



## Fair Treatment of USED CAR buyers ..your Buick Dealer's Policy.

The used car that serves you most satisfactorily—that gives you the most transportation for your money—naturally offers the greatest used car value.

Go to the Buick dealer. He offers a wide selection of makes and models in his used car stock.

His prices are fair—based on the actual resale worth of the car in question. And he will tell you the true condition of any car he offers for sale. He is always careful to guard his high reputation in the community.

When you buy a used car from your Buick dealer you know that it will perform as promised—you know that you are getting your money's worth.

**BUICK MOTOR COMPANY**  
FLINT, MICHIGAN—DIVISION OF GENERAL MOTORS CORPORATION

**R. S. FLAHERTY**

BUICK SALES AND SERVICE

1316 Cabrillo Avenue, Torrance

Phone 65

WHEN BETTER AUTOMOBILES ARE BUILT... BUICK WILL BUILD THEM



AGENTS FOR—

Pickwick Stages  
California Transit Co.  
Motor Transit Co.  
Yelloway  
Catalina Island Trips  
Red Feather Stages  
Los Angeles Steamship Co.

### SUNSET STAGES

Time Table Effective May 1, 1928

#### STAGES LEAVE TORRANCE

For Wilmington and Long Beach	For San Pedro South-Lomita	For Redondo Beach	For Hermosa Beach, Manhattan Beach, El Segundo, Venice, Ocean Park, Santa Monica
6:54 A.M.	6:54 A.M.	6:20 A.M.	
7:49	7:49	7:15	
8:24	8:24	7:45	
9:15	9:15	8:10	
10:29	10:29	8:47	8:47 A.M.
11:24	11:24	9:40	10:59
12:24 P.M.	12:24 P.M.	10:50	12:30 P.M.
1:24	1:24	11:30	2:30
2:24	2:24	12:30 P.M.	4:35
3:14	3:14	1:30	6:15
4:34	4:34	2:30	10:55
5:19	5:19	3:30	
6:24	6:24	4:25	
7:24	7:24	5:25	
8:14	8:14	6:15	
9:44	9:44	7:40	
11:29	11:29	10:55	
	12:20	9:55	
		11:49	

\*Daily except Sundays & Holidays  
†Sundays only  
‡Connects for Catalina Island  
§To Lomita only except Sunday

Motor Coach Company,  
Phone Lomita 28  
Special rates for charter trips

## Mexico Governor and Bodyguard to Attend Pageant

Governor Young to be Speaker at Long Beach Saturday

Long Beach, Calif., May 24—A squad of twenty-five motorcycle police, representing Mexico's most highly trained soldiers, are to participate in the dedication day pageant of the Pacific Southwest Exposition Saturday, May 26, Governor A. Rodriguez of Lower California today advised exposition officials.

The motorcycle contingent is coming from Mexico City to take part in the colorful event in which representatives of thirty-three nations and the executives and their representatives of virtually all the western states are to participate.

These motorcycleists perform all sorts of acrobatic stunts and entertain the on-lookers while riding their machines, executing difficult and intricate feats. They received their elementary training as members of the Mexican rurales under former President Diaz.

Governor Rodriguez, accompanied by his official staff, will join with other visiting dignitaries in reviewing the pageant and its more than 100 floats.

A. J. McKean, commandant of the Eleventh Naval District, San Diego, today was ordered by the navy department to represent President Calvin Coolidge at the ceremonies. An army officer, yet to be named, also will appear as the personal envoy of the President.

The foreign aspects of the forthcoming event will be further enhanced by the participation of members of the crew of the new Canadian battleship Vancouver, now anchored in Los Angeles-Long Beach harbor. The ship's band also is expected to take part in the pageant.

Outside communities that have entered floats, marching units and musical organization in the pageant include: San Diego, Bakersfield, Victorville, Pasadena, South Pasadena, Wilmington, Santa Monica, Bellflower, Oxnard, Downey, Montebello, Los Angeles, Universal City, Castro, Elmore, Hollywood, Huntington Park, Compton, Culver City, El Segundo, El Monte, Beaumont, Needles, Sacramento, La Habra, Ontario, Huntington Beach, Inglewood, Berkeley, La Verne, San Francisco, and Oakland.

A huge grandstand, accommodating several thousand spectators will be erected at the exposition grounds for the ceremonies at which Governor C. C. Young will give the principal address.

## Sixty Per Cent of Automobiles Are in Hands of Second or Third Owners, Says Chevrolet Sales Head

A new slant on the used car and its position in the automobile industry was brought out last week by R. H. Grant, vice president in charge of sales, of the Chevrolet Motor Company.

Proof that the used car has reached a position where it commands attention is given by Grant when he points out that during the first quarter of 1928 the Chevrolet Motor Company produced and sold 250,000 new cars and at the same time delivered more than 200,000 used automobiles. This, Grant stated, was made possible through a changing attitude towards the used car on the part of both the motor car dealer and the public.

"Where the automobile dealer formerly paid little attention to the used car," Grant declared, "the proportion of used cars to new car sales has mounted to an important part of his business. Today, practically all of the direct dealers in the Chevrolet organization have Ducoing equipment with which they refinish used cars to a manner similar to the factory. Cars are gone over from headlight to tail lamp by skilled mechanics trained in factory methods. The reconditioned cars bear an 'OK Tag' showing that every vital part has been checked. They are then displayed attractively, and lentient

time payments are made available to the purchaser.

"The public owes directly to the used car the wide range of prices at which transportation may be purchased, and the wide variety of models from which selection may be made. If there was no such thing as an automobile, instead of turning it in on a new model, would drive it himself until its usefulness was spent, just as he now uses his furniture or his farm and garden implements. There would consequently be no used car mart for the man who wants to buy a car at less than new-car cost. Millions of present motorists who were attracted by used car prices would not now own automobiles if there had been no used car market.

"Every good automobile today is built with many years service in it. The original purchaser usually keeps it in on a new model after he has driven it for a few years. There remains in the car many miles of dependable service which is available to the man who needs transportation on the basis of a low first cost.

"Of some 25,000,000 passenger cars now registered in the United States, it is estimated that approximately sixty per cent are in the hands of their second or third

owners. In other words, fifteen million motorists are now riding in cars that were purchased on resale. "Eliminate the used car from the market, and a good share of those fifteen million people would be denied the privilege of owning a car. And most of the remaining ten million motorists would be driving cars that do not measure up to their ideas of style simply because they would not be able to get a trade-in allowance, and would refuse to scrap their cars with unused value remaining in them.

"The result would have been a great many less new car sales within the past twenty years, and most of the twenty-five million present motorists would have either no car at all or a car that fell short of their present taste for style, durability and performance. "Our dealers know that the used car buyer of today is the new car buyer of tomorrow. They are anxious to satisfy him because it means future business. By reason of the unprecedented demand for the Bigger and Better Chevrolet, our dealers have a better variety of used cars than ever before—cars that are better serviced, better finished and represent better values.

"There is every indication that our used car turnover this year will establish a new high record even though both our new and used car sales are bigger than ever before during this season of the year.

#### WHITESIDERS' PICNIC

It is estimated that 4000 former "Whitesiders" from Illinois now live in Southern California, and they are all invited to the Whitesiders' picnic at Palisades Park, Santa Monica, Decoration Day, May 30, according to Ralph Landis, president of the association.

"Satisfied" with our Home Made Salads HOME BOILED HAM So say our customers—why don't you try some? Oetken's Grocery 1001 Sartori Phone 85-J OPEN SUNDAYS We give S & H Green Stamps

THIS IS AN IDEAL TIME For Oak Floors Over Your Old Floors On account of the temporary building depression Oak Floors can be had at less cost than at any time in the last ten years. A good grade of flooring in the average size living and dining room for \$40.00. Average bed-room \$18.00. This is laid, sanded, finished and ready to walk on. If you are having trouble renting or selling a house see us for an estimate on making your floors attractive. Old Oak floors sanded and refinished, making them as bright as when they were new. Southwest Materials Company L. J. Acree 1420 Marcelina Ave., Torrance Business Phone 71R Evenings 245R

VERGIL'S BARBER SHOP 14002 S. Western Ave., Western City HAIR CUTS ..... 35c CHILDREN, under 12 ..... 25c SHAVES ..... 20c Beauty Parlor in Connection MARCELS ..... 50c MANICURES ..... 50c FACIALS ..... 50c Other Services at Like Prices Appointments Taken During the Week for Friday and Saturday

## Piggly Wiggly Sales Analyzed by Chain Head

Arthur C. Jones, president of Piggly Wiggly Western States Company, operating 169 stores in Southern California, has just made public some interesting details on the sales of his company. Mr. Jones is now in Cleveland where his company is establishing a chain of stores in the 33 northern counties of Ohio and the 11 northwestern counties of Pennsylvania.

"The last 50 stores we opened during 1927 in Southern California have now, after an average age of less than eight months, so well established themselves in their communities that they are averaging \$1180 per week per store in sales of groceries. This average for new stores is only 22% below the general average for our entire chain, which is \$1514 based on the week of March 31st," said Mr. Jones.

"This showing is rather remarkable when we consider that the average sales of chain store units throughout the country is estimated to be around \$800 per week groceries," declared Mr. Jones. "We are very much pleased with this showing because it represents mostly new business that the company is enjoying through these new locations.

"To prove the efficiency of our method of choosing locations, take the figures for the first 50 stores, which are the oldest in the chain, for the week ending March 31st, 1928, and compare them to the corresponding week last year. We find a decrease in 46 units of \$22,378. Four of the oldest 50 stores, near which no new stores were opened, showed an increase of \$759, making a net decrease in the 50 oldest stores, over last year, of \$19,559. Against this decrease in the 50 oldest stores, due to new stores being opened near them, we have an increase in the 50 newest stores of \$35,500 weekly. I believe this amply demonstrates the belief of leading chain store factors, who have proven that sales per unit are not seriously affected by additional stores, providing the new ones are well located.



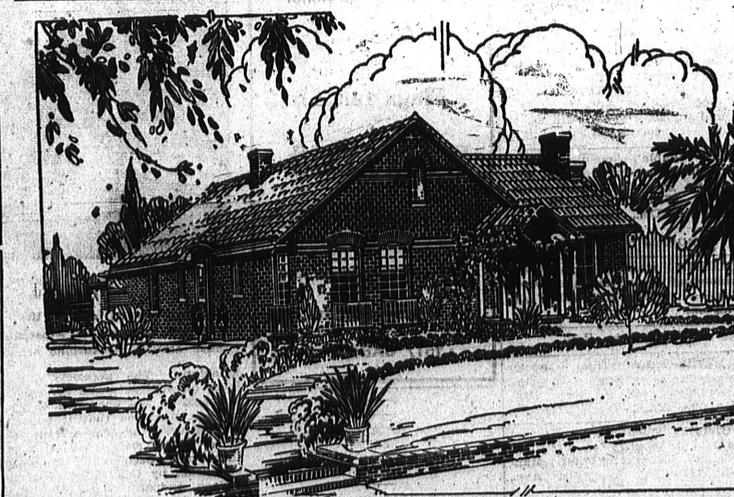
No Magnifying Glass Needed to see why old Christopher Columbus might have been induced by some Tourist Agency (?) to set sail from Italy in 1492—for he evidently wanted to SEE AMERICA FIRST! Neither is there a magnifying glass needed to see that our sheet metal service is absolutely efficient. We have reputation to live up to and in doing just that what must first please you.

Torrance Plumbing Co. F. L. Parks, Prop. 1418 Marcelina Ave. Phone 60-W Opposite Post Office

S. E. MERRILL LANDSCAPE ARCHITECT Phone 103-M, Torrance

Torrance Wallpaper and Paint Co. 1420 Marcelina Ave. Torrance, Calif. Phone 71-R Res. 120-W E. N. Tomkins, Prop. Painting, Tinting, Decorating and Paperhanging Estimates Furnished

## BUILD AND LIVE IN TORRANCE Typically Californian in Every Feature



California bungalows always have one feature, the patio, which is not found in the type that is familiar. It is a relic of the early Spanish occupancy of the Southwest and a characteristic of all Spanish homes. Latin-American homes from Mexico on down, through South America, all feature this outdoor convenience which loses its charm in the harsher northern climates.

The bungalow shown here is typically Californian, but it is equally good for any section of the south. It is built in the shape of a letter L, the object being primarily to afford the best possible lighting and ventilating facilities. Incidentally it provides in this manner for the patio, which is enclosed on the outer side by a wall of brick to insure privacy.

Set apart from the main section of the home, the living room is large, well lighted, is supplied with the open grate, which is the only heating plant in the house, and is backed up with a covered porch facing upon the patio. It is distinctly the living section of the home. Connected with it by an open doorway, which throws the two rooms virtually into one, is a cheery dining room, also large and well lighted.

Kitchen and bath are between the dining room and the two bedrooms in the rear, one with an outlet into the rear yard, the other opening upon the porch fronting the patio. Both are reached by a hallway from which one may step out upon the porch or reach the stairway to the attic.

The bungalow is of common brick and, if a tiled roof is used, as indicated here, it might easily be skinted with an increase in its good appearance and a reduction in its cost. It demands a shrubby setting.

The Common Brick Manufacturers' Association, Cleveland, Ohio, can furnish complete drawings for this design. Leaflet on brick construction sent upon request.

"BUY BETTER IN TORRANCE" Will Build 8 Room Double Bungalow Tile Bath, Sink, Hardwood Floors. See the one I am building at 220th and Cabrillo St. Only \$3950.00 Max Rohring Phone 265-J P. O. GUY BUILDING CO. Contractors and Builders We finance your building Residence 1023 Amapola Phone 181-J Office 1320 Sartori Ave. Phone 177 Dick Meeuwig 1324 Sartori Ave. Phone 174 90% to 100% Building Loans TORRANCE, CALIF. P. O. Box 504

That Cozy Home You need not be a plutocrat to own your own home. We have many charming little homes at small cost that will bring you lasting happiness and independence from the tributes of rent. May we not show you some of our choice buys at \$3000 to \$4500 REASONABLE TERMS LIKE RENT INDUSTRIAL HOUSING CORPORATION Builders & Contractors Office Dominguez Land Co. Bldg. 1610 Cravens Ave. Torrance TELEPHONE 5

PHONE 38 Torrance Brick Company Tapestry Shirvan Face Select Common Common Manufacturers of Wire Cut Brick Plaza Del Amo and Border Avenue "Everlasting Materials"

LOANS \$2,000,000 TO LOAN AT ONCE FOR BUILDING & REFINANCING When you need money to build a home, to refinance a mortgage or to repair, enlarge or improve your property, consult with us. LOANS FROM \$100 UPWARD For complete details of the convenient Mutual Plan, fill out and mail coupon. NAME ADDRESS CITY STATE Mutual Building and Loan Assn. FIRST & PACIFIC LONG BEACH, CALIFORNIA MORE THAN 17 MILLIONS RESOURCES W. E. Harris, Citizens Bank Bldg. Wilmington, Calif.