

# FLORSHEIM

## Feature Arch Facts

The hinged shank in The Florsheim Feature Arch Shoe gives rigidity under the weight of the foot and flexibility when walking. An arch supporting shoe that combines comfort and corrective features with regular Florsheim Style.

The raised surface on the insole may be noticeable to the wearer while the foot is adjusting itself to the support. After the first few hours this will entirely disappear.

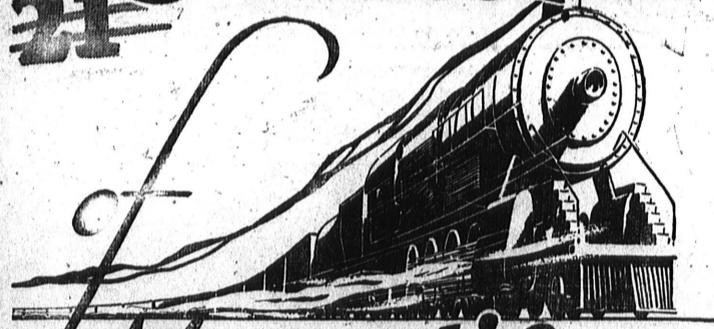


Come in and let us cure your feet. The two-piece shank bends freely as you walk—gives rigid support as foot bears down

# SAM LEVY

1311-1313 Sartori Avenue, Torrance

# 33 Carloads



# Majestic 52 radios sold in 35 days!

WHEN you first see and hear Majestic All Electric Radio you'll quickly realize WHY thousands of Southern California radio enthusiasts have purchased more than a full train load of this sensational radio value in less than eight weeks. Consider it carefully...

Nothing but outstanding performance and a sensation-ally low price could make this possible. Majestic, built by a nationally known manufacturer with an enviable reputation for quality merchandise, is the radio industry's first big production equipment. Tremendous resources and volume production have cut manufacturing costs to the point where it is



NOW—For the first time—Immediate delivery on Model 71 Console Seven tubes, all electric, dynamic power speaker, in beautiful walnut paneled cabinet, \$175.50 complete.

possible to, AT LAST, sell quality radio receivers at a price within the reach of everyone.

The Majestic 7 tube receiver has no peer for performance. Majestic walnut paneled cabinets are masterpieces of the cabinet maker's art. The tone qualities of the now famous Majestic Dynamic Power Speaker which is built-in to all consoles cannot, we believe, be equalled.

Any of the Majestic dealers listed below can quickly and conclusively prove these statements with a FREE demonstration which they will gladly make. They will give you the opportunity to let your own eyes and ears convince you that the Majestic Radio is the equal, in every way, of equipment selling at twice its cost. See your nearest Majestic dealer today.

C. Alexander & Co. 1314 Sartori Ave., Torrance, Calif.

C. Alexander & Co. 530 Camino Real Hermosa Beach, Calif.

Ask for a free demonstration of Majestic Radio Today

Patronize These Advertisers

## Four Speeds Improve Cars, Says Wichman

Car, Driver and Passengers Benefit in New Drive

"How can a four-speed transmission accomplish all the various improvements in motoring that are claimed for it?"

R. C. Wichman of the Wichman Motor Sales Company, 1913 Carson street, representing Graham-Paige here, says that this is the question he is most frequently asked about the new line of automobiles, and sums up its answer as follows:

"The four-speed transmission, as modernized by the use of internal gearing for third speed, is the one device that not only gives the advantages of a fast rear axle but, in addition, actually improves the pick-up and hill-climbing ability.

"The third speed, because of the silence and efficiency of the internal gearing, is virtually an alternative direct drive, yet gives the increased pulling power of a lower gear.

Transmission Problem Solved "The old-fashioned four-speed transmission was not acceptable to the American motorist because of the noise and low efficiency of its spur gears. The use of internal gears eliminates these draw-backs and brings to motoring an entirely new satisfaction in performance. In fact, the transmission problem has been solved—what was formerly regarded by many motorists as the one remaining draw-back to pleasurable motoring has become instead a positive advantage.

A more detailed analysis will explain how the improved transmission benefits the car and the driver.

Advantages in Third Gear The transmission itself, because of its internal gear construction, gives the following advantages in third speed:

Quiet operation—The gear teeth approach at a very slight angle and mesh with a sliding contact.

Longer life—The gears are in constant mesh, hence are not subject to destructive clashing, chipping and stripping.

Increased efficiency—This form of gearing has very low frictional losses, delivering 98 per cent of the power received.

Improved car performance—Better acceleration and hill-climbing powers result, naturally because more power is delivered to the rear wheels.

Ease of control—Changes of speed from fourth to third or from third to fourth can be made with facility under any driving conditions normally calling for a change of gears.

Advantages in Direct Drive But greater advantages of the new drive are evident in fourth speed, which is direct drive.

Because of the higher geared rear axle, the engine and the drive shaft in the four-speed car revolve 25 per cent slower than in the average three-speed car. Engine vibration, noise and roar are reduced. Cooling is better and gasoline and oil consumption lower, because the engine makes fewer strokes per mile and operates within its most efficient range. Engine life is lengthened, for at the end of 10,000 miles the engine has made only three-fourths as many revolutions as with the average gear ratio, and moreover operates without attaining speeds that cause destructive vibration and severe stresses. Riding ease is increased greatly because of the reduced noise, roar, and vibration.

## Torrance Women at Expo. Booth

Following are the names of the Torrance women who have and will attend the Torrance booth at the Pacific Southwest Exposition: Mesdames Reeve, Chambers, Howe, Brooks, Bell, Beckwith, Milburn, Sammons, Bruce, Dalton, Lessings, Merriam, Perkins, Moore, Stanger, Fossum, Stone, Gilbert, Neelands, Emsley, McIntyre, Moulton, Durfee, Kelsey, McMillan, Collins and Miss Edith Harshman.

The lovely flowers adorning the booth were secured through the courtesy of the C. C. M. O.

## FOOD



## OUR MEATS

mean a Home Run for little boys and big boys. This is a family market place where choice selected foods are sold at saving prices. You'll find it a saving institution of service.

## FESS GROCERY and MARKET

1321 Sartori Phone 9

## Drive on Local Products Featured



Giving the home town a boost is Piggly Wiggly's idea of doing something for local manufacturers, according to Arthur C. Jones, president of Piggly Wiggly Western States Company, operating 200 stores in Southern California.

According to Mr. Jones, about 40 per cent of the products his stores sell are made in California. "We have always been strong boosters for local industries and have featured home products wherever they were made in quality at a price that would compete with national lines from the East," said Mr. Jones. "In going over our merchandise recently I was astonished to find so many fine products bearing local addresses.

The week beginning Thursday, August 9th, has been set aside as Local Products Week in all Piggly

Wiggly stores, and special prices and extra special inducements will be given in order to speed up the movement of these products, which in turn will stimulate the demand, so that these manufacturers will have no reason to suffer from the summer slump. Extra advertising will feature these local products, and as they are sold in other stores besides our own," declared Mr. Jones "our booster week should be of considerable benefit to local manufacturers through the entire territory."

There are 58 local manufacturing companies involved with a total of 350 products. Their combined pay-rolls amount to nearly ten million dollars annually. The Piggly Wiggly sales for July show substantial increase over the same month of 1927, according to report released today by Arthur C. Jones, president of the Piggly Wiggly Western States company. Mr. Jones also stated that quarterly dividend was paid to stockholders on August 1st, at stockholders as of record July 20th.

## Lang of Long Beach Purchases Control of Motor Coach Co.

That the Lang interests of Long Beach plan to enter the interurban passenger business is indicated by the purchase by Mike Lang of substantially 100 per cent of the outstanding stock of the Motor Coach Co. Negotiations have been carried on for some time and actual transfer of the stock was made at a meeting held in the company's office Wednesday evening, stated H. N. Richards, retiring president of the Motor Coach Co. At this meeting directors and officers were elected as follows:

Mike Lang, president; Gene Lang, first vice president; Bruce Mason, J. P. Halford.

D. D. Bush, newly elected secretary of Motor Coach Co. is now manager of the Lang Transportation Co., operating locally in Long Beach and Bruce Mason is attorney for the same company. Mr. Richards stated it was his understanding the operation policies of the new management is to follow rather closely that of the former management and that while consolidation with the Lang Transportation Co. was not contemplated, the facilities of the company could be used in bringing about certain economies in operation not at present enjoyed by Motor Coach Co.

## Wolfe Saves City Cash on Tractor

Instead of purchasing a new tractor for the city at a cost of more than \$2,000 Councilman Wolfe Tuesday night moved that parts for the old tractor be purchased at a cost of \$150. He says the parts would make the old tractor almost as good as new. His motion carried. The council also voted to buy a trailer for the tractor at a cost of \$150.

## Flaherty Drives Buick from East

Mr. and Mrs. R. S. Flaherty left Torrance last Thursday night for Flint, Mich., where they will stay for a few days. They are going to drive a Buick from the big factory and drive it back to Torrance. Mr. Flaherty, who is Buick agent in Torrance, Compton and Gardena reports a flock of orders for the new cars.

## YAMATO MOVES

The Yamato Produce Company announce the removal of their fruit and vegetable stand from the Humpty Dumpty store to the Crapost Quality Market. They are offering a number of specials this Friday and Saturday, which are listed in the Quality Market advertisement.

## 100 From Here See Local Team Play on Island

The Torrance ball team suffered defeat at the hands of the Catalina Cubs Sunday to the tune of 5 to 3. Over 100 Torrance people witnessed the game, which was played in Catalina.

There will be no ball game next Sunday, as the boys are going to board a well earned vacation on that day.

Born to Mr. and Mrs. Jack Hanson of Martins street, a daughter, Sunday, August 5. The new arrival has been named Peggy Ann. Born to Mr. and Mrs. C. A. Totten of 1741 Martins, a baby girl, Thursday, August 2. They have christened her Gloria Mable.

## Famous Director at Bowl Next Week

With but two more conductors to appear on the Hollywood Bowl rostrum, this season of "Symphonies Under the Stars" is fast drawing to a close. Thus far, attendance has been greater than at the same time in any past season, and with the varied and interesting programs yet to be given during the latter part of August, attendance should greatly exceed the records of preceding years.

Henri Verbrughen, director of the Minneapolis Symphony orchestra, will conduct in the Bowl on August 14, 16, 17 and 18, followed by Eugene Goossens, who returns for his third season and will direct the last two weeks, closing this summer's concert season on September 1.

At the retirement of Emil Oberhoffer, well-known to all Bowl patrons, from the directorship of the Minneapolis Symphony orchestra six years ago, Verbrughen was chosen head of that organization, which is one of the major symphony orchestras in America.

Born in Belgium, Verbrughen first achieved prominence in Europe as a violinist. Later he played with orchestras in the British Isles and on the Continent. In 1915, he was selected by the government of New South Wales, Australia, to head the State Conservatory and Symphony orchestra. During the following seven years he built that organization to a peak of superlative excellence, and his fame soon spread around the world. Under his direction, the Minneapolis Symphony has continued in popular favor both at home and on tour. His Bowl appearance marks Verbrughen's debut in the far west.

William Gustafson, leading basso of the Metropolitan Opera Company, will be the soloist on Friday night's program at the Bowl, under Verbrughen's direction. Standing six feet two inches, and of the athletic type of manhood, Gustafson has the heroic stature and virile quality of voice so essential for the characterization of Wagner. It is only natural, therefore, that his greatest successes have been in Wagnerian roles, and that he should sing one of his Wagnerian favorites, "Wotan's Farewell and Magic Fire Music from 'Die Walkure,'" at the Bowl on Friday night. Gustafson will also sing "O Riddler Than a Cherry," by Handel.

## Read Our Want Ads!

**Baker Smith Jeweler**  
Swiss Watch Repairing A Specialty  
1318 Sartori Ave. Torrance  
Opposite Woolworth's



## On With The "Dents"

Whether it's dents, marcelled fenders or wrecks,

you will find

MULLIN & SON

can fix it like new at a very reasonable cost

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Redondo Blvd. and Western Ave. Phone 320-J Torrance

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Located within 200 feet of the S. E. Corner of Riverside-Redondo and Hawthorne Blvds. The possibilities are not figured in the low price of \$750 Per Lot  
Size 42 x 120 to alley. Here is a chance for someone to clean up some real money. If these lots are not sold by the 15th inst., the price goes up to \$1000 per lot.  
Pueblo Land Company, Inc., Realtors  
427 Roosevelt Bldg., 7th and Flower St., Los Angeles  
Phone: VAndike 3092 and VAndike 5453

## Out Sizes,

Do you know that Eby's carry LARGE SIZES in a great many articles of apparel?

- Rayon Bloomers, in outsizes.....\$1.00
  - Cotton Underwear, in outsizes.....\$1.00
  - Silk Hose, in outsizes, pair.....\$1.00
- These are but a few of the items we have to fit larger women..

## Children's Washables

- Boys' Summer Knickers, long wearing, washable fabrics, Sizes 7 to 12 years.....\$1
- Boys' LONGEE Trousers, washable, sizes 10 to 17, per pair.....\$1
- PLAY SUITS, Khaki, Blue and White, stripe, or blue with red piping, Good materials, Choice.....\$1
- BELL BOTTOM PANTS in wear resisting denim, pair.....\$1

- KHAKI CLOTH, 38 inches wide, per yard.....39c
- 3 yards for \$1.00
- DEIMITIES, Dainty neat patterns, per yard.....29c
- 38 inches wide
- OIL CLOTH, white, black and Patterns, yard, 35c to.....59c
- OIL CLOTH TABLE SQUARES, large size.....49c

**EBY'S Dollar and Specialties Store**  
S & H Green Stamps Carson-Cabrillo and Cravens McCall Patterns