

Formal Opening of Baker Smith Store a Success

"Bigger and better than ever," is the way Baker Smith, local jeweler, characterized his third store and its formal opening at 1321 Sartori avenue, last Saturday. It was delighted with the number of people who visited the store and who said many complimentary things about its design and the fine selection of jewelry we carry. Seven years ago Baker Smith came to Torrance and opened a small shop in the Vanderhulst building. His business grew and he was soon forced to move into larger quarters. Today his store in the Masonic Temple building and next to the Atlantic and Pacific Tea Company, is the finest he has ever had. A member of the Masonic lodge and the American Legion, Smith has always taken an active interest in the civic and cultural life of the city. At his opening Saturday, every lady was presented with a beautiful rose and special music was provided. His new location is double in the amount of floor and display space of the former Baker Smith store.

War Vet Jumps From High Cliff

Constable Charles Taber, Deputy Constables Neff and "Squid," assisted by deputy sheriffs, removed the body of Albert Porter, 40, of Redondo, from beneath a 300-foot Potos Verdes cliff Monday morning. Porter evidently jumped over the cliff in a suicide attempt, as a farewell letter, addressed to his wife, was found in his room at a Redondo hotel. The body was recovered by ropes after two fishermen, who tried to reach it, had been thrown into the water when their boat overturned. Porter was a war veteran and claimed, in the letter found by the constable and sheriffs, to have tried twice before to kill himself with poison.

Elementary P. T. A. To Meet on Tuesday

Torrance Elementary P. T. A. will meet Tuesday afternoon, January 27, in the auditorium of the school. The speaker will be Clayton Palmer, supervisor of agriculture division for the elementary school. The kindergarten will give a program and a visit to the school garden will be made. It is hoped that there will be a good attendance, as this is the first meeting since November.

So. California Edison Offers Sale of Stock

Announcement that the Southern California Edison Company, Ltd., has made formal application to the California State Railroad Commission for permission to issue rights to original preferred and common stockholders, was made this week by John B. Miller, chairman of the company. The offering of right to stockholders of record February 27, 1931, provides for the issuance of 212,000 shares of new common stock of the par value of \$7,800,000.

Holder of original preferred or common stock will be given the right to purchase new shares at \$25 par in the ratio of one new share for each 10 shares held. Warrants representing the right to purchase will be delivered about March 25 and the period for subscription under the offer will extend from March 25 to April 20, inclusive. The new stock will be issued on April 21, and will share in dividends from that date. A new feature in this offer will be the provision for time payments by subscribers who exercise either their own or purchased rights. They will be permitted to subscribe by making an initial payment of not less than \$5 per share, the balance in four installments of \$5 each, final payment to be made by December 31.

Mr. Miller said that the money realized from this sale of additional common stock will be applied to the Edison Company's expansion program for 1931, for which a budget of \$25,000,000, one of the largest in the company's history, has been appropriated. The balance of new money required for the budget will be secured through the issuance of bonds and a relatively small amount of preferred stock.

Chamber Completes Fund With \$11 Gift

As their uniform fund lacked but \$11 and as they had about depleted their resources in accumulating the major portion of the money, a group of Mexicans, representing the Pueblo baseball team, requested the Torrance Chamber of Commerce to come to their assistance in closing the drive for uniforms. The \$11 was voted by the directors Monday afternoon. It was reported that the Mexican team has scheduled a number of out-of-town games and has a very good record for the games already played.

Free Drinks

STEP RIGHT UP FOLKS, THE DRINKS ARE ON ME PALM SPRINGS, Calif.—Meaning, of course, a cool refreshing sip of cactus water, not the fiery



brand. Photo shows Miss Billie Beale with a species of the cactus family known as the "Barrel" cactus which stores up water during the winter months and holds it throughout the summer—much like a camel only this plant can go an entire season without a drink whereas a camel goes but about nine days. Holding oftentimes as much as two or three gallons of water, this plant has saved the lives of many desert travelers whose water supply has become exhausted.



"We're Off!"
Before you leave for a vacation, get rid of all financial worry about your baggage by taking out a Personal Effects Insurance Policy. Let us explain our annual "All Risks" Personal Effects Policy to you.

L. B. Kelsey
1405 Marcelina Ave.
"Where Insurance Is Not a Sideline"
Torrance Phone 135-M

LAST DAY SATURDAY!

1513 Cabrillo Torrance Calif. **RAPPAPORT'S** Next Door Safeway

SACRIFICE ENTIRE STOCK!

IN THE GREATEST STORE WIDE SALE EVENT IN THE HISTORY OF THIS BUSINESS... A SALE POSITIVELY WITHOUT PARALLEL OR PRECEDENT

Values to \$1.95
DRESS SHIRTS 1
Fine large selection stripe and fancy collar attached and neck-band—Lay in a supply.

Dress Shirts, \$1.59
Reg. \$1.95 and \$2.50 plain color and fancy Madras, Broadcloths, etc.

Union Suits 95c
Reg. \$1.50 balbriggan and light weight, ribbed, short sleeve, ankle length. All sizes.

Sweaters, \$3.45
Reg. \$5.00 coat style and slip-overs; wool or wool and rayon mixed. Plain and fancy.

MEN'S PHOENIX Hose 3 Pair \$1
Reg. price 50c a Pair. Fancy and plain colors.

MEN'S BELTER Coats, \$2.50
Reg. selling price \$3.95; famous Henden make. Khaki color, finest material.

Men's Fine Caps \$1.79
Reg. values to \$2.50. Nationally known makes to go during this event at

Men's Pajamas \$2.15
Reg. price \$2.95. Fine grade stripe Broadcloth; slip-over and button front

Men's Pajamas \$1.59
Button front and slip-over, Russian style. Fine Broadcloth, wanted colors. Reg. \$1.95.

Men's—Strong Made 'Days of '49' Overalls, \$1.00
Selling regularly at \$1.45. Full cut, all sizes.

MEN'S "STRONGHOLD" Overalls, \$1.39
"Nuff Said."—Never before at this price

MEN'S "STRONGHOLD" Work Shirts 59c
This nationally known shirt at great savings. Buy now.

Please Bear in Mind That This Store Has Never Been Addicted to The Sale Habit and This is Our First Great Sale in 18 Years.
Positively Last Day Saturday, January 24

SHOES

Children's Pied Piper—Men's Walk Over Women's Nationally Known Brands At Sacrificed Prices!

CHILDREN'S Pied Piper Jr. SHOES
High and low, all widths. Dress and School Shoes; plain toes and double tips. Patent, smoke or tan.

Reg. Price	Sizes	SALE PRICE
\$8.00	3 to 6	\$2.45
\$8.75	6½ to 8	\$2.85
\$4.50	8½ to 11½	\$3.45
\$5.00	12 to 2	\$3.95

Ladies' Reg. \$6.00 "TRU-STEP"
Oxfords \$4.95
Latest style creations; all sizes and widths. Strap and lace; choice 4 colors.

LADIES' Reg. \$5.85 **PUMPS**
New arrivals included. Black kid, patent leather and satin; high heels.
\$4.45

MEN'S SHOES

—At Substantial Savings—

MEN'S Reg. \$7.50 and \$8.50 "WALKOVER"
Oxfords, \$5.95
Black and brown. All sizes. Widths AA to D.

MEN'S \$5.00
Oxfords \$3.95
Black and brown calf. Bal and blucher style. All sizes.

MEN'S Reg. \$6.50
Dress Oxfords \$4.95
Including arch support. Black and tan kid and calf; plain toe and fancy.

MEN'S WORK **Shoes \$3.95**
Arch supports; plain or cap toe.

Ladies' Ready-to-Wear

—At Great Savings—

25 Silk Dresses \$3.95
Regular price \$5.95. Silks, rayons and woolsens; latest styles; Short or Long Sleeves

ALL LADIES' COATS
At unheard of reductions; richly furred, finest materials, wanted colors. Sizes 14 to 44.

\$32.75 Value **NOW \$21.75** | \$19.75 Value **NOW \$14.75**

LADIES' AND CHILDREN'S **Wash Frocks**
Regular \$1.95 Values **\$1.39**
Choice while they last; the values are sensational.

Balance of Our Entire Stock LADIES' FINE **Street Frocks**
Included at great savings during this sale
\$10.75 Value NOW \$ 8.45
\$16.75 Value NOW \$12.45

LADIES' "PHOENIX" **Silk Hose 79c Pair**
And other nationally known brands; silk-top; wanted colors; chiffon and service weight; full fashioned. Reg. \$1.25 value.

LADIES' SILK **Hose, \$1.19**
Phoenix, Rollins, etc. Service and chiffon. Regular \$1.50 value.

LADIES' PHOENIX DULL-SHEER **SILK HOSE**
This fine well-known Hose at cost. All shades and sizes.
\$1.95 for \$1.59 Pair
\$1.65 for \$1.39 Pair

Flat Crepes
40 inches wide. All wanted colors.
Reg. \$1.95 \$1.59 Yd.
\$1.49 \$1.19 Yd.

LADIES' "PHOENIX" RAYON VESTS and SHORTS **79c Each**
Reg. price \$1.00. Wanted shades.

A. B. C. Silk 59c Yard
Reg. price 75c Yd. Plain colors and fancy.

Children's Middies
Be prepared for the new semester
Reg. \$1.00 NOW 79c
\$1.69 NOW \$1.39
Serge collar and cuff. Fine grade middy twill.

ENTIRE LINE **Gossard Corsets**
Wrap Around, Step-ins, Girdles, Brassiers, Etc.
Sensational Savings

Reg. Price	SALE PRICE
\$5.00	\$3.95
\$3.50	\$2.89
\$3.00	\$2.39
\$2.50	\$1.89
\$2.00	\$1.59
\$1.75	\$1.39

MIDDY SKIRTS
Finest grade serge; knife pleats
Reg. \$3.45 NOW \$2.29
\$2.45 NOW \$1.89

LADIES' GLOVE SILK VESTS, SHORTS and BLOOMERS **\$1.29**
Regular price \$1.50 each.



The Chevrolet Special Sedan

Its popularity is based on unusual value

The introduction of the new Chevrolet Six has established a new standard of value in the low-price field. So evident is its quality, and so attractive is its price, that it is winning a remarkable buying response throughout the country. More and more buyers in the low-price field are finding it's wise to choose a Six. In none of the features of the new Chevrolet has there been any compromise with quality. Wherever better materials or improved design could add to the satisfaction and economy of ownership, improvement

has been made. Yet for all its excellent performance, its attractive appearance, and its thorough dependability, the new Chevrolet Six sells at new low prices which establish it as the Great American Value.

New low prices

Roadster, \$475; Sport Roadster with rumble seat, \$495; Coach or Standard Five-Window Coupe, \$545; Phaeton, \$510; Standard Coupe, \$535; Sport Coupe (rumble seat), \$575; Standard Sedan, \$635; Special Sedan, \$650. Prices f. o. b. Flint, Mich. Special equipment extra.

NEW CHEVROLET SIX

The Great American Value

See your dealer below

TORRANCE MOTOR COMPANY
Marcelina at Cravens, BOYD A. WALKER Phone 1127
TORRANCE West's Garage LOMITA, CALIF.
Also Dealers in Chevrolet Six-Cylinder Trucks, \$385 to \$495, f. o. b. Flint, Michigan