

Ticker's Tips

Dear Friends:

I was in Los Angeles Saturday.

The boss paid the expenses of the trip. He said it would be worth it to have me out of the way for a while and I might pick some ideas to use in my ads.

I pretty near got pinched for jay-walking but told the cop I was from Torrance and he said it was all right then.

And I didn't get a single idea. Spent practically the whole day snooping around these big jewelry stores acting like I had a million dollars to spend and I didn't see any nicer stuff than Howard's have right here in Torrance. What's more their prices were a lot higher, too.

So it was money wasted as far as the boss was concerned.

Ticker.

Howard's

Torrance 1503 Cabrillo Ave.

First One of Eight Giant Turbines Turned on Tuesday by Edison Co.

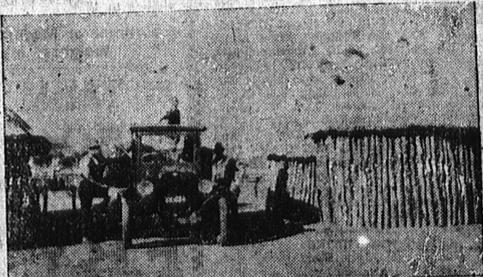


Long Beach Steam Plant of the Southern California Edison Company with the structure housing the first of the eight new 125,000 horsepower units in the foreground. This unit is now complete and the generator has just been turned on to the lines. Inset, S. L. Shuffleton, Vice-president of Stone & Webster, Inc., who is directly responsible for the engineering and supervisory service on this construction project.

When the throttle of the first of eight new electric generating turbines at the Long Beach Steam Plant of the Southern California Edison Company was opened Tuesday by S. L. Shuffleton, vice president of Stone & Webster, Inc., 125,000 horse power of electric energy was dedicated to the service of Central and Southern California. Shuffleton, who has been in charge of engineering and erection at the Long Beach Plant for the past three years, is a veteran in the field of power plant construction. He is in full charge of the Pacific Coast Division of Construction and Engineering for Stone and Webster, Inc. Work was begun on this first record breaking unit late in 1927 and has been brought to a conclusion about sixty days ahead of the original schedule. These eight units will, it is estimated, cost in excess of \$100,000,000 and will require a force of men numbering between six and eight hundred continuously for the next eight or ten years. Vast quantities of local materials were used in the construction of this unit. In the construction of the building housing this first unit, more than 3000 tons of structural and reinforcing steel were used, all of which was purchased in Southern California. Within the plant itself all of the pipe and fittings were purchased locally. While no exhaustive tests have yet been made of the efficiencies of the new unit, those which have been made indicate that this turbine will be capable of delivering in excess of four hundred and eighty kilowatt hours per barrel of oil. The first units installed in the original Long Beach Steam Plant in 1912 generated 240 kilowatt hours per barrel of oil.

Chevrolet Passes Million Mark on 1928 Series Cars

More than a half million of the 1928 series Chevrolet cars are on the road today, according to information just received by Pacific Coast Chevrolet zone offices, from H. J. Klingler, general sales manager of the Chevrolet Motor Company, Detroit. This establishes a high record figure for public acceptance of a country is enthusiastic over the probability that this year's performance will surpass that of 1927, when more than a million cars were manufactured and sold, by a good margin. It is deemed likely by factory officials that more than a million of the 'bigger and better' Chevrolets will be on the highways of the United States alone before the new year dawns.



A Chevrolet party stopping at a typical tourist camp in Rhodesia, Central Africa, near Victoria Falls, one of the beauty spots of the world. The camp consists of empty rest huts with walls made of bamboo. The motorist tucks his visiting card by the entrance to signify temporary possession.

Every month so far this year has shown a consistent gain over the corresponding month last year, according to Klingler, who states that the average monthly gain has been more than 20,000 units. As a result, deliveries to buyers during the first four months of 1928 were almost on a par with deliveries for the first five months of last year.

Two-Cent Letters Go Via Air for 5c After August 1st

On and after August 1 five cents in stamps will assure air mail dispatch to any part of the United States that an ordinary letter can be carried for two cents, according to an approved announcement of the Post Office Department just issued by Western Air Express, Inc., air mail transport company. Special five cent air mail stamps are now being printed, it is announced, and will be ready for sale at all post offices just prior to August 1. However, use of these stamps is not mandatory, for the regulations permit the attaching of ordinary stamps providing the re-



THEY WOULDN'T HAVE MINDED THE HARSHIPS SO MUCH BACK IN '49.



If they'd carried along a radio like the one you can get at

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Movement Strong to Consolidate Three Beach Cities of South Bay

Steadily the movement for the consolidation of the three beach cities, Redondo, Manhattan and Hermosa goes forward in the communities affected. Following is an article which appeared in prominent display in the Redondo Reflex:

"The proposed consolidation of the three south bay cities, Manhattan, Hermosa and Redondo into a single municipality is still receiving discussion among those interested in its ultimate outcome, and in answer to the articles recently appearing in these columns, the following is one of several letters that have been received:

"Having been a former resident in the south bay district for several years, I was very much interested in your article regarding the proposed consolidation of the three beach cities into one municipality, which article appeared in a recent issue of your paper.

"While residing in that section of the country I found the opinion that a consolidation of Manhattan Beach, Hermosa Beach and Redondo Beach would be a wonderful thing and during the latter part of last year, when the question was receiving discussion in all three cities, I was very much interested, and was quite disappointed when the matter was dropped. Consequently your recent article greatly appealed to me and I am very glad to see that this subject is again receiving attention.

"It appears to be the consensus of opinion among a great many people I have come in contact with that there are absolutely too many small towns scattered over Southern California, and that as such small communities very little can be accomplished in the way of future development of such towns and the future prosperity of Southern California as a whole. Of course, this section of the United States is bound to prosper in the future as it has in the past, but I have noticed that the prosperity is keeping to the large cities and that very few of the smaller communi-

ties are benefiting. When I stop to consider the wonderful advantages that would be reaped if these three beach cities should consolidate, I fail to see why anybody should hold out any objections to such a move. Just stop to consider the power that the city would have. I hate to say it, but as the towns are situated now, they are accomplishing very little in the way of community prosperity. True, they may appear on the surface to be prospering, but the future prosperity would be unlimited if the three cities were to consolidate.

"Look at Los Angeles, for instance. Thirty years ago it was a typical small town and gradually as the years rolled by more territory was added until now they are adding more territory because they have to take care of the ever increasing population and business volume. If the three beach cities in question were to consolidate they would be a city apart from Los Angeles, because they cannot get any larger in size as the adjacent territory is all claimed, and if they remain as they are—typical small towns—they will in time be swallowed up by the ever growing Los Angeles. They are at present hemmed in, Los Angeles running to the south of them to San Pedro, to the north by the strip joining the ocean at Hyperion and by the city itself to the east.

"Judging from the remarks I heard while residing in that section of the south bay district, the chief objections to the proposed consolidation appear to emanate from Hermosa Beach. I fail to see any reason for such, as that city has perhaps more to gain by such a step than either Manhattan or Redondo Beach. Their tax rate would be lowered, they would be the center of the whole community and would derive every possible advantage.

"Yours very truly, ALBERT BECK. There are many more points about the proposed consolidation

that would materially help in the future prosperity of this south bay district should the project materialize and The Advance would be very glad to receive the views of more residents in any of the three cities affected by this consolidation."

8000 U.P. Freight Trains "On Time"

"On time."

That old familiar phrase so common to train arrival bulletin boards around a depot has been marked opposite the arrival of 8000 Union Pacific freight trains hauling fruit between Ogden, Utah and Council Bluffs, Iowa, since December 20, 1925.

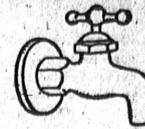
This information was contained in a wire dispatch yesterday to F. H. Kneckerbocker, general manager Union Pacific from W. M. Jeffers, general manager, at the Omaha offices of the railroad. "Since December 20, 1925, 8000 fruit trains have been handled over the Union Pacific between Ogden and Council Bluffs and not one of them has arrived behind schedule," Mr. Jeffers wire read, "and this is believed to be a world record for freight trains." If the 8000 trains were coupled together it would make a train 4000 miles long consisting of 400,000 cars and it would take about 8000 locomotives to haul it.

ILLINOIS PICNIC The Illinois of all the Southland are invited by their president, Henry J. Brubaker to the annual summer rally all day Saturday, July 21, in Bixby Park, Long Beach. President Brubaker will offer all the usual picnic attractions.

Guaranteed paint, \$2.65 gallon. Consolidated Lumber Co., Torrance. -adv.

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silvered hardware—colorful onyx top for gear lever and horn button.

Comfort—Seats of new design—full cushioned, form fitting lounges—steering wheel (adjustable to your particular needs) responds to your will rather than your muscles—ball-bearing spring shackles give riding ease hitherto unapproached in the most expensive cars—hydraulic shock absorbers—super-brakes which stop the car smoothly, gently in half the distance prescribed as standard.

These are the cars women have been hoping for—spirited, beautiful, safe, comfortable. Worthy to hold every official stamina and speed record for fully equipped stock cars. Luxury and good taste at One-Stock prices.

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SEE THESE NEW CARS—ON DISPLAY HERE TODAY P. E. HENNIS

165th St. and Menlo, Gardena, Calif. Phone 1231 Hennis Auto Co., 350 N. Camino Real, Redondo Beach

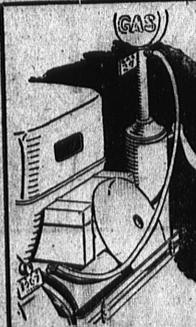
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