Greatest Dodge Brothers Line Is Given Fine Reception Here

"Visitors to our showrooms during the past several days have given the most representative line of automobiles in Dodge history an enthusiastic reception rivalling in every respect the importance of these new cars," said Len Murray of Paull & Murray, 1420 Cabrillo avenue, Torrance.

"Public interest has been genuine," Mr. Murray continued.

"Naturally, there were among the many persons who have thronged our showrooms a large number of present and former owners of Dodge Brothers motor cars, particularly anxious to see the new products with which Dodge re-enters the price class where its great popularity was established and invades an entirely new field.

"The new Dodge Brothers Six made an especially strong appeal because of its amazingly low price. The impressive appearance of this car, due to the simplicity and dignity of its design, was the subject of much favorable comment among those who visited our place of business. Other outstanding features that appeared to impress everyone were the sturdy construction of the compact six-cylinder engine, the roominess and comfort of the bodies due to Mono-piece construction, and the all-around strong, comfortable appearance of these low priced automobiles.

"Practically everyone marvelled at the fine appearance and power possibilities of the new Eight-in-Line. The fact that the engine is capable of developing 76 horsepower appeared to amaze a great many. Practically no one failed to notice how faithfully the design motif was carried out in all details of the car. The beautifully modeled Mono-piece bodies set off with trim cadet visors made an instant appeal not only because of their distinguished appearance but also because of their interior roominess and comfort. Salesmen and members of the executive staff were kept busy from morning until night answering questions regarding the four-wheel hydraulic internal expanding brakes used as standard equipment on all Dodge Brothers cars, the hydraulic, double-acting shock absorbers on the Eight-in-Line, the method of mounting the Mono-piece body floor-boards directly on the frame, thus permitting the passenger load to be carried lower and consequently safer under all conditions, the welding of body seams and joints instead of the old method of riveting and the various other features that are being introduced on these new cars in both price ranges for the first time."

Villa Tract Folk Threaten to Secede from Redondo Beach

Villa Tract residents are threatening to secede from the city of Redondo Beach, because the City Council of Redondo has not yielded jurisdiction to Los Angeles county for the improvement of the Redondo-Riverside and Gould lane route into the South Bay District.

The Villa Tract people are determined, say some of the residents to either secure for the South Bay District this great improvement or leave no stone unturned to get free from Redondo Beach, so that no more such valuable opportunities shall be denied them. The project only lacks the assent of the city of Redondo Beach, and the property owners point out, had it not been for the annexation of the Villa Tract to Redondo Beach, it would have been started by this time and well under way, as only the assent of Hermosa Beach and Manhattan Beach would have been necessary and that already has been given.

Harry Dolley and Sam Levy attended the performance of "Journey's End" in Los Angeles Tuesday.

RAPPAPORT'S OFFER BIG SHOE SAVINGS

After Inventory Sale Includes Well Known Footwear as Low as Half Price

Rappaport's will stage a record-breaking after inventory sale on shoes beginning February 14 and continuing until February 22. According to Ed. Bine of the shoe department, savings as high as 50 per cent are offered on high grade men's, women's and children's footwear. "Never in the history of Rappaport's, have such shoe values been offered as we are giving in this 8-day After Inventory Sale. We feel that we should urge the people of this district to anticipate their footwear requirements and buy what they will need for the entire year," said Mr. Bine, manager of the shoe department at Rappaport's.

Mr. Bine explained that this extraordinary sale is being held to make room for large shipments of shoes expected in a few days. In the sale are included such well known makes as Walkover, Carter's and other well known brands of shoes sold by Rappaport's but which they are not permitted to advertise at a cut price. Further details of this outstanding shoe sale of the year are found in a half page advertisement printed on another page of this paper.

IOWA PICNIC

From every part of the west the Iowa Association is calling the Hawkeyes to the mammoth annual Southern California Picnic Rally. It will be held the regular date, the fourth Saturday in February, (the 22nd this year) and will go over one week if rainy. It will be held in Lincoln Park, Los Angeles, all day long with basket dinners at noon and program to follow.

Judge Ralph H. Clock, the new president, will preside and will be in charge of the arrangements.

This Is the Pitiful End of an Old Ship

Broadside view of the old sailing ship City of Sidney as she lay in the mud flats at San Francisco being burned out for what iron fittings there were in her.

SIXTY - LOT WALTERIA TRACT SOLD

Deal Involving $40,000 Closed Recently by Boice & Dierker, Home Builders

WALTERIA—One of the largest real estate transfers taking place in this vicinity within many months was made recently when approximately 60 lots in the Meadow Park tract, South Torrance, were purchased by A. Croxton Boice of Orange and Harry F. Dierker, formerly of Los Angeles, now of Walteria, from W. G. Angus and Mrs. Anna Lee for the consideration of $40,000.

Boice and Dierker purchased 10 lots in the same tract several months ago and built three modern stucco houses, all of which are sold. Thus encouraged, they have resumed building operations and have broken ground for the erection of another Spanish type house on the corner of Alhambra and North Ward streets. They expect to build as many more as seems advisable.

Mr. and Mrs. Dierker have recently moved into the W. G. Angus property on Madison street. Mr. Dierker expects to devote his time and attention to the upbuilding of Walteria as a builder and designer.

Mr. and Mrs. Charles Sherwin and family were dinner guests of friends in Lynwood Sunday.

Child Psychology Subject of Lecture

Dr. Maud Wilde was the speaker of the day at the meeting of the Mothers Educational Center last Friday morning. Dr. Wilde took as her topic, "The Child and Its Emotion."

Mothers brought twenty-five babies to the Center, twenty-one of which had been there before and four were new babies. The four newly enrolled are Daris Mae Martin, Donald Adams, Lawrence Marsiglia and Hazel Lollar.

"Education and Behavior" is the topic for the meeting next month.

Mrs. W. H. Sinclair entertained several old college chums at tea at her home last Saturday afternoon.

Penney Co. Advertising Mgr. Praises Newspaper Advertising and Plans Larger Expenditures

John A. Fitz Randolph, nationally known merchandising and advertising authority has just been appointed advertising manager for the J. C. Penney company, according to word received here today by F. M. Buffington, manager of the local J. C. Penney company store.

Mr. Fitz Randolph, who is a graduate of Columbia college, New York, and who is also a graduate of the Fordham University Law school of New York, has been actively identified with large organizations in the capacity of a principal executive since 1916.

He comes to the J. C. Penney company direct from the office of general manager of the Melville Shoe corporation, operators of the John M. Ward, Rival, and Thom McAn Shoe stores. In this capacity he directed all general operations, including personnel, advertising, distribution, merchandising and costs.

In his capacity as advertising manager for the J. C. Penney company, Mr. Fitz Randolph will be in direct control of the largest newspaper advertising campaign put out in the department store field by one organization.

The present campaign utilizes more than 2000 local newspapers in more than 1400 cities and towns covering every state in the union.

In a communication sent to the local J. C. Penney company manager, Mr. Fitz Randolph says, "As a retail dry goods store institution organized to bring the style and quality products of the leading merchandising centers to more than 1400 cities and towns, the J. C. Penney company is fully mindful of its obligations as a local store institution in every town that it serves.

"The local newspaper is the strongest local force in the development of the community and in the activities of community life.

"Throughout its entire history, the J. C. Penney company has been a supporter of the local newspapers and our present plans include the expansion of our expenditures for newspaper advertising in all store locations.

"Modern merchandising, especially in the dry goods field requires the ability to reach a nationwide market on extremely short notice as important style developments take place.

"Women everywhere are familiar with what is taking place in the style centers of the world, largely through their local papers with their style news services and the successful local merchant must be able to tell the story of his merchandise simultaneously with the news stories.

"The flexibility of control of newspaper space, the fact that the newspaper is a local institution serving local needs, and the fact that every worthwhile home in the country now has a newspaper, are factors in modern merchandising which cannot be discounted."

Seven Arrested in Pool Hall

A squad of officers from the District Attorney's office raided the pool halls of Torrance last Saturday eveging. Seven men were arrested and charged with playing cards for money. At a hearing in Los Angeles Monday afternoon, all pleaded not guilty and trial was set for February 24.

FOOD SALE

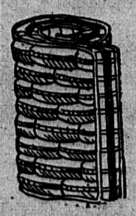
The Women's Auxiliary of the Episcopal church, Torrance, will hold a food sale or home cookery at the Piggly Wiggly store, Torrance, at 9 A. M. Saturday, Feb. 15.

THE YEAR'S BIGGEST THRIFT EVENT FOR THE HOME

February

FURNITURE SALE

SINGER and WHITE
SEWING MACHINES
DROP HEAD ROTARY
These Machines Are in A-1 Condition
$12 each



NEW Mattresses

An "EasyRest" 50 lb. inner-spring MATTRESS with fancy art tick. Sold regularly at $42.50. A real buy at $25
50 lb. inner-spring MATTRESS. Reg. $18, on sale at $12.50
$16 50-lb. all felted cotton MATTRESSES at $9
$12 50-lb. Blown Cotton MATTRESSES at $7
$8.50 40-lb. Blown Cotton MATTRESSES at $6

RE-BUILT MATTRESSES
New fancy ticks at $6

Used Chairs and Rockers
$1.00 and up
You will find many odd chairs in the group

Limited Quantities
First Come First Served

Dishes
Practically given away. Including plates, platters, cups and saucers.
While They Last
2c each
No Limit

BEDS
New single bed, walnut finish, spindle bed. A $10 value at $6
New walnut finish, full size, panel bed. Reg. $16 bed for $9

2nd Hand Beds
A fine lot of good used beds priced.
$1 to $6

Apartment House Owners — Hotel Owners
Court Owners — Home Owners

Lease expired . . we are going to move . . hence you benefit by this bona fide bargain event in furniture . . Prices are for cash.

Sale begins Friday, February 14th, and ends Wednesday night, February 26th at 9 o'clock.

Many other items too numerous to mention, such as Lamps, Buffets, Smokers, etc., etc.

No Merchandise Sold to Dealers

USED
3-Piece Velour
OVERSTUFFED SUITE
(One Only)
This suite is well worth $85 and is in A-1 condition. Only 3 pieces $45

USED
Dining Tables
at $5 each
A limited number at this price. They are regular $10 tables. A few at higher prices.

Used
DUOFOLD
Of genuine leather. This Duofold is in excellent condition. Only $12

NEW DAVENPORT TABLE
A beauty. Walnut top. A $9 table for only $5
One Used Table at $4

All Goods Guaranteed as Represented . . and will be delivered FREE of CHARGE within a radius of 5 miles of the City of Torrance.

Everything Marked in Plain Figures
on Green Tags

Bed Springs
Double deck full size coil springs. A-1 with side braces. Reg. $14 value at $8
Other COIL BED SPRINGS as low as $4.50
LINK SPRINGS
$1 and $2 each

4 Only
5-PIECE
Breakfast Sets
These are good used sets, refinished and hand decorated.
2 $12 sets at ..... $8 a set
$10 value at $7
$8 value at $5
includes table and 4 chairs to each set.

USED DRESSERS
$12 Values now at $8
$10 Values now at $6

CHIFFONIERS
$12 Values now at $8
$10 Values now at $6

A New Comstock-Castle Gas
Stove

A brand new gas range, 4-burner, high oven. A regular $42.50 value at $27.50

USED STOVES
In good condition and all of them guaranteed. $20 values at $15
Lowoven Stoves, $8 values at $5

CONGOLEUM RUGS
$9 value, 9x12 size at $5.50
$7.50 value, 7.6x9 size at 4.00
$6 value, 6x9 size at 3.00
A few Chinese Grass Rugs, 9 x 12 size at, each $1

Torrance Furniture Co.

1644 Cabrillo Ave. — TORRANCE, CALIF. — Telephone 479