

6%
ON SAVINGS

**HURRY! 10 Days
FREE INTEREST!**

Deposits made on or before July 10th, TOMORROW,
—will bear 6% interest from July 1st.
Transfer your funds to TORRANCE
today or tomorrow!

**Torrance Mutual
Building & Loan Association**
Sartori at Marcelina Phone 243

Marathon Preacher-Speakers



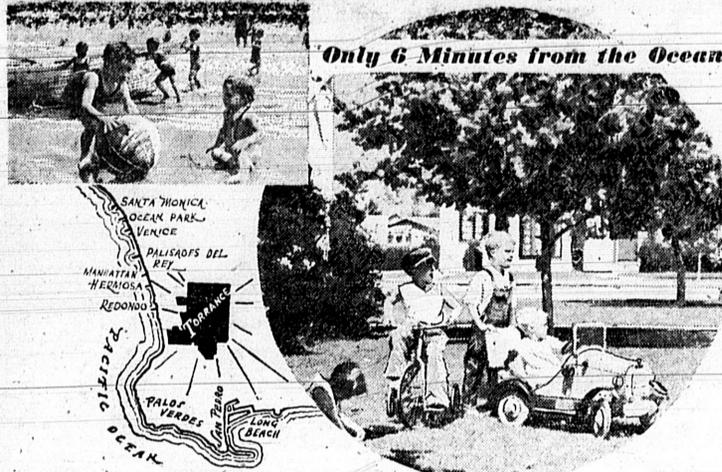
Here are those two record breakers of the rostrums. On the left is pictured Archbishop L. Sabin Knorworthy, who bettered Rev. A. M. Futters' (on the right) record of 20-hour continuous preaching by speaking from a Los Angeles pulpit for 21 1/2 hours. He delivered a total of 104,035 words, an average of 87 words per minute. Rev. Futters is also a resident of Los Angeles.

In connection with the feats performed by the two preachers shown above, the Gardena Valley News editorialized last week as follows:

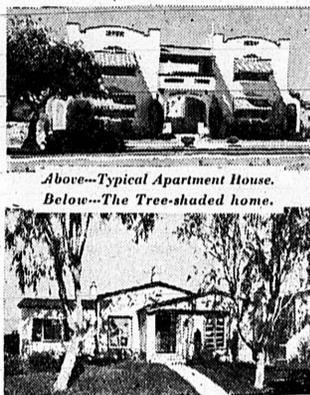
"Last year a long-suffering public was afflicted with an epidemic of flag pole sitting marathons and similar useless occupations, but one of the last kinds of marathons we ever expected to see was preaching marathons. Unless something is done to stop it there appears to be some likelihood of just such a marathon.

"A Dr. Fritterer, or maybe it was Frutterer, is reported to have preached for 18 hours in Los Angeles on the subject of 'The Bible From Cover to Cover'. Admitting that most of us get too small doses of the Bible, it ill-becomes an exponent of that great Book to turn it into a one-man marathon or side-show in order to get a few inches of publicity.

"All of which goes to prove that even in the most revered of professions you can find a few flag pole sitters. It is significant that no 'marathon' preachers have come forward who are pastors in good standing in any of the several recognized denominations—which is something to be thankful for."



**Low Rents bring this Cool
Vacation within reach of all**



Furnished **\$20** HOMES
as low as... A MONTH

To the family whose vacation budget is restricted, Torrance offers a wonderfully complete rest and change at the minimum cost. Here, rentals are so low that your entire family can do and see far more than the ordinary vacation would permit. From your comfortable apartment or home, it's but a few minutes drive to Southern California's finest beaches, to beautiful Palos Verdes, to the colorful harbor, to fine golf courses. Spend less—do more. Come to Torrance.

**SPECIAL
SUMMER
RATES
(Furnished)**

Furnished **\$18** Apartments
as low as... A MONTH

4-Room Houses—\$20 to \$30 a month. \$6 to \$8 a week.
3-Room Houses—as low as \$17.50 a month.
3-Room Apartments in Courts—\$18 to \$30 a month.
Weekly at Proportionate Rates

2-Room Apartments (2 to 3 people)—\$4 to \$6 a week.
5-Room Houses—\$30 to \$45 a month.

COOL TORRANCE
"Hub of a Summer Vacation Land"
For Complete Rental Information write to
CHAMBER OF COMMERCE
Torrance, California

**Torrance As Cool, Economical Vacation Spot Is
Winning In Advertising Campaign in "Hot Belts"**

That the advertising campaign to acquaint residents of California and Nevada "hot belts" with the multiple advantages of Torrance as a cool, economical vacation spot—a newspaper broadcast now in its third week—is a success was seen here this week when a progress report on the drive was given Chamber of Commerce directors.

Twenty-three direct mail replies to the advertisements published in Phoenix, Tucson, Riverside, Yuma, Redlands and San Bernardino have been received at the chamber; several parties have already made direct reservations with local landlords, and over the Fourth of July holiday a number made personal inquiries at the various hotels, apartment courts, rooming houses and private homes.

Concentrate on Fresno

There are three more advertisements—similar to the one shown above—to run. Because no apparent results were reported from the first two ads run in Imperial Valley newspapers, the campaign has been dropped in that region and transferred to Fresno.

The advertisements are to appear in the following newspapers, in addition to the Fresno publication today, July 16 and July 23: Phoenix Republican and Gazette, Tucson Star, Yuma Sun, Prescott Courier, San Bernardino Sun-Telegram, Redlands Facts, Brawley News and Bakersfield Californian.

New Folders Ready

Attractive special folders were off the press of the Automatic Printing Company this week which will be used as a "follow-up" campaign in addition to other literature being sent by the Chamber of Commerce to those who write for more information about summer-vacation rates. These folders contain interesting views of the city, complete information concerning Torrance's ideal location, and much data that will be of interest to those living in the "hot belts."

An interesting commentary on the campaign was received this week by Carl Hyde, secretary of the chamber, from Charles Vonderah, former resident, who is in the insurance business at Brawley. Vonderah wrote, in part, as follows:

"Only 106 to 108!"

"I noticed and read with interest the ads that the Torrance Chamber of Commerce had in the Brawley (Calif.) News, inviting people of this section to spend their summers in Torrance. I feel that this is money well spent and I would say that there are at least 35 per cent of the valley people who go out for two or three months to the coast towns. It is true that the people are used to going to San Diego, Long Beach, Santa Monica and other coast cities, but I know and have seen and heard people discuss where they are going to go this summer and they do read the ads. I am sure Torrance will get some of this business which it is entitled to and

I know of no place where I would rather see them go to.

"It is not so hot as you might think here—only 106 to 108 degrees last week. Some of my last week's visitors from Torrance were Mr. and Mrs. W. L. Reeve, Mr. and Mrs. Robert Reeve, Charles Hoffman and Mr. Lane of the El Prado apartments."

Honolulu Family On Vacation Here

Imagine a family coming to Torrance on a vacation from Honolulu? Evidently the paradise of the Pacific has nothing on this city as Mr. and Mrs. R. C. McMurray are vacationing in Torrance at the California Courts, 1065 Sartori avenue, from Hawaii.

According to Mrs. Phoebe Millburn, city hostess, a number of new families have moved here during the past week. She said that she visited a home occupied by a Ventura family and several others, formerly of Long Beach, have made their home in Torrance because of its cleanliness and wholesomeness.

Advise Parents To Vaccinate Children

By The United Press

SACRAMENTO.—If you have children, see that they are vaccinated against smallpox before they are a year old.

Such is the advice of the State Board of Health, which points out that at this time the children have not begun to run about and are in no danger of hitting the vaccination against hard objects or getting dirt rubbed into it.

"On entering school they should be vaccinated again," it is recommended. "This is for several reasons: Vaccination does not always protect for life. It requires reinforcement of the immunity in many individuals to make sure of protection against heavy exposures to smallpox."

TAME MITE

By The United Press

WOODLAND.—Having a humming bird bathe and dry itself on her outstretched hand was the unique experience of Mrs. Paul Schuler of this city while watering her lawn.

**Legion Posts
Preparing To
Attend Meet**

Local Post Votes July 28
On Delegates to Long
Beach Conclave

More than 400 American Legion posts in California began electing delegates to the organization's state convention to be held at Long Beach, August 31 to September 2. The Bert S. Crossland post will ballot on prospective representatives to the conclave July 28, according to Earl Conner, commander.

The convention at Long Beach this year will be the largest ever held by the Legion. It will be the 13th general state meeting of the organization. Since the Legion came into being its membership has steadily increased in this state and when the convention is opened there will be more than 65,000 California veterans on the rolls. The American Legion Auxiliary which meets at the same time will have more than 25,000 members.

Parade on August 31

Long Beach civic and municipal leaders are making preparations to have the conclave a great success. The city is to be greatly decorated and everything made as comfortable as possible for the visiting Legionnaires and their friends. One of the features of the convention will be the presence of the entire Pacific Coast battle fleet. The warships are to be anchored on off the Long Beach breaker and to be open to those visiting the convention.

The Legion parade will be held on the afternoon of August 31. The organization's uniformed bodies have greatly increased during the past year and the event will be one of the greatest peace time military spectacles held in California for years. The band and drum corps contests, in which the Torrance post will be entered, will be held at Burcham Field and promise to bring keen competition, as the winners go to the national convention at Detroit, September 21, with all expenses paid.

**General Mortality
Rate for County Is
Reduced During Year**

With a 11 per cent reduction in the general mortality rate for the fiscal year 1930-31, ending June 30, communicable disease cases and death rates in Los Angeles County have been reduced to levels which are the lowest in the history of the county, according to the annual report of Dr. J. L. Pomerooy, county health officer. The general death rate during the year has been computed at 10 deaths per thousand population and is indicative that the county rates as one of the healthiest sections in the United States since the national rate last year was 12 deaths. Dr. Pomerooy reports.

The lowest infant mortality rate in the history of the county is also reported, further indicating that since infant deaths are judged by health authorities to be the most sensitive index of health conditions of an area, Los Angeles County will continue to rank as one of the world's healthiest during future years. The infant mortality rate in the county is computed at but 46 deaths per thousand live births as compared to the rate of the state as a whole of 68 deaths.

Dr. Pomerooy attributes the decreased infant rate to the activities of the bureau of maternal and child hygiene of the county health department under the direction of Dr. Anna E. Rude. Thousands of mothers and their infants attend the 35 weekly and bi-weekly classes held in different sections of the county to learn from trained child hygiene physicians the best methods to keep well babies well and to prepare for the birth of more healthy babies.

Thousands of La Fleeta flags in red, yellow and green will fly over Los Angeles during the city's busy celebration of her 150th birthday, September 4 to 13.

"The Supreme Authority"

**WEBSTER'S NEW
INTERNATIONAL
DICTIONARY**

Here's the EVIDENCE

Hundreds of Supreme Court Judges concur in highest praise of the work of this authority.

The Presidents and Department Heads of all leading Universities and Colleges give their endorsement.

The Government Printing Office at Washington uses the New International as the standard authority. High Officials in all branches of the Government endorse it.

The Colleges voted overwhelmingly in favor of Webster as standard of authority in answer to questions submitted by the Chicago Woman's Club.

**No Depression In
Hiking, Picnicking**

By The United Press

SACRAMENTO.—The much-discussed "depression" last year affected the most expensive forms of vacations such as sojourns at summer resorts and hotels, but had little effect on the simpler and cheaper kinds such as hiking and picnicking.

This was disclosed by recreation records of the 12 national forests of California. The number of guests at summer resorts in national forests declined from 1,018,000 to 573,000, but hikers increased from 101,000 in 1929 to 112,000 in 1930; picnickers from 1,174,000 to 1,336,000, and campers from 659,000 to 734,000.

Get The Best

At Your Bookstore or send for free illustrated booklet.

G. & C. MERIAM COMPANY
Springfield, Mass.

Consider your Adam's Apple!!
**Don't Rasp Your Throat
With Harsh
Irritants**



"Reach for a
LUCKY instead"

Adam and Eve in the Garden of Eden—A story we have all heard since childhood—Consider your Adam's Apple—the possession of each one of us, man or woman—your voice box—containing your vocal chords—your larynx—Don't rasp your throat with harsh irritants—Reach for a LUCKY instead—Be careful in your choice of cigarettes.

Remember, LUCKY STRIKE is the only cigarette in America that through its exclusive "TOASTING" Process expels certain harsh irritants present in all raw tobaccos. These expelled irritants are sold to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE. And so we say "Consider your Adam's Apple."

LUCKIES are always
kind to your throat



"It's toasted"

Including the use of Ultra Violet Rays
Sunshine Mellows—Heat Purifies

Your Throat Protection—against irritation—against cough

TUNE IN—
The Lucky
Strike Dance
Orchestra
every Tuesday
Thursday and
Saturday evening
over R.C.C.
networks.