



Cleaning

FOR FASTIDIOUS DRESSERS—spotless apparel is indispensable. To wear clothes that you know are faultlessly clean, immaculate in their unstained perfection, is the height of good taste. It inspires confidence, self-respect, complete assurance. Our method of dry-cleaning guarantees satisfaction at an economical cost.

Delivery Service Phone 491-W

The Selma Cleaners
1422 Marcelina Ave.

Begorry, Who Said Talk Was Cheap, Call to Ireland Costs \$58

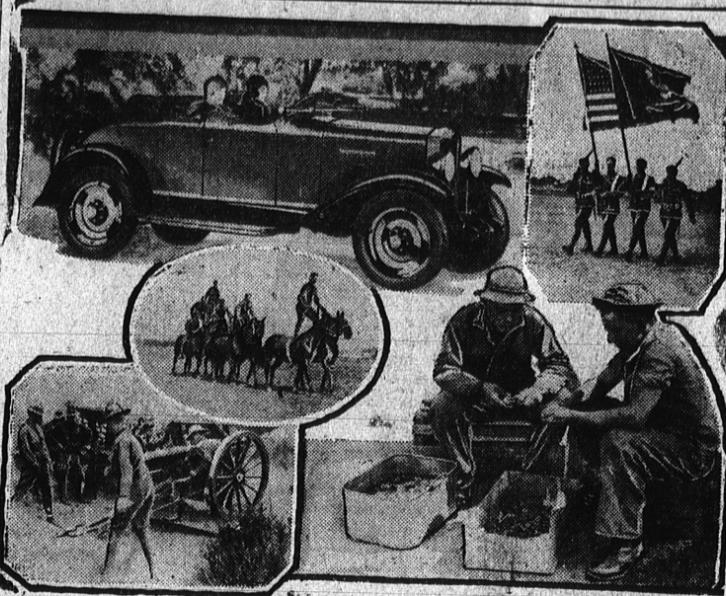
People in Southern California and Ireland can now talk to each other, following the extension of transatlantic telephone service to Dublin, Belfast, and the Isle of Man. Announcement of this important step in world communication was made this week by Mr. Fred W. Smith, district manager of The Pacific Telephone and Telegraph company.

The rate for a telephone conversation between Southern California and these points in Ireland will be \$58.50 for the first three minutes and \$19.50 for each additional minute. All telephones in the United States, Cuba, Canada and Mexico which now receive transatlantic service will be included in the Ireland circuit.

Calls from the United States to Ireland will be routed through New York City to one of the Bell System's radio transmitting stations, across the Atlantic to a receiving station in Great Britain, and thence by wire to London. From London telephone wires will carry the calls to submarine cables running under the Irish Sea.

There are approximately 7,000 telephones in Ireland. With this extension of overseas service Americans are now in telephone communication with twenty foreign countries.

Better Citizens Made By Training Camp



Scattered throughout the United States are the Citizens' Military Training Camps, where young men are schooled to be better citizens. The territory of the Ninth Corps Area, which comprises the western states, has its share of these camps. On visitors' day recently two young misses in a Chevrolet sedan watched the young men go through their maneuvers.

MERCHANDISE CLASSES OPEN EVENINGS, TOO

University Offers Opportunity for Advancement to Clerks in Stores

"Over 1-5 of the wage earners of the United States are engaged in some phase of merchandising, and there are increasing opportunities for college-trained men and women," declares Dr. W. D. Moriarty, director of the new school of merchandising of the University of Southern California, which opens on September 16th as an instructional and research unit of the College of Commerce and Business Administration.

"The prime function of the new school of merchandising is to combine university training and practical work so as to shorten the period of apprenticeship and provide business with competent material which can be developed into junior executives in the shortest possible time," he states. "Students who spend their freshman and sophomore years at the University of Southern California as majors in merchandising will substitute laboratory courses in textiles and non-textiles (leather, metals, rubber, wood, etc.), for the general laboratory science requirements of the university.

"The Pacific coast is an ideal laboratory for those training for work west of the Mississippi in marketing, wholesaling, retailing and advertising. The buying problems of the entire western region are more like those of the Pacific coast than those of the east, and its customer reactions are more similar."

It is also a distinct function of the new school of merchandising to offer evening classes at University College for those employed, and to send lecturers to communities out side of Los Angeles for special occasions, according to announcement of Director Moriarty.

OPEN
DAY and NIGHT

Keep Your Car in Our Spacious Garage

RATES
50c Night \$2 Week \$7.50 Month
Special \$10 Month—And We Keep Your Car Clean

LAX & TROUTMAN
HUDSON-ESSEX DEALERS
1608 Cabrillo Avenue Phone Torrance 294

As considerate as a guest in your Home



buzzer systems, and the many, new telephone conveniences that may have escaped your attention.

Telephone men who are authorized to answer your call for service bear cards of identification. These are to protect you against unauthorized callers. The men who meet our customers as representatives of this company are gentlemen. They know the importance of leaving your woodwork unmarred, walls free from the touch of hands, and floor free from litter. You can rely on them to be thoughtful.

When the man calls at your home to install a telephone, you can expect him to be intelligently alert to your wishes. He wants to comply with your ideas of convenience and location, and to give you the best arrangement possible for good telephone service. He has had wide experience and perhaps can help you decide on matters of location. And he can tell you about intercommunicating and

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Brunswick RECORDS

DE BRA RADIO Company

Post Ave. at Cravens
Phone Torrance 370-W

Drive America's finest medium-priced automobile and learn what a difference there is

Nowhere is the impressive superiority of today's Oakland All-American Six more clearly revealed than in its remarkable performance.

Oakland's engine has, among other features, the large piston displacement necessary in developing high power at the moderate engine speed essential to long life—the Harmonic Balancer to neutralize torsional vibration in the crankshaft—rubber "biscuit" mountings to insulate it from the frame and make it incomparably smooth and free from vibration.

Drive this car—and learn what a difference these features make. We will prove to your complete satisfaction that today's Oakland is America's finest medium-priced automobile.

Why Oakland is unrivaled in performance at its price

The following facts were obtained from a comparison of the Oakland All-American Six with 20 other medium-priced automobiles. All told, 878 individual comparisons were made. Of these Oakland proved to be distinctly superior in 451 or 51.37 per cent. The 20 cars combined weigh at least equal to Oakland on 382 or 43.50 per cent. And 13 of the 20 were higher-priced than Oakland.

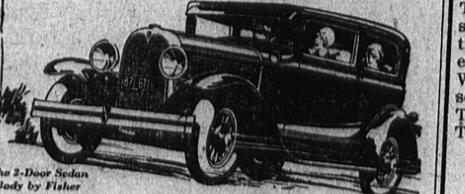
PISTON DISPLACEMENT
Oakland's 228-cubic-inch piston displacement is greater than 12 of the 20 cars in its price field. Of the 8 remaining cars, 7 are much higher-priced than Oakland.

G-M-R CYLINDER HEAD
Only Oakland and one other car in the field use the G-M-R cylinder head. Sixteen have no type of non-detonating cylinder head whatsoever, although 11 of the 16 are more expensive to buy than Oakland.

RUBBER ENGINE MOUNTING
Only Oakland in the entire field employs rubber "biscuit" insulators. While others claim rubber mountings, none offers such resistance and permanent freedom from vibration as Oakland.

HARMONIC BALANCER
Only Oakland and one other car in the field have the Harmonic Balancer. Of 13 cars using some other device, 11 are higher-priced than Oakland. Oakland's crankshaft is fully counterweighted. The crankshafts in nine higher-priced cars are not counterweighted at all.

CRANKCASE VENTILATION
While most cars in the field have crankcase ventilation, only Oakland and one other, according to available information, have any method for cleaning the air. Six have not, although three of the six are higher-priced than Oakland.



Oakland All-American Six, \$1145 to \$1275. f. o. b. Pontiac, Michigan, plus delivery charges. Spring covers and Lowboy Hydraulic Shock Absorbers included in list prices. Bumpers and rear fender guards extra. General Motors Time Payment Plan available at minimum rate.

Consider the delivered price as well as the list (f. o. b.) price when comparing automobile values. . . . Oakland's Pontiac delivered prices include only authorized charges for freight and delivery and the charge for any additional accessories or financing desired.

\$1145 AND UP

Industrial City Motors
1912 Carson Street Phone 648 Torrance

OAKLAND
ALL-AMERICAN SIX
PRODUCT OF GENERAL MOTORS

Community Newspapers Receive Tribute from Arthur Brisbane

Arthur Brisbane, America's highest salaried editorial writer, paid heavy tribute to the smaller newspapers of the country in an editorial Sunday in the Los Angeles Examiner.

His comment follows: "But while a newspaper organization covering the country, and possessing almost unlimited resources, is important nationally, the public, and advertisers especially, should not underestimate the value of smaller newspapers, particularly the 'country' newspapers." Each is a public policeman and a source of information in its own locality.

"Advertisers should remember that readers of country newspapers read every line, advertising included, and they buy everything from paint on the roof to cement in the cellar floor, from the separator in the kitchen to the daughter's silk stockings. The greatest influence on public opinion rests with the ten thousand country editors."

Circus Day Brings Horde of Wonders to L.A. Sept. 12-15

It was glorious news to young and old brought in the announcement of the early appearance of the great Ringling Bros. and Barnum & Bailey Circus, with its thousand and one wonders which will exhibit in Los Angeles, Sept. 12-15, inclusive.

The only five-ring circus in the world, with a big top seating more than 18,000 persons, will this year offer more new and startling acts than ever before in its history.

Not least in the attractiveness of the Big Show will be the presence of seven herds of elephants, 48 great pachyderms, the majority of which are highly trained performers. There are likewise the largest herds of giraffes, zebras and camels in captivity.

The manager of the Ringling-Barnum circus is the largest traveling zoo in the world, and in its guided cages there appear every known variety of animal, brought from the earth's remote corners by agents of the huge amusement institution.

And at each performance is to be seen "Goliath," the monster sea elephant, weighing five tons and eating 400 pounds of fish daily. During the past year "Goliath" has grown a full ton in weight.

The circus marts of the world have been combed to produce for this greatest of all shows the most daring and spectacular of acts, chief among which this year is the one and only original Zschlani, "The Human Projectile," fired bodily through space from the mouth of a monster cannon.

The Big Show travels on its own four trains of 100 double length railroad cars.

Tween You and Me!

FIRST-TRADE YOUR DISPOSITION FOR A KINDLY ONE

SHRINE MAKES WHOOPEE ON SAT. NIGHTS

LOS ANGELES, Sept. 12—In keeping with his policy to give at least three entertainments monthly for Shriners and their families, LeRoy M. Edwards, illustrious Potentate of Al Malakah Temple, yesterday approved three Saturday night affairs for September.

The schedule as arranged by Noble Robert A. Heffner, chairman of the entertainment committee, and of interest to the thousands of Shriners living in Southern California, follows:

Sept. 14—Vaudeville show and preview motion pictures.

Sept. 21—Motion pictures and Shrine, family dance.

Sept. 28—Stag for Shriners. Details are being kept secret and will not be announced by the committee previous to the night of the affair.

The family shows and stag will be held in the Shrine auditorium theatre while the dance will be held in the Shrine ball room.

All affairs will start at 8 o'clock and doors will be open an hour earlier to accommodate the early arrivals. The dancing party, however, follows the picture. For the family affairs, any Shriner bearing a 1929 membership card in the Shrine organization may attend with his family free.

There are 4,600 seats in the theatre and at recent affairs all have been filled before the curtain went up.

Plans for October affairs are going ahead, according to Potentate Edwards, announcement of one of which will be made soon.

"The man with a mean disposition doesn't seem to be able to keep it a secret from his closest enemies."
—SAYS DAD.

The man who wants to save money on "trade in" tires can't keep it a secret either. He comes here. We have day and night service, so CALL US ANY TIME YOU ARE IN TROUBLE.

Baxter & Collins
"Tire Doctors, Two!"
24 Hour Tire Service
Day Phone 476
Night Phone 139J-345J
1618 Cravens Ave.

If saving money makes you glad Buy here with Confidence.

Buy in Torrance

UP-TO-DATE FISHING NEWS

REDONDO BEACH, Sept. 12—Green and gold yellowtail, striped bonito, and an occasional yellowfin tuna are the three fishes caught in the greatest numbers by the Monstad live-bait baige and boat anglers during the week. Capt. W. L. Monstad reports. Prospects of excellent angling throughout the month of September continue excellent with every indication of good sport for fishermen many weeks hence. Calm seas prevalent during September and October are another factor in favor of autumn fishing. Capt. Monstad says. Yellowtail will strike in greater and greater numbers during the next few weeks.

Tax Delinquents May Lose Pets

If you haven't paid dog tax on your canine pet and one day he turns up missing, it is more than probable that he has been picked up by the police department and killed.

Every house has been canvassed by the police in an effort to obtain dog tax on every dog. One hundred and forty licenses have already been issued and more than 50 are yet to be paid. Sergeant John Stroh, who collects all dog tax, announced Monday morning that every dog found without a license is being picked up.

It's worth taking time - To Attend The Torrance Druggists' Co-operative Sales

The result of a visit here any one of the three days of this sale will convince you that you will save money. Our sacrifice of profits is made to stimulate business and to gain many new customers. Come today, tomorrow or Saturday!

	Reg. Price	SALE PRICE		Reg. Price	SALE PRICE
Tincture of Iodine	25c	17c	Kolynos Tooth Paste	50c	43c
Mercurochrome	25c	17c	10 lb. Epsom Bath Salts	75c	59c
Boric Acid	25c	17c	Murine	60c	43c
Camphorated Oil	25c	17c	Scott's Emulsion	\$1.20	98c
Glycerine	25c	17c	Coty Face Powder	\$1.00	79c
Medicinal Epsom Salts	25c	17c	Phillips Milk of Magnesia	50c	34c

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El Prado and Sartori
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Supreme Fountain Service
1519 Cabrillo Ave. Torrance

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—NYAL—
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