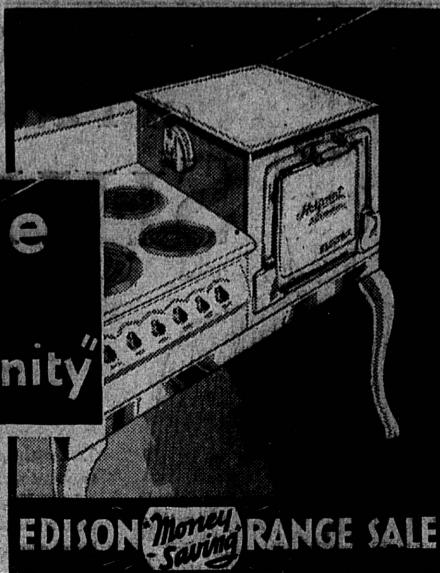


25,000
of your
Neighbors
will say...

**Seize
this
Opportunity**



EDISON Money-Saving RANGE SALE

...and Hundreds
of Happy
Homes already
have.

A BRAND NEW, standard four or three burner HOTPOINT AUTOMATIC ALL WHITE ENAMEL ELECTRIC RANGE... at a special price so low as to be astounding... plus immediate advantage of Edison's remarkably low combination rate for all household electricity. This is the opportunity which Edison's great Money-Saving Sale offers you.

Seize this Opportunity

25,000, many of them your own neighbors, who also enjoy the benefits of electrical cooking... thousands of them with this same beautiful range... will say to you: "Seize this opportunity before it is too late."

REMEMBER... NOTHING TO PAY NOW; No Installation Charges; No Extras... your Old Range as Down Payment.

You NEED not pay a penny to have this beautiful range installed in your kitchen. Your old range will cover the full down payment... generously reduce the balance payable in easy monthly installments.

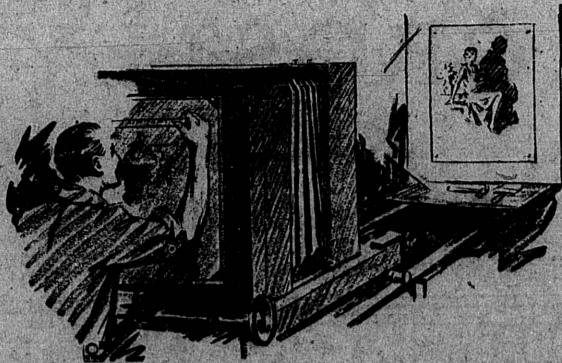
Don't delay another day. Such an opportunity may never come to you again... see these marvelous ranges, select the model you prefer. Or phone or mail the coupon and reserve a range until you can inspect it.



SOUTHERN CALIFORNIA EDISON COMPANY
BETTER HOMES DEPARTMENT
THIRD AND BROADWAY, LOS ANGELES, CALIFORNIA
GENTLEMEN:
Without obligation to me, (unless entire stock is already sold) please reserve for my inspection a SUBSTANT AUTOMATIC ELECTRIC RANGE at your special low MONEY-SAVING SALE price, until I can get in to see it.
NAME _____
ADDRESS _____
NOT MORE THAN TWO DAYS

"Let's get up a Newspaper ad"

This is No. 4 of a series showing the many phases of advertising production. In ad No. 3 we dealt with the necessity of a suitable illustration. Watch for No. 5.



**"now then
the ENGRAVING"**

THE finished drawing of our "Roseanne" dress now goes to the engravers... here it is photographed and an exact reproduction of the original drawing, reduced to the required size is made in zinc... This etching will later be used in setting up our ad. Next we must prepare the story of "Roseanne" Dresses.

Your paper owns the exclusive rights to the Meyer Both General Newspaper Service in Torrance. This service includes hundreds of illustrations on almost every conceivable subject. Use of this service, which is free to all of our advertisers practically eliminates the necessity of specially made engravings. Advertisers should study this service carefully before preparing their advertising.

**TORRANCE HERALD
and LOMITA NEWS**

KEYSTONE NOTES

Demonstrating her ability in club activities and fraternal orders, Mrs. Charles A. Brazee of Main street here was the installing officer when the new officers of the Women of Mooseheart Legion, Chapter 586 of San Pedro were installed last week at Moose Hall. Assisting Mrs. Brazee was Wilhelmina Smith as grand guard, Mary Hageman, grand chaplain and Mrs. Mary Ekenberg, organist. Mrs. McDonald, captain of the drill team had previously directed the twelve women who acted as escorts. The new officers are Della Chilson, past senior regent; Gladys Bunloyski, senior regent; Carrie Rogers, junior regent; Claire Bourget, recorder; Mary Leonardo, treasurer; Lida Nielson, chaplain; Winnie Berger, guard; Rebecca White, assistant guard; Lena Bentley, sentinel; Rose Frederickson, organist; Wilhelmina Smith, organist. Dancing furnished diversion for the large gathering following the beautiful installation with music furnished by the junior high school orchestra.

A delightful evening was passed by the newly formed group of Girl Reserves here at the junior group when they motored last week to the Y.W.C.A. building in Long Beach for a covered dish supper which was in the nature of a World Fellowship supper. Following the physical examination required of the girls in order to make one of the plinks, the girls passed the evening in the plunge. Those who enjoyed this event were Mrs. George Koehler, supervisor of the Senior group, Mrs. George Nahmens, Mrs. George Tomlin, Mrs. Thomas A. Cowan, Mozelle Cowan, Adelle Tomlin, Betty Heston, Marjorie Saul, Alice Wisheart, Evelyn Exall, Lillian Hilpert, Barbara Reed, Barbara Popple, Ruth Nahmens, Audree and Blossom Rocque, Charlotte Tipton, Lorene and Ina Cunningham, all of Keystone and Miss Grace Morrison, Girl Reserve Executive of the Y.W.C.A.

Mrs. George H. Koehler of Wilmington street was initiated into the Crochet club when the club met at the home of Mrs. Z. W. Jennings on Dolores street on Thursday afternoon for their regular meeting. A delightful luncheon was served at one o'clock, followed by an afternoon of sociability and sewing. Enjoying the hospitality of Mrs. Jennings were Mrs. George Nahmens, Mrs. Harry C. Rocque, Mrs. Barbara Berry, Mrs. Pernia Piper, Mrs. George H. Koehler, Mrs. S. S. Tannehill of Keystone, Mrs. E. T. Hoxworth and Mrs. Louis Bordeaux of Long Beach.

Mr. and Mrs. V. W. Mulheron, son-in-law and daughter of Mr. and Mrs. C. E. Haysman of Figueroa street were feted at the home of Mr. and Mrs. Guerrero in Wilmington as a courtesy for the newly married couple. Dancing and cards were enjoyed by the assembled group which included Mr. and Mrs. Whittier Morse, Tom Garcia, Ray Kister of Wilmington, Mr. and Mrs. Joe Alvarez of Compton and the honored guests, Mr. and Mrs. Mulheron, new residents in Torrance. A beautiful lamp was presented to them as a token of esteem as a wedding gift. A late supper was served by Mrs. Guerrero including a large wedding cake. Mr. Mulheron is employed by the Frank Guerrero Trucking company.

The directors of the Keystone Chamber of Commerce will meet this week on Wednesday night at the home of Thomas A. Cowan, president, on Amelia street. This will be an important meeting as plans will be formulated for the regular meeting, which is scheduled for Saturday night of this week at Boosters' Hall.

Mr. and Mrs. R. C. Whitson and family of Amelia street motored to San Pedro on Sunday where they were dinner guests of Mr. and Mrs. Tom Whitson.

Robert Huffman and Elwood Nahmens motored to Lamanda Park on Sunday where they spent the day with Jamie Constable.

Mr. and Mrs. Charles M. Forrest and family of Amelia street motored on Saturday to Cajon Pass where they enjoyed the snow.

Mr. and Mrs. Harry C. Rocque of Grace street were hosts at a dinner party on Monday evening at their home in honor of the birthday anniversary of Roy Berry of Dolores street. Following the lovely dinner cards were played during the evening. Present at this event were Mr. and Mrs. Z. W. Jennings and Barbara Jean and Mrs. Barbara Berry, Donald Berry and the guest of honor, Roy Berry all of Dolores street.

At a meeting of the ways and means committee of the Women's club held on Friday morning at the home of the chairman, Mrs. Thomas A. Cowan, it was decided to postpone the public card party which was to be held at Boosters' Hall on Main street on Thursday, Jan. 30 to a later date.

Mr. and Mrs. C. E. Harshman of Figueroa street entertained on Sunday a reunion of relatives at their home. A lovely dinner was served by the hostess and present were Mr. and Mrs. M. V. Mulheron of Torrance; Mr. and Mrs. W. O. Weatherman and three children of Orange; Mr. and Mrs. Charles Williams and three children of El Dorado Springs, Missouri; and Mr. and Mrs. Edward Hernandez of Iowa.

Mr. and Mrs. Z. W. Jennings and

daughter Barbara Jean of Dolores street spent Friday in Los Angeles.

Mrs. Robert Hull and Mrs. James B. Russell were hostesses at the home of Mr. and Mrs. Hull on Carson street on Saturday evening at a delightful card party. Five hundred was the game played with honorees going to Mrs. Sautsbury and George Nahmens for high score and Mr. and Mrs. Z. W. Jennings, second. A midnight supper was served by the hostesses to Mrs. and Mrs. Thomas A. Cowan, Mr. and Mrs. George Nahmens, Mr. and Mrs. Harry C. Rocque, Mr. and Mrs. Z. W. Jennings, Mrs. Barbara Berry, Roy and Donald Berry, Mr. and Mrs. S. S. Tannehill, Mrs. J. E. Levers, Mrs. Pernia Piper, Mr. and Mrs. R. J. Whitney, Mr. and Mrs. William Gill, Mr. and Mrs. J. S. Sleppy, Mr. and Mrs. Charles LeBoeuf and Charles Jr. Mr. and Mrs. George Koehler, Mr. and Mrs. Charles Brazee, Mr. and Mrs. Hull and Mr. and Mrs. James Russell, all of Keystone; Mrs. Isabel Laird and Mr. and Mrs. Walter Keppen, son Freddie and two weeks' old baby son Robert, all of Los Angeles and

Mr. and Mrs. Sautsbury of Torrance.

Motoring to Sunland in a vain hope to see some of the snow that has fallen in that district during the past week, Mr. and Mrs. Z. W. Jennings and daughter Barbara Jean, Mr. and Mrs. George Koehler, Mrs. Barbara Berry, Roy and Donald Berry, Mrs. Pernia Piper, Mr. and Mrs. Harry C. Rocque and daughters Audree and Blossom spent Sunday there.

**Take Your Roller
Along If You
Neglect Battery**

The sad story of the girl who went auto riding and had to walk home is not always the story of misplaced confidence. Sometimes it is the story of the storage battery that hadn't had any care. "When that happens everybody has to walk home," says Harvel Willard dealer. "Then the service station has to send out a rental and bring back the old battery. Sometimes, if the lack of care is of long standing, the car owner has to purchase a new battery.

Of course, we are in business to sell new batteries," Harvel admits, "but nevertheless, we want our customers to get full life and value from the old one first. That is where Willard services comes in. If a car owner wants to take care of his battery himself, we will be

glad to show him how, and assist him only when necessary. If he does not want to give it personal attention, we will be glad to do so for him.

"Willard service includes some things that the individual owner cannot do for himself, such as taking voltage readings, cleaning and proper fastening of terminals and hold-downs. This work requires some special equipment that is hardly worth the while of the individual to purchase," Harvel claims.

"But whether you service your own battery or have a battery man to do it for you, be sure it is done," he says.

**THE MORE YOU TELL
THE MORE YOU SELL
USE OUR CLASSIFIED PAGE**

Be sure you get the genuine
EAU DE QUININE
made by Pinaud
—the world's most famous hair tonic
Checks dandruff — keeps hair thick and strong
At your favorite store — or near this advertisement
out and mail to Pinaud, Dept. M, 210 East 21st
Street, New York, for free sample.

AT YOUR SERVICE
with
KNOWLEDGE
EXPERIENCE
SKILL
and EQUIPMENT
"The quartette that keeps repair costs down."
DRIVE YOUR CAR IN ANY TIME
Mac's Service Station
1403 Carson St.
Phone 548-R

**Check these features
in the sensational new
CHEVROLET SIX**

The sensational value of the Greatest Chevrolet in Chevrolet History is based on definite points of superiority—which you can easily check for yourself. From its improved 50-horsepower six-cylinder valve-in-head engine, to its beautiful new bodies by Fisher—it sets a new standard of quality for the low-price field.

A few of Chevrolet's extra-value features are listed on this page. Check them over carefully. Then come in and drive this car. It will take you only a few minutes to find out why it is causing more comment and winning more praise than any Chevrolet we have ever shown. For it is a finer Six in every way—yet it sells—

**--at Greatly
Reduced Prices!**

The ROADSTER	\$495
The PHAETON	\$495
The SPORT ROADSTER	\$525
The COACH	\$565
The COUPE	\$565
The SPORT COUPE	\$625
The CLUB SEDAN	\$625
The SEDAN	\$675
The SEDAN DELIVERY	\$595
The LIGHT DELIVERY CHASSIS	\$365
The 1 1/2-TON CHASSIS	\$520
The 1 1/2-TON CHASSIS WITH CAB	\$625

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

A SIX IN THE PRICE RANGE OF THE FOUR



The COACH

**HYDRAULIC SHOCK
ABSORBERS**
Four DeSoto-Lovley hydraulic shock absorbers on all models eliminate road shocks and increase comfort.

**50-HORSEPOWER
MOTOR**
A great six-cylinder motor, increased to 50 horsepower, gives smoother, quieter operation, with greater power.

**BRONZE-BUSHED
PISTONS**
The stronger, lighter pistons are bushed with high-grade bronze to provide smoother operation and longer life.

**NEW HOT-SPOT
MANIFOLD**
A larger hot-spot manifold insures complete vaporization of fuel—improving performance and efficiency.

**STRONGER REAR
AXLE**
Larger and stronger rear axle gear—made of the finest nickel steel—add to durability and long life.

**NEW ACCELERATION
PUMP**
A new automatic acceleration pump provides the flashing acceleration which modern traffic necessitates.

**WEATHER-PROOF
BRAKES**
Fully-enclosed, internal-expanding, weather-proof brakes assure positive brake action at all times.

**GASOLINE GAUGE
ON DASH**
The instrument panel carries a new grouping of the driving controls—including a gasoline gauge.

**NON-GLARE
WINDSHIELD**
The new Fisher body non-glare windshield deflects the glare of approaching headlights.

**LARGER
BALLOON TIRES**
New, larger, full-balloon tires with smaller wheels improve roadability, comfort and appearance.

**TWO-BEAM
HEADLAMPS**
Two-beam headlamps controlled by a foot button permit courtesy, without dimming the lights.

**ADJUSTABLE
DRIVER'S SEAT**
All closed models have an adjustable driver's seat—a turn of the regulator gives the proper position.

Torrance Motor Co.

Marcelina at Cravens Torrance BOYD A. WALKER West's Garage LOMITA, CALIF. Phone 127

A SMOOTHER, FASTER, BETTER SIX