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Alcorn's feature nationally advertised lines of proven quality and sold at standard prices, everywhere.

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The man who wins in 1931 will not halt before lines on a map

THE modern business man has the new conception of city and state boundaries.

He knows how little they mean to his Telephone. He does business freely with other cities—waging his campaign on as many fronts as he pleases.

You, too, have the Telephone. Will you let it help you pierce the old-time boundaries to your scope and action?

Inter-City telephone service is fast, clear and easy to use

SOUTHERN CALIFORNIA TELEPHONE COMPANY

New Bus Plan Ready For Chamber Leaders

(Continued from Page 1-A)

of affording transportation to men and women who work in Torrance industries.

The plan to be divulged Monday recognizes this factor, it is reported, and if it is adopted will enable Torrance workers to utilize the municipal system at a minor cost and thus leave their privately-owned automobiles at home for the use of their wives or family.

While Torrance itself will naturally be the center of operations by the proposed transit system, the routes will also aid in the development of cities and communities through which they pass, Page points out.

Residents Favor Plan

Quite a few residents in communities outside of Torrance, notably Lomita, Redondo and Moneta, have expressed themselves as highly in favor of the progressive step proposed by the Chamber. They have told the organization's officials that cheap transportation has always proved a boon to communities through which such transportation passes.

The last fiscal report of the transportation engineer for the city of Santa Monica has given the Transportation committee and President Page considerable food for thought. This report includes everything which will have to be considered by the Chamber and the City Council before the Torrance municipal system is authorized.

Objective is Found

In conclusion, the Santa Monica report states: As a result of our observations and investigations, we have reached the conclusion that the city of Santa Monica Transportation Department is rendering a first-class, reliable and dependable service to the traveling public, and at reasonable rates. The service is being efficiently managed both from the standpoint of maintenance of the equipment and the providing of adequate service to handle the traffic. We are of the opinion that the operation is a success in every way and should prove to be an ever increasing profitable business."

This statement is taken to be the objective of the Transportation committee's deliberations, and if such a result can be foreseen here, the municipal system will undoubtedly be installed.

Fashions

Flattering Furs Included in Southern Fashions

By the United Press

NEW YORK.—The belief that nothing is as flattering as fur is probably responsible for the definite favor shown fur-trimmed formal costumes in southern resort collections as well as for midwinter. They are not only flattering, but they also fit into the luxurious scheme of present fashions, then, too, a soft touch of fur at the throat is often welcome even on moonlight nights in the tropics.

The soft, long-haired furs are more frequently chosen to form collars on lace, or printed or plain chiffon jackets that complement matching frocks, and the fur is also used for cuffs on the jacket sleeves, which are often of elbow or three-quarter length. This avoidance of wrist length sleeves is a definite gesture which points in the direction of bracelets.

Mannish Waistcoat

Then since peplums are important, it is only natural that the fur should be repeated in bands, defining the flared line. The furs are often dyed to match one of the colors in the print or the background, with soft tones registering. White chiffon or white lace frocks favor more striking contrasts with black fox often the chosen pelt.

One of the more mannish paradoxes to one of the more feminine seasons is the waistcoat that, far from being lost in the sea of "softer effects," is pushing its way into greater favor. Last summer and this winter there has been quite a bit of approval shown the waistcoat as such, as well as a reflection of the bellhop jacket style in three-piece suit of sports character. With southern resort showings it appears again in suits, stronger in the blouse than in the jacket and is more often seen in dresses than formerly.

Standard Announces New Premium Gas, At Regular Prices

A new gasoline, establishing an advanced standard of motor car performance in all cars, was announced today by Standard Oil Company of California. It is called "Standard" gasoline, and, "although it is a premium motor fuel in quality, it will be sold at no increase over the regular prices," the announcement states.

The new gasoline has been given the Company name, the announcement says, because it is the finest gasoline the Company has ever produced without Ethyl, and is the result of all the Company's 53 years of experience in the refining of motoring products.

Among its advantages to motorists are a higher anti-knock quality, less carbon formation, the elimination of unburned gasoline odors, an all-around improvement in engine performance, and a decrease in valve sticking, fouling spark plugs and crankcase dilution, the Company claims.

"Standard" gasoline, effective in every car, is particularly adapted to motor cars of high compression.

WHERE FORM COUNTS

MURREN, Switzerland.—Bill Bracken, famous English ski-jumper and champion of Switzerland, gives an exhibition of his skill at Murren, Switzerland, where the winter sports are now in full swing.

Monday Is Last Day For Filing Income Tax Returns, Welch Says

Galen H. Welch, collector of Internal Revenue, 939 South Broadway, Los Angeles, said today that Monday, March 16, is the last day for filing income tax returns for 1930 without penalty. Collector Welch stated that his office at 939 South Broadway, and all his branch offices, will remain open on Saturday, March 14, until 4:30 p. m., and on Monday, March 16, until midnight to accommodate taxpayers.

Assistance in preparation of returns may be had at the main office, 939 South Broadway, third floor, or at any branch office. Every single person having a gross income of $5000 or more, or a net income of $1500, must file a return, and every married person having a gross income of $5000 or more, or a net income of $3500, must file also.

Collector Welch urges immediate filing to avoid the last minute rush when deputies cannot give each one as much personal attention. Forms may be secured at 939 South Broadway, or any branch office, or at the Torrance Chamber of Commerce.

Unemployment Chief Topic

ALBANY, N. Y.—Unemployment was the chief topic of discussion recently when the conference among Gov. Roosevelt and the Chief Executives or representatives of six other Industrial States opened. They were advised to fight idleness with job insurance. Left to right standing are: Lt. Gov. Lehman, of New York, Governor Cross, of Connecticut, and Dr. Charles Ritell, representing the Governor of Pennsylvania. Seated left to right: Gov. Case, of Rhode Island, Governor Roosevelt, of New York, and Governor Larsen of New Jersey.

Blues to Play At Inglewood Sunday

For their second game of the 1931 season, the Torrance Blues will play at Inglewood next Sunday afternoon, according to an announcement from Manager Ed Tansey. The Blues have been training all week and hope to wipe out the sting of their first defeat which occurred last week.

FASTER MAIL SCHEDULE IS IN EFFECT HERE NOW

A faster mail schedule went into effect at the local postoffice this week, Postmaster Alfred Gourdier announced yesterday. All mail leaving here at 6:32 p. m. will connect with the San Francisco, San Jose and Los Angeles train, No. 75, landing the mail in San Francisco at 9:30 the next morning.

This new schedule also connects with the fast mail leaving Los Angeles at 3:30 p. m., and greatly advances the mail's arrival in the East, Gourdier said.

Immigration Patrol Exam Announced

The United States Civil Service Commission has announced that until March 24 it will accept applications for positions of California immigration patrol inspector at an entrance salary of $1800 a year. Appointees will perform guard duty for the purpose of detecting and preventing the illegal entry of aliens into the United States.

Full information may be obtained from the Secretary of the United States Civil Service Board at the postoffice or custom house in any city in any of the four states named which has a postoffice of the first or second class, or from the United States Civil Service Commission at Washington, D. C.

Water Warning

Mayor Harvey E. Bruce, of Burbank, and a Director on Metropolitan Water District Board, stresses necessity for Colorado River water to prevent serious water shortage in Southern California.

That Southern California cities must push forward the great Metropolitan Aqueduct from the Colorado River without delay—or face a serious water shortage is the declaration made by Mayor Harvey E. Bruce of Burbank, who represents his city on the Metropolitan Water Board. Torrance is to appoint its director on this board in the near future.

"Great and rich empires have perished in the past because the people of those empires lacked the knowledge, the energy or the courage to provide adequate water supplies," said Mayor Bruce in a recent public statement.

"The great Southwest rapidly and surely is approaching a shortage of water that will make the drought suffered by the middle west last summer seem trivial—unless we bring in new water.

"Preliminary work on the great Metropolitan Aqueduct from the Colorado river has been thoroughly done; necessary laws have been enacted; probable costs have been estimated, and the final plans almost completed. We are therefore, rapidly approaching the time when we should actually begin construction of the aqueduct.

"The cost of this project will be large, but we must realize that the security of all that is now here as well as the possibility of future growth absolutely is dependent upon the great Metropolitan Aqueduct.

"The Metropolitan Aqueduct will be the best investment Southern California has ever made."

New Spring models in College Girl Corsets, Girdles and Brassieres were received this week at Eby's, Bank of America Bldg., Torrance. —Adv.

Iowa Brothers Set New World's Record in Ford

Governor John Hammill of Iowa (left) and Walter Ferrell, executive secretary of the Iowa chapter of the American Automobile Association (extreme right), congratulating the Davis brothers on the establishment of a new world's non-motor, non-wheel stop automobile endurance record.

IOWA state officials and civic leaders witnessed the establishment of a new world's non-motor, non-wheel stop automobile endurance record recently, when Ralph and Rolland Davis, brothers, brought their Model A Ford to a halt at the east entrance of the state capitol in Des Moines after 2,775 hours and 46 minutes of continuous driving.

When Governor Hammill, standing with Walter Ferrell of the American Automobile Association, gave the signal to stop, the Ford had traveled a total of 47,138.2 miles over all sorts of roads in all sorts of weather and had exceeded by 33,688 miles and more than 2,335 hours the American non-stop endurance record which, theretofore officially recognized, was made by a much heavier car under almost ideal conditions on the Indianapolis speedway. In the course of the endurance run, the car, known as "The City of Des Moines," covered practically the entire state of Iowa.

Engineers who examined the Ford at the conclusion of the run asserted that neither engine nor chassis showed evidence of the gruelling strains to which they were subjected during the 116 days of continuous driving. Both apparently, according to the engineers, would have been good for another 50,000 miles or more.

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