

# BUILT TO OUT-PERFORM

... the vital reason why BUICK out-sells every other fine car by 2 to 1

Keep in mind, when you buy your car, that you are buying miles—and that you will get more and better miles in a Buick, as more than 2,400,000 owners have proved.

Buick builds so thoroughly—builds such extra strength and stamina into the Buick Valve-in-Head engine and sealed chassis—that many Buicks, five, ten or fifteen years of age, are still in service... and the speedometers of many of these cars register 100,000 miles and more.

Buick is built to out-perform. This, together with the beauty and comfort of Buick's Bodies by Fisher, explains why America is driving 700,000 more Buicks than any other car in Buick's price class... and why Buick today wins from two to five times as many buyers as any other car priced above \$1200. Come, see Buick's wide range of body types. Then take the wheel! A single drive will convince you that Buick is the big motor car value of the day.

Buick offers 15 body types, priced from \$1260 to \$2070, f. o. b. factory. Marquette offers 6 body types, ranging from \$990 to \$1060. Special equipment extra.

Convenient terms can be arranged on the liberal G. M. A. C. time payment plan. Buick and Marquette delivered prices include only reasonable charges for delivery and financing. Consider the delivered price as well as the list price when comparing automobile values.

BUICK MOTOR COMPANY, FLINT, MICHIGAN

Canadian Factories: McLaughlin-Buick, Oshawa, Ont. Division of General Motors Corporation: Builders of Buick and Marquette Motor Cars



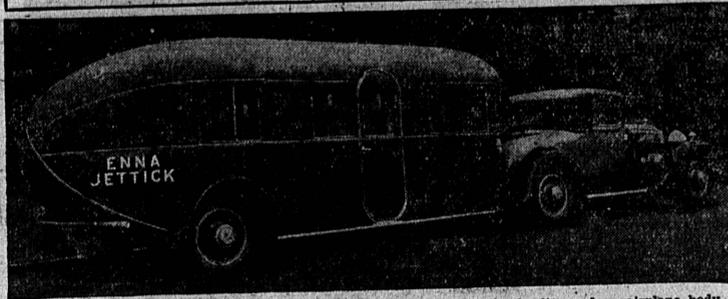
## Richard S. Flaherty

1316 Cabrillo Ave., Torrance Calif.

Phone 65

WHEN BETTER AUTOMOBILES ARE BUILT... BUICK WILL BUILD THEM

## The Moving Sales Room



The latest addition to the shoe salesman's accoutrement (shown above) is the Enna Jettick Aerocar built by the Enna Jettick Shoe Company of Auburn, New York, for its salesman. It is a deluxe sample room, luxuriously furnished and constructed along the lines of an airplane body, and mounted by a bird's beak coupling to a Willys-Aerocar built by the Glenn Curtiss Aerocar Company of Auburn, New York, for its salesman. It is a deluxe sample room, luxuriously furnished and pany and weighs only 1,200 pounds. Willys-Overland cars are sold in this territory by H. Fred Hill Garage, 112 South Catalina, Redondo Beach. Enna Jettick shoes are sold exclusively in Torrance by Sam Levy.

### Ten New Canoes for Boy Scout Big Pine Camp

Boy Scouts of Los Angeles Council are rejoicing in the announcement made by the Camping Department that ten new canoes have just been ordered for delivery in the Spring to their camp at Big Pines.

Expansion in every phase of camping activity including facilities for boat building, archery and handicraft is being planned to meet the demands of nearly 7,000 Boy Scouts now members of the Local Council.

New buildings will also be erected according to the statement made by the Council's Director of Camps and Camping, Wes H. Klusmann.

Mr. Klusmann states that the Executive Board, of which Mr. Malcolm McNaughten is President, is soon to consider plans that will give to Los Angeles Council one of the finest and most comprehensive systems of camps to be found anywhere in the country.

Mr. B. B. DeGroot is the chief executive of the Los Angeles district.

Scouts Irving Grody of troop 29 San Pedro and Beverly Seamon of troop 251 Gardena are the first scouts in the entire Los Angeles area to sign up for the coming season's camp. Registrations have been formally opened and scouts are flocking to follow their lead.

### BIG SHIPMENT ENNA JETTICK SHOES ARRIVE

#### Sam Levy Receives Big Line of Popular Women's Shoes for Spring and Summer

One of the largest shipments of shoes ever received in Torrance was delivered to Sam Levy this week. It comprised the Spring and Summer models of the nationally known Enna Jettick Shoes for Women, which sell at the advertised price everywhere of \$5 and \$6.

"You need never be told that you have an expensive foot to fit," said Sam Levy, "as in this shipment of Enna Jetticks we have every size from 2 1/4 to 9, and every width from AAAA to EEE. In this big shipment, we have countless attractive new patterns in the new Spring colors, and we urge you to come and make your selections when the stock is at its best. Perfection of fit is not the only claim that Enna Jetticks make for your attention. We have them in a complete showing of attractive, reasonable models. Here at our store in Torrance we can fit you as well as we can fit you perfectly, and for only \$5 to \$6 per pair." The Enna Jettick agency is held exclusively in Torrance by Sam Levy, and is a highly cherished line of shoes because of their national reputation. Sam Levy reports exceptional success with Enna Jettick shoes for women during the past year and for this reason the shipment just received for the coming six months trade is exceptionally large.

### FREAK HEN TO MARKET

BANGOR, WIS. (UP)—Biddle, a hen owned by J. H. Douglas, of Wauwac, Wis., arrived here with three legs and without the inclination to lay a few eggs that might begin a new line of chickens. Biddle was born with three legs, the third appendage growing from the body back of the conventional legs. Unfortunately for the great idea of fostering a new aid to the "drumstick" industry, Biddle wouldn't lay eggs and took a trip to market, instead.

## "Let's EAT OUT TONIGHT"



YOUR wife will welcome the idea of being cooked for, instead of cooking; of being served, instead of serving. You, in turn, can order those secretly longed-for dishes that never seem to materialize at home. You will both be extremely happy with Earl's menu.

### EARL'S CAFE

1625 Cabrillo Ave.

Torrance, Calif.

# C. ALEXANDER & Co.

## FOR RADIO

1314 SARTORI AVE.

TORRANCE

PHONE 390

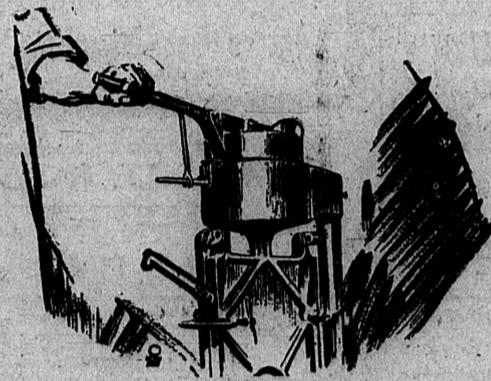
100 per cent

## Majestic

Sales and Service

## "Let's get up a Newspaper ad"

This is number six of a series showing in detail the production of newspaper advertising. Ad number five dealt with the preparation of the copy. Watch for No. 7



### "we cast our picture in METAL"

WHEN original zinc etchings are used it is not always necessary to make a metal cast of the illustration. In the case of illustration in matrix form however, this process becomes necessary.

A Matrix or Matrix in advertising parlance called a "mat" is produced from the original zinc etching by pressing the etching into the matrix paper (a special composition) forming a non-burning mold into which is poured a metal alloy, which when cool presents the same printing surface as the original zinc etching.

Through our exclusive franchise for the Meyer Both General Newspaper Service we supply our advertisers each month with a vast new selection of appropriate illustrations, which has its counterpart in mat form in our files.

## TORRANCE HERALD and LOMITA NEWS

### \$50 OFFERED FOR A NAME

#### Another \$50 in Cash to be Paid for Three Best Letters to Kern Creamery

Competition for the \$50 cash award for a new name for the Kern Creamery organization bids fair to be keen, as a number of entries have already been received by E. R. Brunner, manager of the creamery at 1336 Post avenue, Torrance.

An additional \$50 in cash prizes is being offered for the three best letters on the topic, "What I would like my (new name) creamery to be."

The company's new name should express originality, adaptability, identity and rentability. There is no charge or other obligation of any kind for submitting a name or writing a letter. The contest is not even required to be a customer of the creamery, and the awards will be made by a committee of impartial judges. All letters and suggestions must be received not later than midnight, Saturday, March 23, 1930. Full details were given in last week's issue of the Torrance Herald and Lomita News, or may be obtained at the office of the present Kern Creamery, 1336 Post avenue.

### HOLD DRIVER OF BAKERY FOR MURDER

O. K. Kidd, driver of a bakery wagon on the route through Torrance, Redondo and Lomita, is held in the county jail in connection with the death of Mrs. Billie Payne, 33, whose mangled body was found in Spring street, northeast of Signal Hill Sunday morning. Kidd is charged with suspicion of murder.

Mrs. W. T. Burleson of Compton, mother of the victim, declared, "I do not believe Kidd had anything to do with it."

Kidd claims that the last he saw of the woman alive was when he left her seated on the steps leading up from the Pike at Long Beach, too drunk to walk. His daughter, Marie, 17, told authorities that her father "had no use for Billie Payne," and even admitted that the two had quarreled frequently.

### BUTTER CAMPAIGN ON

CHIPPEWA FALLS, Wis. (UP)—Seven stores in Stanley have agreed to discontinue the sale of butter substitutes, aiding the campaign of the Chippewa County Holstein and Guernsey Breeders Associations to increase the use of butter.

# THIS IS THE YEAR OF VALUES AND THE NEW WILLYS SIX IS THE VALUE OF THE YEAR!

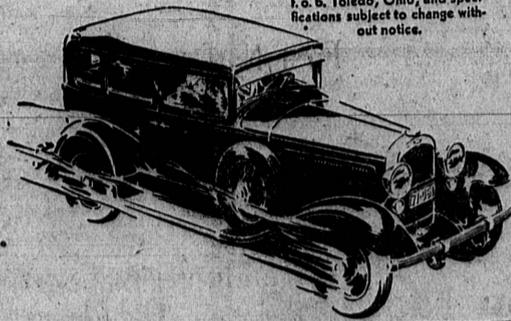
## ... 72 MILES AN HOUR

SEDAN DE LUXE DOWN PAYMENT ONLY

### \$320

BALANCE IN EASY MONTHLY PAYMENTS

List prices \$495 to \$850. Prices f. o. b. Toledo, Ohio, and specifications subject to change without notice.



48 IN SECOND... 65 HORSE-POWER... RICH BROADCLOTH UPHOLSTERY... INTERNAL 4-WHEEL BRAKES... HYDRAULIC SHOCK ABSORBERS

The 1930 Auto Shows throughout the country have been a succession of triumphs for the new Willys Six. The immediate popularity and impressive sales of the Willys Six prove how great has been the demand for just such a car—an inexpensive Six with speed and power capabilities unprecedented in the low-priced field.

And the high-compression engine of the Willys Six is economical to operate. You get unusual mileage per gallon of gas and oil, not only at low speed, but also at the modern cruising speeds of 35 to 45 miles an hour.

WILLYS-OVERLAND, INC. TOLEDO, OHIO

WISE BUYING IS TRUE ECONOMY IN 1930 THE WILLYS-OVERLAND POLICY IS SOUND, MAXIMUM VALUE FOR EVERY DOLLAR YOU SPEND

## H. FRED HILL GARAGE

112-114 SO. CATALINA, REDONDO BEACH, CALIF.

PHONE REDONDO 11582