

"Boss" Overalls



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SAM LEVY
1311-1313 Sartori Ave., Torrance

CROWDS VIEW NEW FORD BODY TYPES AT SCHULTZ, PECKHAM

Smarter Styles and New Colors Win Praises of Enthusiastic Visitors

SHOWROOM OPEN EVENINGS AND SUNDAY MORNING

No Mechanical Changes Contemplated and Prices Remain the Same, Say Dealers

Presentation Wednesday of this week of new and smarter body types and a group of new colors for the Model A Ford was made by Schultz, Peckham & Schultz, local Ford dealers, who emphasized the fact that no mechanical change is contemplated in the car because of the thoroughly satisfactory performance it has been giving.

They described the car as follows: "Redesigned along ultra modern lines, the new bodies have a distinctly refreshing appearance, with the beauty and charm of contour, line and proportion usually associated only with custom coachwork and large cars.

Entire Front Raised
"The entire front of the Model A is raised and in beautiful proportion to the new body lines. Moulding treatment is new, and fenders are of more generous dimensions, flowing with the lines of the car. A new treatment in the contour and sweep of the hood, with a graceful forward pitch, gives the impression of fleetness.

"Every line from the flat radiator cap to the tip of the low, graceful curve of the rear fenders is new, clear cut and extremely smart. "Brushless steel is used for radiator shell, headlamps, hub caps—all are bright and shining and will stay so, for in this rustless steel the chromium is not on the outside, like a thin veneer, but is alloyed with the iron. Moisture, whether from water, steam, ice or snow will not rust it.

Change in Radiator
"Perhaps the most striking change to catch the eye is the new radiator. Still retaining the Ford individuality, the contour of the shell is extremely attractive, blending beautifully with the new fender lines and other changes. The top follows somewhat the lines of the old shell, with narrower lines down each side, which curve into a juncture at the starter opening in the center of the lower section.

"The general effect is one of greater height and less width, which, combined with the sweeping curves, contributes much to the trimness and smartness of the whole car.

"This effect is heightened by a

sturdy tie rod, finished in black enamel, which rises in a graceful arch from each fender. It supports the license bracket, and the headlights, which are higher than before.

Sturdier, Smaller Wheels
"Additional strength has been built into the body by the construction of the cowl, the sides of which extend in one piece up along the windshield pillar to the roof line. Not only does this give sturdiness, but it reduces the possibility of squeaks. While cowl lights are standard equipment only on the Town Sedan and Cabriolet, all body types have been wired for them, and they may be installed at small cost.

"A sturdy, compact design of the wheels has been produced. They are smaller in diameter and consequently nearer the road. As before, they are made complete, in one piece, all of the steel spokes being electrically welded to the hub shell and rim. The angle at which the spokes are placed helps to distribute the force of road shocks and gives greater strength.

Easy Riding Qualities
"With the use of the smaller wheel the tire size has been increased from 4.50 x 21 balloon to 4.75 x 19 balloon. This adds to the comfort of the passengers in a car already remarkable for its easy riding qualities.

"A variety of colors has been added and may be obtained by the purchaser without additional cost. Much study has been given to this matter and an especial effort made to please the women motorists.

"The most notable changes in the body types have been made in the Tudor Sedan, the Coupes and the open cars.

Tudor Sedan, Roomier
"The Tudor Sedan, most popular of the five passenger closed cars is longer. More room has been given for occupants of the rear compartment. Access is easier around the folding seats in front. In its exterior appearance, the car is much improved. It still retains the crown roof effect with rounded corner on the rear quarter, the beauty of which is accentuated by new body belt and moulding treatment.

"The Coupe is entirely new, with

lower roof line. French roof quarters emphasize the low effect and the long lines of the new moulding treatment. Panel effects carried out by the moulding on the rear deck adds much to the smart appearance of the car. No headroom has been sacrificed inside by lowering the roof line, and driving is made more comfortable by an adjustable seat.

Open Cars Are New
"The Sport Coupe, which has a rumble seat as standard equipment, has all the lower body lines of the coupe. The two open cars, Phaeton and Roadster, are entirely new in design, with long lower lines and more beautiful appearance.

"On these cars, the new moulding, flowing back from the radiator, joins the body belt in a panel at the cowl, giving a streamline effect.

"No change will be made in the price of the various types."

Showing Continues
Interested crowds have been inspecting the Schultz, Peckham and Schultz display this week, and the special exhibition will be continued this week and next, the showrooms at 1514 Cabrillo avenue remaining open every evening and Sunday morning.

Candle Light Service Sunday

A beautiful Candle Light Service will be held at the Christian church next Sunday night, January 6th, beginning 7:30 sharp.

More than 200 candles will be used in this service.

Twelve girls will represent the 12 spirits of the months. An object lesson you will never forget. A service especially fitting for the children.

"Begin the New Year right."

"The general public is invited."



A PROUD MOTHER AND HER OFFSPRING

Surrey, Eng.—A champion Samoyede with her pure white sons and daughters, who recently arrived in the world.

WATCH YOUR SPEED, SAYS CHIEF CALDER

Arrest to Be Made for Driving Over 30 Miles in 20 Mile Zone

Driving automobiles more than 30 miles an hour in any residence district in this section will bring grief to the motorist, according to announcement by Chief G. M. Calder. Similar action will be taken by the authorities in all parts of the Los Angeles Metropolitan district following a decision reached at the last meeting of the Los Angeles District Traffic Committee composed of officials entrusted with the enforcement of traffic laws.

Persons who drive more than 30 miles in a zone limited to this speed, but under 30 miles, will be warned by traffic officers and asked to co-operate in obtaining a more general observance of speed regulations as called for under the Vehicle Act. Arrests will be made where the speed is greater than 30 miles.

This action is in keeping with the general effort being made to reduce casualties and fatalities in Los Angeles and environment. A gain of 32 per cent is noted in traffic deaths for the first eleven months of the year over the same period last year. It is believed that driving too fast in limited zones is responsible for a large part of this increase and enforcement officers have determined to end this practice on the part of motorists who not only endanger themselves but careful drivers on the highway as well.

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DIVIDEND NOTICE

BANK OF ITALY

National Trust & Savings Association

For the half year ending December 31, 1929, a dividend has been declared at the rate of four per cent per annum on Savings Deposits, payable on and after January 2, 1930. Dividends not called for are added to and bear the same rate of interest as the principal from January 1, 1930.

SAVINGS DEPOSITS MADE TO AND INCLUDING FRIDAY, JANUARY 10, 1930, WILL EARN INTEREST FROM JANUARY 1, 1930.

A. J. MOUNT, President.

for Economical Transportation



AN INVITATION OF WELCOME

IS MOST CORDIALLY EXTENDED TO ALL TO VISIT OUR DISPLAY ROOMS SATURDAY, JAN. 4th

THE GREATEST

CHEVROLET

IN CHEVROLET HISTORY

TORRANCE MOTOR COMPANY
MARCELINA at CRAVENS

SOUVENIRS

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