



Whoa, Tillie--

I should have stopped at
Mullin & Son
and they never would have let this
happen to me.

Hereafter I'll trade there and avoid
such grief.

AIR AND WATER SERVICE GLAD-
LY FURNISHED WHETHER YOU BUY
OR NOT.

Mullin & Son

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Phone 320-J Torrance

STONE & MYERS

LICENSED EMBALMERS AMBULANCE SERVICE
TORRANCE LOMITA
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Piggly Wiggly Sales Gain 20% Over August 1927

The August sales of Piggly Wiggly Western States Company, operating a total of 202 stores in Southern California, Utah and Cleveland, Ohio, show gain for 1928 over 1927 of 20%, being \$1,211,754.14 for August 1928 against \$1,008,038.58 for August of last year, when about 180 stores were in operation.

This is a substantial gain, made during one of the hardest months in the grocery business, when city people are on vacation and appetites are not very great. The sales for the first eight months of 1927 were \$8,709,374.56 and for same period this year were \$9,884,284.13, a gain of 13.6%.

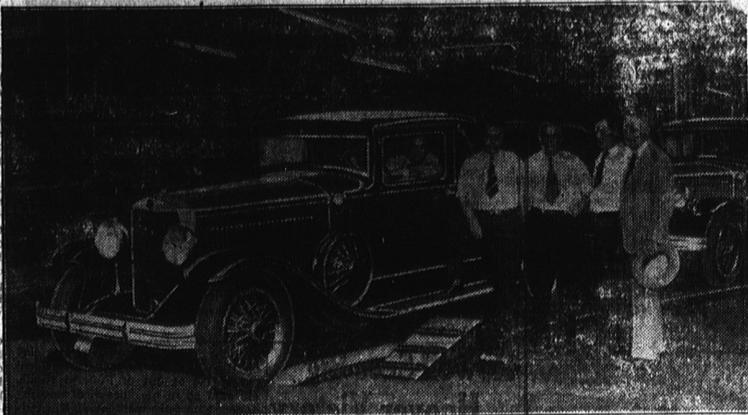


Milk
DRINK IT FOR
STRENGTH
ENERGY and
DELICIOUSNESS

It has more strength
than sparkling wine.
That's why I say -
"This milk for
mine!"

PHONE TORRANCE 337
PHONE REDONDO 6692
OR TELL THE DRIVER

50,000th Graham-Paige Now on Road



One assembly line of the Graham-Paige plant at Detroit, ceased breaking production records for one minute on August 8 to permit the photographing of the 50,000th car produced by the company, just seven months after the new models were announced. George H. Bird, president of the Bird-Sykes Company, distributor at Chicago, drove the 50,000th car off the line and on to Chicago. The others in the photograph are (from left to right) E. B. Harrell, production manager; George Feltman, factory manager; W. H. Neely, assistant to the president; and W. R. Helfman, assistant general sales manager.

32 New Faculty Members Are Added to Staff for U. S. C. Year



Trio of new faculty members coming to the University of Southern California for the academic year 1928-1929, opening September 17th. (Left to right) Professor John Eric Nordskog of Drake University to teach Foreign Trade, La Contessa Maria Loschi of Italy, "professor" at the University of Bologna, to lecture on the "New Italy," and Dr. C. F. Tucker Brooks of Yale University, visiting professor of English Language and Literature.

Thirty-two new faculty appointments for the academic year 1928-1929, which starts Sept. 17 at the University of Southern California, are announced by President R. B. von Klein Smid to include the following professors, lecturers, and instructors—two to come from Europe:

Dr. C. F. Tucker Brooks of Yale University, who is to be visiting professor of English Language and Literature.
Contessa Maria Loschi, "professor" at the University of Bologna, who is to lecture on the "new Italy."
John Eric Nordskog of Drake University, and statistician of the Iowa State Bureau of Labor, who is to teach in the College of Commerce.
Dr. Rudolph Hirschberg, exchange professor from the Institute of Air Law at the University of Koeningberg, Germany, to the Trojan Law School.
Dr. George Mangold of the St. Louis School of Social Economy, is to become Professor of Sociology at S. C.
Ivan Benson from the University of Kansas, who has had nine years newspaper experience and is to teach Journalism.
Dr. W. H. Brown from Lafayette College, Pa., professor of Economics.
Dr. Gilbert G. Benjamin, professor of history from the State University of Iowa and a graduate of Yale University.
Charles A. Sunderlin is to lecture on Banking and Finance.
Frank B. Lindsay from Indiana University, Fellow in Education; and Ronald R. Taylor, Teaching Fellow in Chemistry.
Dr. O. W. E. Cook in the Department of Political Science; Miss Hazel Ford, instructor in Education; William Charles Jones, Fellow in Economics; Willie A. Lomax, Assistant in English; Miss Mildred Ratcliffe, Fellow in Chemistry; Webster Lloyd, Assistant Professor of Physical Education; Miss Gertrude Tebo, Teaching Fellow in Spanish; and R. E. G. Watts, Teaching Fellow in Education.
Frederick W. Woodbridge, from Lehigh University, will teach Accounting classes, and Robert Kingsley comes from Harvard as Assistant Professor of Law.
Judson A. Crane, Professor of Law at the University of Pittsburgh, will be visiting professor at S. C., and Rayne R. Davidson of the State University of Iowa is to be a Teaching Fellow in History.
Stanley Howell, practicing attorney in Los Angeles is to be Assistant Professor of Law; Philip Libby of the University of Maine is named as Research Fellow in Education; Miss Olive Reid of Bolot and C. W. Smith, vice president of the Wisconsin State Normal School are both new Teaching Fellows in English.
J. Harry Tague, past-manager of the National Association of Credit Men, has been made Professor of Finance in the College of Commerce, with A. Bruce Anthony of Stanford University as Assistant Professor of Finance.
Dr. William D. Cutter is to be Acting Dean of the new Medical School at the University of Southern California, while Professor Philip Biegeler will head the new

Trade-in Sale Makes Hit At Baxter & Collins

Baxter and Collins report that the motoring public are very responsive to their unique Firestone Tire Trade-in Sale, which was announced last week, and is still in effect. Under this plan, your old tires are worth money for every mile of unused service remaining in them. In other words, Baxter & Collins are making a generous allowance on the unused mileage in your tires. Their advice is to trade-in your old tires for new ones. It is conceded that this event is being held at just the right time because the forward-looking motorist is already thinking whether the tires he has run all this hot, blistering summer and months before, are the best fitted for safety and comfort during the fall and winter driving near at hand. He figures he is money ahead if, in exchange for the unused mileage in his present tires and the difference in cash, he can get a complete new set and have all his needs taken care of just when the prices of Firestone Gum-Dipped Tires, Oldfields and Couriers are at their lowest.

Mr. and Mrs. G. M. Calder, Mr. and Mrs. A. D. Stevenson and two sons, Harold and Lawrence, Mrs. Hall, Mrs. Mary L. Ash, spent Friday and Saturday at Arrowhead Lake.

Wilmington Leads Pedro in Permits

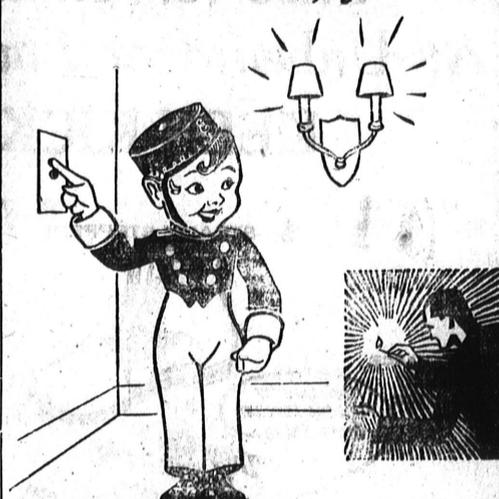
WILMINGTON PRESS
For the second month in succession, Wilmington during August spent more money in the construction of dwellings than did San Pedro. The Wilmington total was \$77,950, while San Pedro expended \$66,425. In the total value of buildings erected during the month, however, San Pedro maintained its lead. That city constructed buildings at a cost of \$143,105 while the Wilmington total was \$113,000. The report of C. E. Holtz, Harbor District building inspector, showed that a total of \$262,055 was spent in the harbor district building program last month. This included \$260 of new construction in Harbor City.

Miss Loretta Condeley and Roland Sanderhoff, were the guests of Los Angeles friends at Balboa beach Sunday. They spent the day aquaplaning and speed boating.

C. A. Drury and son Paul attended the air races Sunday.

"Mike" Says
ANYTHING
You want to know about RADIO ask
DEBRA RADIO CO.
POST & CRAVENS
ATWATER-KENT-KOLSTER
CROSLY-ZENITH - PHONE 970-W

So Cheap that we waste a third of it, yet . . .



A MATCH is so inexpensive that three people refuse to use it in common. Yet, when you are looking for something in some odd corner at night, it is even cheaper to switch on an electric light than to strike a match.

"Electricity is CHEAP . . . Use More of It!"



Electricity would not be nearly as cheap as it is in Central-Southern California were it not for men working for the people, who learned how to make two power transmission lines do the work of three, thus reducing by 50 per cent the cost of bringing economical electricity from the mountains hundreds of miles to your door. Their reward was the Coffin Medal for electric achievement . . . years, more abundant power at a still lower cost.

SOUTHERN CALIFORNIA EDISON COMPANY
Owned by Those it Serves

Sept. 30th. -LAST DAY for your Fall trip at low Summer fares Back East

YOUR eastern business or pleasure trip will cost you considerably less at the special summer fares. But they are in effect only until Sept. 30 with final return limit Oct. 31. An autumn journey through the scenic beauties of the Overland route is a delightful experience. Salt Lake City, Denver and Rocky Mountain National Park can be visited without extra railroad fare.

GO NOW!
—final sale date only a few days off!

Choice of Three Great Trains
LOS ANGELES LIMITED
GOLD COAST LIMITED
CONTINENTAL LIMITED

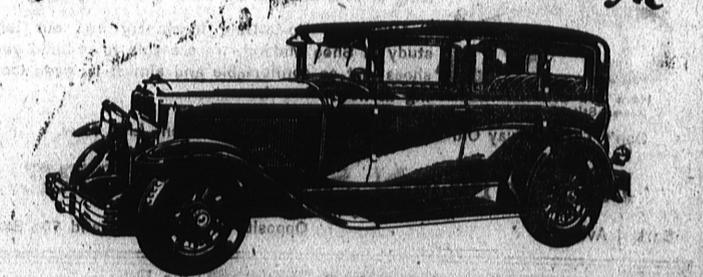
Examples of Low Round Trip Fares

Atlantic City, N.J.	\$153.34	Indianapolis, Ind.	\$103.34
Baltimore, Md.	145.86	Kansas City, Mo.	75.60
Boston, Mass.	157.76	Milwaukee, Wis.	93.90
Butte, Mont.	55.85	Minneapolis, Minn.	91.90
Chattanooga, Tenn.	107.48	New Orleans, La.	89.40
Chicago, Ill.	90.30	New York, N. Y.	151.70
Cincinnati, Ohio	110.40	Omaha, Neb.	75.60
Colorado Springs	67.20	Philadelphia, Pa.	149.22
Denver, Colo.	67.20	Pittsburgh, Pa.	124.06
Des Moines, Iowa	81.55	St. Louis, Mo.	85.60
Detroit, Mich.	109.92	Salt Lake City, Utah	40.00
Duluth, Minn.	99.00	Washington, D. C.	145.86

Union Pacific

THE SCENIC OVERLAND ROUTE
W. F. NASH, G. A.
101 West Seventh Street, San Pedro—Telephone 1073

The new Buick is the New Style



Gracful contours instead of straight lines—the gleam and sparkle of brilliant colors and chrome plating instead of drab effects . . . the most beautiful bodies ever built . . . Buick's masterpiece bodies by Fisher

At a time when motor car beauty was practically standardized—when imitation was the vogue—when there was a glaring lack of originality in body design—Buick has swept far beyond the commonplace and achieved a style which the entire country is acclaiming as the most distinctive and beautiful ever shown!

Fisher, the world's foremost builder of automobile bodies, has cooperated with Buick, the world's foremost builder of fine cars, to create a new mode—a new fashion—and so luminous is the result and so eagerly is the public welcoming it that Buick's great factories have reached new production levels in an effort to keep pace with an ever increasing demand!

Inside and out, the new Buick bodies by Fisher are the most beautiful ever built. Together with the wonderful new standards of performance introduced by the Silver Anniversary Buick, they are winning the greatest demand and the greatest preference ever enjoyed by any fine car!

The new Buick is the new style! And by that is meant, not merely a new type of beauty—not merely a thrilling turning point in body design—but a great countrywide voguel

THE SILVER ANNIVERSARY BUICK
With Masterpiece Bodies by Fisher

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