Paul Edwards of Weston street.

Mrs. E. K. Lynne was a luncheon guest Friday of Mrs. Frank Jordan at the Jordans' beautiful home on Artesia boulevard, Bellflower.

Mr. and Mrs. Clarence Allan and children, of Riverdale, were weekend guests at the J. A. Paddock home on Narbonne avenue.

Councilman I. T. Hughes of Los Angeles was a guest Saturday of his niece, Mrs. S. A. Wheaton, of Redondo boulevard.

Mrs. H. Orr of Bakersfield is a house guest of Mr. and Mrs. W. L. Blue of Rose street.

A NEW WATCH FOR YOUR OLD ONE

This announcement means exactly what it says: No matter how old your watch may be—no matter how badly it needs fixing—we will allow you full value on it in exchange for a beautiful and fashionable BULOVA Watch.



18 Kt. solid white gold case, exquisitely engraved, 17 Jewel BULOVA Movement \$50.00

This lovely watch has a white gold filled engraved case, 15 Jewel BULOVA Movement \$35

This rectangular watch has a white gold filled engraved case, 17 Jewel BULOVA Movement \$28.50

The last word in wrist watch design. 18 Kt. solid white gold engraved case, 17 Jewel BULOVA Movement \$50

Don't delay! Bring in your old watch tomorrow and we'll surprise you with the liberal allowance we'll give you

Howard's TORRANCE

Successor to the House of Parr Values
Howard S. Smith Proprietor
1503 Cabrillo Ave. Torrance

SCHOOL WORK DEMANDS GOOD EYESIGHT

Don't run any risk of injuring your child's future by imperfect vision. Bring the children to me and I will gladly test their eyes without obligation.

Office Hours—Every Afternoon from 2 to 6
At Howard's Jewelry Store, 1503 Cabrillo, Torrance

C. L. Ingold
Optometrist
Phone 157-R for Appointments

STONE & MYERS

LICENSED EMBALMERS
AMBULANCE SERVICE
TORRANCE
1782 Carillo Phone 195
1304 Narbonne Phone 247

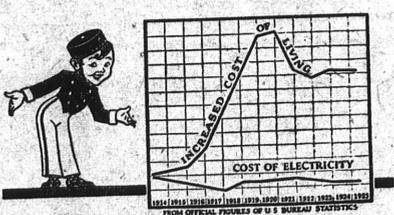
—to know us —is to find

REAL SERVICE PERSONAL ATTENTION CAREFUL CONSIDERATION BENEFICIAL ACCOMMODATION

—rendered by competent employes who strive . . . to give to each customer . . . the maximum of satisfaction in every transaction are the underlying principles of the

First National Bank

"TORRANCE'S OWN"
—neighbors of yours —since '13



The Chart that makes Your Check Book Smile

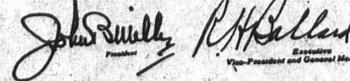
THIS simple diagram tells a story far more interesting to you than any possible explanation of the technique of making and selling electricity.

It is interesting because it affects the family budget.

The average cost of electricity is now 8 per cent lower than in 1914.

The average cost of everything else, from apples to zithers, is 65 per cent higher.

That's all there is to the case. No oratory—no editorial—no pamphlet can change these facts.



SOUTHERN CALIFORNIA
EDISON COMPANY
Owned by Those it Serves



LILTS O'LOVE AND LAUGHTER

By Judd Mortimer Lewis

THE UNIVERSAL APPEAL
I sort of like old melodies,
The dreamy sort of things
That comes to us out of the past
And snuggles up and stings
Till our heartstrings vibrate,
Start to echelon their tunes,
Like the smell of old time perfumes
Wakes the souls of bygone Junes.

I know that marks me old-fashioned,
That jazz is the thing today;
Drums and cowbells and triangles
Mix in a wild hooray,
Till it seems like the whole world
Shimmies
Like a fat pup with a flea;
And it may be that jazz music
Gets a wiggle out o' me.

But I've noticed when the jazzers
Cut out all the jazzy things
And unfold some old-time sweetness,
Whiter than an angel's wings,
Cuttin' out the drums and cowbells,
An' the fiddle's jazzy squeaks,
The whole audience applauds it—
Though they're tears upon its
cheeks.

PHILOSOPHRIN
When some married people say
they never scrapped in all their
life, I exclaim in admiration,
and wink at my freckled wife. Then I
holler "Balance corners!" at the
four of us sashay. We could say
we've never scrapped none, but it's
wrong to lie that way.
(Copyrighted)

Sunday guests of Mr. and Mrs. R. H. Trunnell of Oak street were Mr. and Mrs. C. C. Baker and sons Merle and Walter, and Mr. and Mrs. Clarence Jerrue, of Los Angeles.

Mr. and Mrs. John Pollock and family and Mr. and Mrs. Paul Blackman, of San Pedro, were guests Sunday of Mr. and Mrs. William Haworth.