

MEN--A Wow!

In fact, 3 Wows:-

NO. 1--MEN'S BLACK KID DRESS SHOES, WIDE LAST, DOUBLE SOLES, \$7.50 VALUE AT **\$4.95**

NO. 2--MEN'S BLACK CALF DRESS OXFORDS **\$4.95**

NO. 3--MEN'S PATENT LEATHER OXFORDS **\$4.95**

SAM LEVY

1311-1313 Sartori Avenue, Torrance

OBSERVATIONS

(Continued from Page One)

by a good and thorough study of the philosophy and practical teachings of a very astute old gentleman named Moses.

BUT alas that wouldn't satisfy everyone either. There wouldn't be any front page publicity for the Haldeman-Julius in boosting the Ten Commandments. News is the unusual--and to these innovative revolutionists--anything that is usual, traditional--no matter how deeply rooted in truth, wisdom and sacredness--is horrible and should be done away with summarily. They are gluttons for the blood of things as they are--these twentieth century inventors of new social wrinkles.

DEAR me, we've written a whole two columns about the idiots and what they're exactly what they want. Well Mr. Haldeman-Julius there it is and may your circulation grow and your wife and your mistress enjoy her new and glorified status.

LECTURE OVER RADIO

Residents of Lomita and Torrance will have the opportunity to hear an authorized lecture on Christian Science on Wednesday, Dec. 7 at 12:10 noon, when the Christian Science lecture of James G. Howell, C. S., of Kansas City, Missouri, is to be broadcast over Radio Station KFI from Third Church of Christ, Scientist, Los Angeles. Mr. Howell is a member of the Board of Lectureship of The Mother Church, the First Church of Christ, Scientist, in Boston, Mass.

Handsome Christmas cards, printed with your name, per box of 12, all different, \$1.49. Two boxes, one name, \$2.25. Come and get yours today, there are only a few left. At the Herald office.

Read Our Want Ads!

Public to Hear About Ford Cars

(Continued from Page One)

Large crankshaft, which is both statically and dynamically balanced, with 28 pounds. This balancing, combined with the lightness of aluminum alloy pistons, further combine to reduce vibration and increase riding and driving comfort and safety.

Car Very Quiet
In addition to freedom from vibration, it is announced that the car is unusually quiet, a great deal of attention having been paid to this feature by the Ford engineers. In the engine, the timing gears are made of bakelized fabric, which is much quieter than metal. The cams on the camshaft have been so designed as to prevent valve clacking.

The coachwork of the car is as distinctive as its performance. There is a noticeable European touch in line and contour. It is not only designed for exterior beauty, but has as well the interior roominess, convenience and luxurious appointments to be found in much higher-priced automobiles. On an instrument board of satin-finished nickel are mounted the speedometer, gasoline gauge, meter and ignition lock, with a dashlight in the center. The new military-type sun visor, with crown roof and round corners, are features of the closed models. Unusually narrow pillars and very wide doors and windows give maximum vision. Nicked radiator shell and headlamps further accentuate the exterior attractiveness, while choices of four colors in pyroxilin finish are offered.

Design Simple
Simplicity in design has also been carried to the ignition. There is only one coil, in a waterproof case. There are no vibrators to adjust, and no exposed cables to work loose or short circuit from water. The distributor is located in a readily accessible position on top of the engine.

Centrifugal water pump, large radiator and airplane propeller-type fan provide a cooling system which makes the car very difficult to overheat, except from abuse, such as running without enough oil, or dry radiator.

From 20 to 30 miles to a gallon of gasoline, depending upon driving speed, is the gasoline consumption announced. Feed to carburetor is by gravity.

Distinctive Oiling
The oiling system, also a distinctive Ford design, is a combination of pump, splash and gravity feed. The new transmission is of the selective sliding gear type, with standard shift, three speeds forward and one reverse. The main shaft runs on ball bearings, the counter-shaft on roller bearings and the reverse idler on bronze bearings, a power-saving design unusual in light cars. Shifting of gears is noiseless and easily accomplished, at the pressure of a finger.

Multiple dry-disc clutch, rear axle of three-quarter floating type housed in electrically welded steel, and spiral bevel gear drive are interesting features. The axle shafts carry none of the weight of the car, the wheels running on roller bearings on the housing. Newly developed springs of the transverse semi-elliptic type and hydraulic shock absorbers prevent excessive up-and-down movement and remove side sway.

Irreversible steering gear, which prevents shocks from being transmitted back to the hands of the driver, makes handling exceptionally easy. Maximum steering safety is further provided by a gear housing of welded steel forgings, and a steel tube steering column welded into the housing, making a sturdy and exceptionally safe one-piece unit.

Six Models
Ford-designed steel spoke wheels, completely welded into a one-piece assembly, are provided for the car. There are six models of the new car. They are the phaeton, roadster, sport coupe, coupe, Tudor sedan and Fordor sedan.

For months factory models of the new car have been undergoing severe performance tests in and around Detroit. One of these factory models recently made a road run of 120 miles in 124 minutes. This run, it is said, was made on an ordinary paved highway near Detroit.

Charles Schultz, in commenting on the forthcoming show, said their first view of the new Ford car had substantiated Henry Ford's statement that "there's nothing quite like it in quality and price."

"Mr. Ford's statement had prepared us for a surprise," said George Peckham, "but the new Ford car is better even than we had hoped for. It is certain to make history in the automotive industry, just as its predecessor, the famous Model T, has made history for twenty years. We are proud of the new car and feel certain that its appearance and performance will attract unprecedented attention among automobile owners."

Schultz, Peckham and Schultz have completely remodeled their showrooms and stockrooms in preparation for the arrival of the new Ford models and to meet the demands for cars which they are certain will follow.

VISIT WOODINGTONS

Friends who have visited Mrs. W. W. Woodington and son Robert at Mentone during the past few days include Mrs. J. S. Tolson, Mrs. A. W. Woodington, Miss L. W. Fraser, Mrs. E. K. Lynne, and H. M. Tolson. They report that Robert is improving slowly, but surely, and that Mrs. Woodington is in good health and spirits. Mr. Woodington, who is in a Los Angeles hospital is reported to be in a greatly improved condition.

Roll of Honor

(Continued from Page 1)

Mullin & Son	10.00
Mrs. Nettie Steinblber	5.00
California Oil Tool	25.00
Piggly Wiggly	25.00
Howard Smith	15.00
D. Hoffman	5.00
J. Lepkin	5.00
H. W. Roberts	10.00
Bank of Italy	50.00
J. W. Leach	5.00
H. C. Buxton	5.00
H. M. Tolson	15.00
C. E. Raymond	2.00
A. H. Bartlett	10.00
Mrs. I. Henderson	10.00
Mrs. L. Carson	10.00
Torrance Elementary School	21.00
American Legion Auxiliary	10.00
L. J. Acree	10.00
Stone and Myers	10.00
J. Isenstein	10.00
W. L. Booth	10.00
S. F. Webb	5.00
International Derrick and Equipment Co.	100.00
Total	\$1971.00

OBITUARY

J. C. Cota of 707 Hermosa avenue, Redondo Beach, died Wednesday in Torrance hospital.

Death was caused by general peritonitis following traumatic rupture of the intestines. Mr. Cota was injured several days ago while at work in the Lomita oil field.

New Columbia Units Ready for Occupancy

Torrance Investment Company in Charge of Leasing 16 New Units

The new Columbia Apartments at 1414 Cravens avenue are now ready for occupancy, according to an announcement this week by J. C. Smith of the Torrance Investment Company, who is in charge of renting the apartments.

There are sixteen units in the new Columbia, including both single and double apartments. Oak floors are laid throughout the entire building, and Mr. Smith states the rents are very reasonable. Water, gas and electrical refrigeration service is free.

BOARD TO MEET

A meeting of the district executive board, Christian Endeavor, will be held Sunday afternoon, Dec. 11, in Central Evangelical Guild Hall.

Many pretty hand embroidery pieces can be bought at the new Lomita Art Store, 1074 Narbonne avenue.



Beacon Lights

on
What To Give!

Direct You to This
Christmas Store

SMOKER'S SETS
Wonderful three and four piece sets of elegant Bakelite, imported from Czechoslovakia: Two Pipes, Cigarette and Cigar Holder. Made to Sell for Twice the Price we are asking.

PERFUMES
We can't begin to describe the exquisite bottles to say nothing of their contents. Early buyers will get the best.

STATIONERY in Gift Boxes
Many Exclusive Patterns.

TOILET SETS and individual Pieces.

Agent for Owl Products
1519 Cabrillo, Torrance

Minding Our Business

WE have ALL heard the STORY of the man who was so BUSY minding the OTHER fellow's business that he had no TIME for his OWN and right HERE we want to SAY that we try not to FOLLOW in that man's FOOTSTEPS because our OWN business keeps us MORE than busy--so when we HEAR about somebody from TORRANCE going somewhere ELSE to do his CHRISTMAS SHOPPING, we try not to MIND for it is his MONEY and his BUSINESS where he SPENDS it. But we WILL say that if you could come into OUR store and see the great VARIETY of GIFT ARTICLES which we have on DISPLAY right now you would be SURPRISED at what you can find RIGHT HERE at home.

Moral: Let's all do it P. D. Q. this year so we won't have to go to the city at the last minute on a vain hunt for what we want.

"GEORGE."

PROBERT'S TORRANCE PHARMACY

The Nyal Drug Store
Carson and Cabrillo

And a Store full of other Useful Gifts. Buy Early and get best choice.

Samples--Samples--Samples

The Biggest Deal and the Best Deal--Hundreds of Boys' Sample Suits--Hundreds of Hickory Products--Garter Sets--Shoe Trees--Rubbers Aprons, etc.

Hundreds of Pairs of Interwoven Hose, \$1.00 to 1.50 Values, 2 for 1.25..... **69c**

75c Value, 2 for \$1.00..... **59c**

Boys' Lumber Jacks--Men's Lumber Jacks--Hundreds of Rayon Bed Spreads--Men's Sweaters. In fact only our resources could bring a deal of this sort to a city this size.

We are working early and late to bring you values that cannot be duplicated elsewhere.

"The Home of Useful Gifts"

THE SAMPLE STORE

Redondo Hawkins & Oberg Torrance



Searching out the world's choice foods

PIGGLY WIGGLY

Prices listed in this advertisement are effective December 2nd to December 6th, inclusive, at all Piggly Wiggly Stores in Los Angeles, Orange, Riverside and San Bernardino Counties.

LOWERED PRICES

Peet's Machine Soap-- Large package..... **35c**
Bring your Peet's Granulated Soap Metal Coupons to any Piggly Wiggly Store and receive two regular 10c packages for the price of one.

Jap Rose Soap-- 3 cakes and flesh brush..... **59c**

H-O Quick Oats-- Small package, 12 1/2c; Large package..... **33c**

Mazola Oil-- Quart tin..... **45c**

Laundry Soap-- White King..... 10 Bars **39c**

Flapjack Flour-- Albers--small pkg., 12c; large..... **25c**

Fluffo Shortening

A favorite with housewives for baking and frying

1-lb. Tin... **24c** 2-lb. Tin... **45c** 4-lb. Tin... **87c**

Tea Kettle 5-qt. Aluminum **95c**

Casserole 2-qt. Aluminum **83c**

Electric Iron **\$2.75**
6-lb., with cord

Doll **\$1.15**
Sleeps and cries

MEL'O Softens Water Wonderfully Per Package... **10c**

Hartford Tires
30x3 1/2 Cl. O.S. ... \$ 8.25
31x4 S.S. ... \$13.10
29x4.40 Balloon ... \$ 9.10
31x4.95 Balloon ... \$15.00
Ask About Other Sizes.

Coaster Wagon

Hardwood body, roller bearings, balloon tires, disc wheels; fully guaranteed; value \$7.50 to \$10
Buy Now for Xmas! **\$4.85** Each

Tune-in on K-F-O-N

242 Meters

Searching! Opening Day!
Saturday, December 3rd
NEW STORE
2613 Pasadena Ave.

FRUIT AND VEGETABLE DEPARTMENT
These prices effective December 2, 1 and 3rd only at Fruit and Vegetable Stands operated by Piggly Wiggly Co.

FANCY BANANAS, 4 lbs..... **25c**

ALL BUNCH VEGETABLES, 2 for..... **5c**

NO. 1 RUSSET POTATOES, 10 lbs..... **20c**

ARIZONA DESERT SWEET GRAPEFRUIT, 64's, 2 for..... **15c**

CACTUS GRAPEFRUIT, 80's, 5 for..... **25c**

PIGGLY WIGGLY

Cleanest Stores in the World operated by the Cleanest and Healthiest staff of Employees.

Torrance Store, 1315 Sartori Ave.
William Pearson, Mgr.

GIFTS OF JEWELRY



For Hearts Desire

Baker Smith has captivating gifts, such as: Mesh Bags, Vanities, Leather Goods, Brooches, Pen and Pencil Sets, Dresser Sets, Bracelets, and a myriad of others equally appropriate.

Men's Strap Watches-- **\$9.50**
Others at \$15, \$25 and Upward

Women's Bracelet Watches-- **\$9.50**
Others at \$15, \$35 and Upward

Diamond Rings-- **\$25.00**
Others at \$45 and Upward

Cigarette Cases **\$1.50 to \$15**

A small deposit will reserve any selections until Christmas. Buy Early.

Baker Smith

Cabrillo at Carson Torrance