

Who Is Your Guide?

Let Alma Gluck, Efrem Zimbalist, George Gershwin, Jose Mojica and Edith Mason, all world famous musicians guide the selections of your radio.

They worked all summer to perfect the tone of

CROSLLEY

Screen Grid Radio

As Low As

\$117

Complete with Cunningham Tubes

EASY TERMS

Torrance Radio Co.

IRVIN S. SARGEANT

"SERVICE ALL MAKES"

Phone 200

1603 Gramercy

National Insurance

Day

IS OBSERVED

Wednesday, Jan. 22nd

During National Thrift Week

BE SURE YOU'RE FULLY PROTECTED

Paul Vonderahe

INSURANCE

Carson at Cabrillo

Phone 64

KEYSTONE NOTES

With beautiful floral decorations, Boosters' Hall on Main street was the setting for the first reciprocity day to be held by this club on Wednesday afternoon. Excerpts of the district president's letter were read, and the various departments that were represented in the letter were enjoyed. Mrs. Charles Lehouf, first vice president was in charge of the program of the afternoon. Mrs. H. Ida Cruzan, federation program chairman, spoke on "Reciprocity Day." In part she said that the idea of reciprocity day was to exchange ideas and get better acquainted with other clubs and their members. She said also that upon the programs given at the club meetings depended the progress and development of the club. Mrs. Thomas A. Squires, of Long Beach, Federation Home Chairman spoke on "The Home" in a constructive and humorous manner. Mrs. Nowland W. Reid, wife of the Long Beach city attorney, who is loved by all the Keystone club members spoke to the members, leaving a quotation from Mrs. Gheen, well known in club circles, "Think honestly, think clearly, and think through."

Mrs. Caroline Collins brought greetings from the Torrance Women's club and Mrs. R. F. Tyler represented the Dominguez club. Community singing and three beautiful readings given by four young girls, Eileen Mackrey of Torrance completed the program. Tea was poured at the conclusion of the day's activities with Mrs. Walter Phillips, chairman.

Mrs. George Koehler was chosen unanimously to serve as the supervisor of the new organization. Some of the girls met last week at the home of Mrs. Samuel C. Sault on Amelia street to re-organize. Elected as officers for this group were Mozelle Cowan, president; Allene Winheart, vice president; Lovene Cunningham, secretary; Marjorie Sault, treasurer; Evelyn Pauliny, program chairman.

Mr. and Mrs. Jerry Beam, who have been making their home with Mrs. Beam's parents, Mr. and Mrs. E. K. Stevens on Main street have moved to Long Beach.

Mr. and Mrs. Clifton Henry and Mrs. Clara McFarland of Los Angeles were guests on Sunday of Mr. and Mrs. Frank Bartell on Wilmington street.

Mr. and Mrs. L. B. Johnson and son of Long Beach were guests on Friday evening of Mr. and Mrs. Charles Pierce and family on Dolores street.

The Crochet club will meet this week at the home of Mrs. Z. W. Jennings on Dolores street for their regular social meeting. Luncheon will precede the afternoon of needle work.

Mr. and Mrs. T. G. Cunningham and family of Dolores street were guests on Sunday of Mr. and Mrs. E. T. White in Whittier.

Mr. and Mrs. Otto Sampson and family of Amelia street spent Wednesday at the home of Mr. and Mrs. Earl Inglett in Lynwood. Mr. and Mrs. Inglett have just returned from a six weeks' visit to Seattle, Washington.

Mr. and Mrs. Charles M. Forrest and family of Amelia street, visited former friends in Van Nuys on Sunday.

Mr. and Mrs. H. B. Nidover and family of La Crescenta spent Saturday at the home of Mr. and Mrs. T. G. Cunningham on Amelia street.

Taking for her subject, "Does It Pay to Belong to the F. T. A.?" Mrs. C. E. Hunter, chairman of the religious department of the Tenth district federation, California Congress of Parents and Teachers, will address the Carson street Parent-Teachers association next week on Tuesday afternoon at Carson street school. An interesting meeting is planned and refreshments will be served by Mrs. Forrest, president; Mrs. Alice Blackstad, Miss Fern Chambers and Mrs. E. P. Howe.

Mr. and Mrs. J. Howard and family of Amelia street will move this week to Torrance.

The men's supper which was planned for Jan. 18 by the men of the community some time ago has been postponed indefinitely as they were unable to secure the Boosters' Hall on Main street for that date.

Mrs. Thomas A. Cowan, ways and means chairman of the Woman's club of Keystone has planned a public career party in E. Beach for the club to be held at Boosters' Hall on Main street on Thursday evening, Jan. 30. A nominal charge will be made and a good time is promised those attending.

Mrs. S. S. Tannehill of Dolores street entertained on Saturday afternoon a group of children at her home as a compliment to her niece, Eunice McGhee of Long Beach, who celebrated her eighth birthday anniversary. Interesting games were planned for the group by Mrs. Tannehill and prizes were won by Geraldine Phillips, Irmal Watson, Arline McGhee, Jean Pierce and Barbara Jean Jennings. A delightful refreshment course was served with the chosen color scheme of pink and white carried out in the menu, the birthday cake bearing eight candles and being the center of attraction. Many lovely gifts were received by Eunice. Present were Geraldine and Snale Phillips, Gayle and Jean Pierce, Laura Billings, Barbara Jean Jennings, Isabel Russell, Catherine and Lucille Looser all of Keystone and Irmal Watson and Arline McGhee of Long Beach and the guest of honor, Eunice.

Mr. and Mrs. Thomas A. Cowan of Amelia street were hosts on Saturday evening at their home entertaining Mr. and Mrs. George Koehler of Wilmington street and Mr. and Mrs. Charles Winston of Truck boulevard. The evening was passed in playing cards.

Mr. and Mrs. C. J. Clemmer of Los Angeles are visiting at the home of their son-in-law and daughter, Mr. and Mrs. Charles H. Pierce on Dolores street. A week end guest at the home of Mr. and Mrs. Pierce was Mrs. T. M. Edwards of Sheridan, Wyoming, who is spending the winter months in Los Angeles.

Mr. and Mrs. George Nahmens of Carson street spent Monday evening at the home of Mr. Nahmens' parents, Mr. and Mrs. G. C. Nahmens in Long Beach.

Jerry Beam of Long Beach has left for the LeBee mountains where he will visit Mr. and Mrs. Scott Stevens and family of Main street here who are spending some time at the cabin there.

LICENSE FEE DOUBLED 31st

Officers Told to Arrest Drivers Now Who Have Not Made Applications

If you have not done so, use no time in making application for your 1930 automobile license plates.

The Torrance Herald and Lomita News were informed today in a communication from the Division of Motor Vehicles in Sacramento that instructions had been issued to traffic officers to arrest any motorist found driving who has not applied for his plates. This order was to be effective January 15th.

After January 31st, those who have not applied for new plates must pay a double fee.

In other words tardy motorists in this and other districts must pay \$6 instead of \$3 for the ordinary passenger car plates. The penalty will be much more if plates are sought for a truck or other commercial vehicle.

If you cannot make a special trip for your plates send your fee and white certificate of registration to the division offices at Sacramento. Be sure the address on your certificate is your present address. If you have completed the payments on your car during the year send \$4 instead of \$3.

\$10,000 IS BUDGET FOR INDUSTRIES

Southbay Organization Has \$4000 Pledged to Attract Manufacturers to District

GARDENA—Plans for an active campaign to attract industrial enterprises to the South Bay district, of which Gardena Valley is a part, are well under way and a budget of funds to be used for that purpose was fixed at \$10,000 by the South Bay District Chambers of Commerce at their meeting last week. The meeting was held at Redondo Beach. About four thousand dollars has already been subscribed to this fund. Business men, public utilities, and others are rapidly subscribing to the fund.

The South Bay District includes Gardena Valley and at the Tuesday evening meeting of the new organization, membership applications were received and favorably noted upon from the Gardena Valley Chamber of Commerce and the Palos Verdes Estates.

Among the communities who are represented in the South Bay Chambers of Commerce either through affiliation of their civic organizations or individuals are Redondo, Hawthorne, Inglewood, Hermosa, Lawndale, El Segundo, Manhattan, Palos Verdes and Gardena Valley.

The organization is patterned after the East Side Organization which has been so successful in attracting industries to that section. Already many letters have been sent out to eastern manufacturers who are seeking locations in Southern California, telling them of the advantages of the South Bay District. Through the efforts of the organization, radio broadcasts were made of the opening of the new Pickwick Motorcoach factory at El Segundo.

The Chamber of Commerce and the Lions club of Gardena Valley will be represented in the organization by Milton Smith and Carl Stutzman, who have both been placed on important committees.

Federated Church Brotherhoods Meet in L.A. Jan. 24-26

The Second Annual Convention of the Federated Church Brotherhoods of California will be held in Los Angeles, January 24-25-26, as announced by the president, Dr. A. M. Wilkinson of Hollywood. The First Baptist church has been selected as Convention headquarters and where all sessions will convene except the opening banquet and get-together mass meeting, which will be held in the Chamber of Commerce, 8th floor, Friday, January 24, at 7 p. m. The Convention headquarters will be at the Hotel Lankershim, 7th and Broadway.

All business correspondence and registrations by mail will be transmitted at the Federated Church Brotherhoods' regular headquarters, room 434 Chas. C. Chapman building, 8th and Broadway. The Chamber of Commerce is co-operating in the arrangement of the entertainment, sightseeing and other features for between sessions, for the visitors. The Los Angeles County and City Brotherhoods, the Y.M.C.A., Church Federation, and Ministers' Associations are in hearty line of co-operation and organization for active promotion.

Prominent speakers, attractive entertainment and musical programs are being arranged. Free lodging and breakfast arrangements for delegates living 100 miles and over from Los Angeles and ample care for all who will attend, and every effort will be made to make all visitors feel at home during the convention.

Don't forget lighter lubrication for the cold weather. Lighter oil in the transmission is advisable, for heavy oil can become a hindrance rather than a help in the smooth operation of the gear.



SWIM in Redondo Beach Bath House

Invigorating Filtered SEA WATER Heated to the Right Temperature

Open Daily, 10 a. m. to 10 p. m. Sundays 8 a. m. to 6 p. m.

--as we turn the page

THE WORLD OFFERS TO EACH OF US EACH DAY A NEW CLEAN PAGE AND... WE CAN WRITE ON IT... SUCCESS... OR FAILURE FOR... OPPORTUNITY... IS OUR NATURAL ATTRIBUTE... CONVINCING YOURSELF... THAT THRIFT MIXED WITH EFFORT... IS AN UNFAILING LAW OF PROGRESS... THEN OPEN AN ACCOUNT AT THIS FRIENDLY BANK... AND YOU'LL FIND THIS FINANCIAL BACKGROUND CASTING A "REFLECTION OF SUCCESS" ON YOUR NEW CLEAN PAGE OF TODAY

—coming from

THE First National Bank of TORRANCE

Accounting Forms

AND

General Office Supplies

Just when You Need 'Em

AT

R. F. Hogue

Stationery Office Supplies El Prado at Sartori

I have you seen the sensational new CHEVROLET



Those who seek the utmost in motoring satisfaction—at sensationally low prices—should see and drive the Greatest Chevrolet in Chevrolet History... now on display in our showrooms!

An improved 50-horsepower six-cylinder valve-in-head engine! Four Delco-Looney hydraulic shock absorbers! Fully-enclosed, internal-expanding, weather-proof brakes! Heavier and stronger rear axle! New non-glare windshield! New dash gasoline gauge! And scores of other features!

Come in today and see this car. Drive it. Note how comfortable it is—how easy to handle—how flexible in traffic. And remember that it is now available—

--At Greatly Reduced Prices!

The ROADSTER	\$495	The COUPE	\$565	The SEDAN DELIVERY	\$595
The PHAETON	\$495	The SPORT COUPE	\$625	The LIGHT DELIVERY CHASSIS	\$365
The SPORT ROADSTER	\$525	The CLUB SEDAN	\$625	The 1½-TON CHASSIS	\$520
The COACH	\$565	The SEDAN	\$675	The 1½-TON CHASSIS WITH CAB	\$625

All prices, f. o. b. factory, Flint, Mich.

A SIX IN THE PRICE RANGE OF THE FOUR

Torrance Motor Co.

MARCELINA at ORAVENS, TORRANCE BOYD A. WALKER
West's Garage LOMITA, CALIF. PHONE 127

A SMOOTHER, FASTER, BETTER SIX

NATIONAL THRIFT WEEK

January 17th to 23rd

The importance of this National Thrift Week, which is observed annually, is shown by the ever increasing savings and budgeting of funds by the American people. Your money will earn 6% with SAFETY for you here.

- FRIDAY the 17th— NATIONAL THRIFT DAY ...
- SATURDAY the 18th— NATIONAL BUDGET DAY ...
- SUNDAY the 19th— NATIONAL SHARE WITH OTHERS DAY
- MONDAY the 20th— NATIONAL MAKE A WILL DAY ...
- TUESDAY the 21st— NATIONAL OWN YOUR OWN HOME DAY
- WEDNESDAY the 22nd— NATIONAL INSURANCE DAY ...
- THURSDAY the 23rd— NATIONAL SAFE INVESTMENT DAY ...

The Torrance Mutual Building & Loan Association
Marcelina at Sartori TORRANCE, CALIF. Telephone 243
RESOURCES OVER \$350,000.00