

A-C ALL ELECTRIC **Majestic** RADIO 7 TUBES

Join Our Radio Christmas Club

Ask Us About The Plan Today

For Radio.

C. Alexander & Co.

Torrance, 1314 Sartori Ave. Phone 543-J
Hermosa Beach Phone Redondo 9052

TUNE IN MONDAY

OCTOBER 21st

AT 4:30 to 5:30 P. M., KFI

Dignitaries from all over the world will be on the air Monday afternoon to greet Thomas A. Edison on the 50th anniversary of his invention of the electric light, and the public will have an opportunity of listening in through the radio to world famed men.

Mr. Edison's life long friend, Henry Ford, is preparing an elaborate banquet in Edison's honor at Dearborn, near Detroit, where an excellent model of the original Edison laboratory has been constructed and will be preserved for posterity. Many men of national renown will be at this banquet. Following the banquet program messages will be sent from aeroplanes flying over the model laboratory, and then the broadcast will include messages from all over the world. Dr. Einstein will talk from his home in Berlin, Germany; and it is practically assured that Premier Benito Mussolini will talk from Rome, Italy. After these will come messages to Mr. Edison from dignitaries in Japan, Austria, Australia and other distant points on the globe.

It will be an epochal program celebrating the 50th anniversary of the invention that made possible much of the progress in all lines of electrical development, the radio, the telephone, the aeroplane, and many other wonderful inventions.

The broadcast will be over KFI from 4:30 to 5:30 P. M., Pacific Coast time, Monday, October 21.

You're There With A **CROSLEY**

YOU CANNOT HELP BUT FIND GREAT PLEASURE IN LISTENING TO ALL BIG WORTHWHILE BROADCASTS OVER A TRULY GREAT RADIO.

Torrance Radio Co.

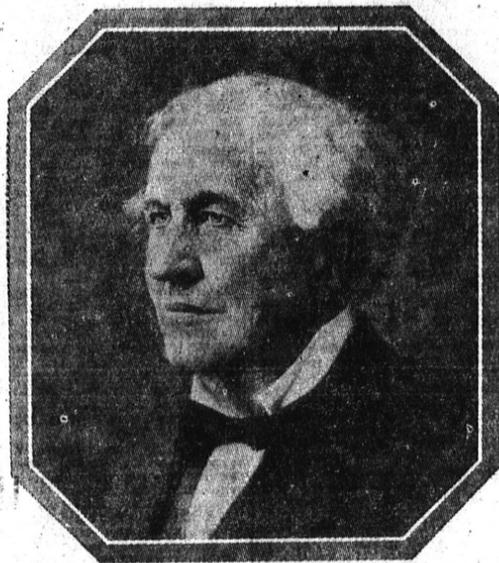
IRVIN S. SARGEANT, Owner
1603 Gramercy Ave. at Cabrillo
Torrance—Phone 200

Mr. Edison's life and achievements have always been an inspiration to us and we welcome this broadcast particularly.

De Bra Radio Co.

SPARTON
ATWATER KENT
EARL
KYLETRON (Courier)

Post at Cravens Phone 370-W



THOMAS ALVA EDISON

A Tribute

THAT NOTE of optimism which always has characterized the electrical industry of America is due, in no small measure, to the career of Mr. Edison. Here is an industry which was founded on vision, nourished on courage and which now, as ever, looks forward with full confidence toward the future, knowing that Mr. Edison and those others whose lives are dedicated to the work he established will have the ability to meet every obstacle that is encountered. No Golden Jubilee has ever been so permeated with the spirit of youth as that now being celebrated to commemorate the first incandescent lamp. It is no coincidence that the world's most notable progress has occurred during the half century which began on October 21, 1879. . . . R. H. Ballard, President Southern California Edison Co.

SOUTHERN CALIFORNIA EDISON COMPANY



\$225

Complete With Tubes

15th ANNIVERSARY

ZENITH AUTOMATIC RADIO

Hear the Edison Golden Jubilee Program With a 15th Anniversary Zenith Automatic Radio

It Will Be a Real Treat
MONDAY NIGHT, OCT. 21

Harvel's

ZENITH HEADQUARTERS
1618 Cravens Avenue Telephone 168

"THOMAS A. EDISON HAS THE LOVE AND RESPECT OF MILLIONS OF PEOPLE BECAUSE OF AN INESTIMABLE SERVICE RENDERED TO HUMANITY"



Starting October, 15th 1929

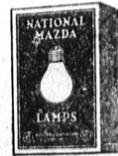
WE HAVE ADDED A NEW FEATURE TO OUR BUSINESS

A 24 Hour Industrial Service

Which means that we can have a man on the job 16 minutes after receiving the call for SERVICE!

Two Macks Electric

1507 CABRILLO AVE. Telephone 380 Nite Call 72-J



WATCH Our Window Displays

each week you will find them interesting—fact of the matter is we have been showing a number of special feature displays commemorating the half century mark in the development of the incandescent lamp.

WE CARRY A FULL LINE OF EDISON APPLIANCES AT ALL TIMES.

Torrance Electric Shop

1419 Marcelina Ave. Phone Torrance 567