

Abundant POWER! The Dynamic New ERSKINE

This BIG 70-horsepower car offers a high ratio of power per pound and due to a new full-power muffler, pioneered by Studebaker, this power leaps to full action at your touch. Lowness, and a wheelbase 114 inches long, provide generous leg-room and head-room. The Dynamic New Erskine reveals its quality by such fine car features as Duo-

Servo 4-wheel brakes; hydraulic shock absorbers; Costlier double-drop frame; Self-adjusting spring shackles; Lancheater Vibration Damper; Thermostatic cooling; Timken tapered roller bearings; Ross cam-and-lever steering.

THE STUDEBAKER CORP. OF AMERICA
A. R. Erskine, President

\$895
to \$1125 at the factory



P. E. Hennis

Palm at Menlo
GARDENA, CALIFORNIA

350 N. Camino Real
REDONDO BEACH, CALIF.

BUILT BY STUDEBAKER—BUILDER OF CHAMPIONS

"Let's get up a Newspaper ad"

Number 12 in this series of advertising will appear in an early issue. Ad No. 11 depicted our ad being delivered to the reader.



"our Ad gains reader ATTENTION"

THE bright, clean appearance of our ad, gained by a generous and judicious use of white space, is bound to attract the eye of our woman readers. The trim, youthful figure in our "Roseanne Dress" illustration creates a desire to spend a pleasant hour or so selecting one of these dainty creations. Its price is appealing and thus our ad has added another customer to the lists of the "Roseanne Dress Shoppe."



The illustrations used throughout this series were produced in exactly the same manner as are all of those in our Meyer Both General Newspaper Service. We control the exclusive franchise for this service in Torrance and Lomita and we urge all advertisers to make the greatest possible use of it.

**TORRANCE HERALD
and LOMITA NEWS**

"Bailing Out" Real Science Now



This Oakland Motor Car party is being shown how army aviators use the modern parachute. The "chutes" are so reliable that none has failed in recent years if properly operated. The rip cord device is shown in the smaller photo.

"Bail out" may allude to the disposing of an undesired quantity of water in the hull of a boat to a seafaring man, but to a person hurtling through the air in a plane at a hundred miles an hour or more, this term order from his pilot implies that the plane is in trouble and descent by means of a parachute is very desirable. This fact was revealed recently when a scout party in an Oakland sedan visited an army aviation field, to obtain information regarding safety devices used by United States Army aviators. Lieutenant Carlton E. Bond, in charge of the field, explained that all pilots and passengers in army planes are required to wear a regulation parachute and that each passenger must be made thoroughly familiar with the operation of a "chute" before entering a government-owned ship. More attention is being devoted by army air officials than ever before to the development of absolutely safe parachutes and the present army designed Irwin "chute

has never failed to function when properly used, the army men state. Lieutenant Bond informed the Oakland party that the correct packing of a "chute" is highly important and that only men who have graduated from the parachute school at Chanute field, Rantoul, Ill., are permitted to do this work. Each packer has his own individual emblem, and when he has prepared a "chute, he placed a lead seal on the rip cord to prevent the safety device from being tampered with by a novice. According to Bond, parachutes were used practically many years before the first flight was made by an airplane. Sebastian Lenormand, a Frenchman, is credited with having invented the device and in 1781 he made a descent from an upper window of a house in Lyons. The first descent from a balloon was made by Gernerin, in Paris, in 1787. This parachute was 23 feet in diameter and consisted of a number of gores of canvas. Gernerin's huge "umbrella" included

a wicker basket suspended from a loop eight feet in diameter. The army regulation "chute now in use differs materially from the "home made" canvas type used by the French more than a century ago. The main "chute is 24 feet in diameter and made of silk, with fifteen 24-foot shroud lines connecting it to the pilot's "harness." Contributing to the comparative safety of the army "chute, and its facile opening, is a pilot's chute 31 inches in diameter. This latter device has four steel ribs, much like those in an ordinary umbrella, and when an aviator pulls an iron ring, located in the harness near his left breast, the rip cord is broken and the smaller "chute automatically springs out, dragging the main "chute after it. "In practice jumps, the army does not recommend "bailing out" under an elevation of 2,000 feet," said Bond. "However, this type of "chute has, in an emergency, been used at an altitude of 200 feet."

Doheny Stone "Hydril" Press

By "WE"

Well, folks, this will be the last copy that we will have the opportunity of writing for the Torrance Herald due to the fact that we are leaving the delightful city of Torrance within the next few days. It has been a pleasure to assist in editing this column and we wish to say that our association with the Torrance Herald has been a most pleasant one and that we are sorry to sever connections. We therefore take this means of saying au revoir to all of you and wish you all much success for the future.

Clarence Sleppy has been playing in the Santa Monica mid-winter golf tournament and has reached the finals without being eliminated. There is only one match left to play and Clarence has not learned the name of his opponent for the cup but it won't be long now. We hope that Clarence plays bang-up golf and that he carries away the trophy but we also hope that it is a close contest and that he has to play his best to carry off the honors.

Sam Johnston has been entertaining his two sisters-in-law at his Lomita home. They came from England to pay a six months' visit to this country, but like our climate so well that they have extended that visit to cover one year. Sam says that he will probably take them for a visit to Tia Juana and Agua Caliente before they return so that they will have a better idea of the many resorts maintained in and around Southern California.

Wm. S. Grau was a visitor at the plant the other day and we were very glad to see him. He says that things are moving along in good shape at his new shop and extended an invitation to drop in and look around.

The oil tool show at the Shrine Auditorium seems to have been a success and we have heard many favorable comments on our exhibit there. Here at the plant we have had a large number of visitors who have been interested in watching our drilling equipment in actual operation. Leo Dennis, the driller, did thirty feet in about twenty minutes for the edification of our guests. It is just another case of seeing is believing and we are glad to know that our visitors have been so agreeably surprised with our equipment.

Our newly married Jim Wright entertained his father and mother-in-law for dinner last evening. Jim said that he was a bit nervous but now that he has gone through the ordeal of entertaining the family for the first time he can rest easy for another month. He also tells us that since his marriage they have company almost every night and that means that Jim

doesn't have much rest. Such is the result of being popular.

The girls at the office had a big party the other night and after doling up in their pretties they all went to the Coo-Coo Clock where they had a wonderful chicken dinner. After dinner they motored to the Carthy Circle theatre to see "Happy Days." They tell us that they had a splendid time and that the show was very good and also that the new wide film is used to good advantage when the entire chorus is in action. Those present were Dorothy Keener, Vivia Stewart, Vera Doty, Helen Powers, Hazel Lewis, Vega Harpur, Mrs. Martha Dempsey, Mrs. Georgia Brown, Mrs. Marvin and Mrs. Grace Horton.

Frank Willis has been off duty for a few days due to getting a cold in his nose which caused an irritation to the old case of sinusitis for which he was operated on a couple of months ago. Frank is now back on the job and is knocking them off at sixty miles per hour.

Henry Reese had the misfortune to break his arm some time ago but it is now on the mend and he is getting along splendidly at his San Pedro home. Henry has had a bucket of misfortune during the last few months but we hope that the sun breaks through and that all will be rosy again.

Art White, the gatekeeper, met Bob Reimann, Goldstein's Drug Store the other evening, and the following conversation ensued:

"Greetings, Art," said Bob. "Did you close the gate when you left tonight?"
"You bet I did," replied Art, "I closed it tighter than a door nail." The fountain girls grew inquisitive and inquired why Mr. White must be so careful in the closing of the gate. Bob explained that, saying that the gate must be closed to keep the draft off the night men.

At noon time a number of the boys are out throwing the ole base ball back and forth getting in trim for the summer indoor ball season. We hope to have one of the best teams in this neck of the woods if one can believe the predictions of Ray.

Andy Zwiler is sporting a new hat coupe that should make a lot of mamas flock to his banner. Andy is one of those likeable fellows anyhow so he should have more invitations than a movie star has fan letters.

Many motorists waste money having motor bearings taken up when they should be replaced. It is better to select a reliable mechanic and allow him to check crankshaft and bearings and advise what repairs are best.

CHILD PIANIST FIVE YEARS OLD HONORED BY THE MUSIC WORLD

Photo Shows five-year-old Ruth Stenczynski, who has won a schol-



arship at the Curtis Institute, Philadelphia, through a concert for Josef Hofmann. It was announced recently. Her work during the concert included selections from Bach, Beethoven, Mendelssohn, Chopin and Grieg, and her musicianship and technical attainments were praised by the famous pianist and director of the Curtis Institute.

THAT CAR OF YOURS

For good motor performance, the breaker point contact on your car should be clean and even.

The average car should have the cylinder block reground and new pistons ground to fit after it has traveled from 20,000 to 30,000 miles.

If front wheel nut on your car is too tight, there is a possibility of ruining the wheel bearings. A simple and effective way of locking the mechanism of your car is to retort a hole through the clutch pedal bracket just above the floor board. When it is desired to lock the car, a padlock can be snapped on the bracket at this point.

High compression motors should have the spark plug gap set closer than other types. A gap of .015 to .018 is about right for high compression, while a gap of .018 to .025 is about right for low compression.

The motorist who wishes to insure against fuel system failure on his car may provide a secondary system. If the car is equipped with a fuel pump, a vacuum system may be installed in such a way that a quick change-over may be made, or vice versa.

MACMARR STORES

1407 SARTORI AVE. 1929 CARSON ST.

JUST EXACTLY RIGHT!

"Food costs at MacMarr's are 'just right'—always. They are never too high to meet the means of the most economical food buyers. And, too, they are never so low that our foods fall beneath our exacting high standard for quality. They are JUST EXACTLY RIGHT. Come in and let us prove this to you—gladly!"

Just right prices—Thursday, Friday, Saturday, March 27, 28 and 29.

TINY TOT SARDINES

Norwegian Bristling, in pure Olive Oil. So tiny and delicious. About 35 fish in a can. 1/4's.
2 cans 35c

CARPENTER FRESH FIGS

Delicious ripe fruit, packed in natural syrup. Healthy and appetizing.
9 oz. tins, 3 for 25c

LIPTON YELLOW LABEL TEA

The brand speaks for itself. Choice blend of Ceylon and India. Orange Pekoe and Pekoe.
1/4 lb. pkgs. 21c
1/2 lb. pkgs. 42c

MRS. WEBER'S EGG NOODLES

"Genuine Home-made." Quick and easily prepared, highly nourishing and palatable.
5 ounce pkgs., 2 for 25c

SUGAR—BEST CANE

10 lbs. C. & H. Berry and Sea Island Fruit, Paper Bags. (Limit 1 lot to a customer).
10 lbs. 49c

POWDERED SUGAR—BROWN SUGAR
C. & H. Pure Cane, 1 lb. pkgs. Your choice
2 for 15c

CHEESE, TILLAMOOK

A delightful Lenten dish. Use fresh green chilis, stuff with Tillamook Cheese, season, dip in egg, and fry in deep grease.
Pound 29c

PINEAPPLE, Libby's Fancy Hawaiian
No. 2 1/2 cans, each 23c

LARGE WHITE BEANS

Great Northern
3 lbs., 35c; 5 lbs. 55c

MAC MARR FLOUR

FANCY PATENT
24 1/2-lb. sack 95c

VINEGAR

See High Pure Apple Cider Vinegar
Full Quart Bottle 15c

EFFECTIVE FRIDAY AND SATURDAY

Meat Department

MacMarr Meat Dept. Supreme Market
1407 Sartori Ave. 1929 Carson St.
"WHERE QUALITY COUNTS"

Quality is more important in meat than in any other food. MacMarr's sell only the best.

BACON, lb. 39c
Swift's Premium, 6 to 8 lb. avg., (whole slab or half)

HAM HOCKS, lb. 20c
Swift's Premium and Puritan Brands, (Fine to boil. Quantity limited).

FRANKFURTERS, lb. 25c
100% pure meat, no cereal. (Try them with Sauer Kraut, they've real flavor).

PORK

Shoulders, (whole), lb. 19c
Shoulders (center cuts), lb. 22 1/2c
Shanks, for boiling, lb. 16 1/2c

BACON, lb. 26 1/2c
Eastern Mild Cure (half or whole slab)

(Sliced rind off, lb. 35c)

SALADS

A full line of salads and imported and domestic cheese
CHEESE, lb. 20c
Castle's Red Rock Cottage Cheese

FRESH FISH AND FRESH POULTRY

DRY SAUSAGE, lb. 38c
Economy Salsami, Kosher Style Salsami, Thüringer—U. S. Government inspected. (For a quick and appetizing luncheon).

EFFECTIVE FRIDAY AND SATURDAY

MacMarr Fruits & Vegetables
1407 SARTORI AVE.

In MacMarr operated vegetable stands you will find variety and quality. A plentiful supply of the best Grapefruit, Tangerines, Tomatoes, Bell Peppers, Cucumbers, Artichokes, Summer and Italian Squash, Green Peas, New Potatoes, etc.

Oranges, dozen 38c
Large size, sweet and full of juice. The large orange is the most economical to buy.

ALL BUNCHED GOODS, 4 bunches 9c
Carrots, turnips, beets, spinach, green onions, radishes, etc. Choose your assortment.

BANANAS

Firm ripe fruit, carefully selected for flavor
4 lbs. 25c

ASPARAGUS

Extra fancy long green
2 lbs. 23c

CELERY

Large well bleached stalks
2 for 15c

APPLES

fancy Rome Beauties
4 lbs. 29c