

Three Fishermen Are Given Fines

Albert Madrigal, 230 1/2 South Bonnie Brae, Los Angeles; Jose Rodriguez, of the same address, and E. Acosta, of Redondo Beach, were arraigned in the Lomita township justice court Thursday, February 1, on charges of violating fish and game laws. Each was given a sentence of \$25 or 12 days in the county jail, all but \$4.50 of the sentence being suspended. The fines were paid.

Williams Leads In Golf Tournament

In the third round of the Bellevue public course 72-hole medal tournament, Art Williams took the lead with a gross of 232 from Bob McDougall, leader of last week. Earl Rahn holds second with a gross of 234. Bill Harris is third with 236 for the 54 holes. The low net field is lead by G. S. Madden who replaced Ewan Williams. Low net leaders for three rounds are G. S. Madden, 205; Howard Dickerson, 206; Bill Harris, 206; Manley Moffatt, 207.

Gilmore Gold Cup Road Race At Mines Field

Southern California sport fans are agog over the revival of road racing scenes reminiscent of the Santa Monica, Corona and Phoenix events certain to be in order with the first running of the 250-mile Gilmore Gold Cup Road Race at the Los Angeles Municipal Airport, Sunday, February 18.

Road racing was outlawed in California when a legislature passed a bill prohibiting speed competitions over public highways, and the sporting public was forced to find entertainment at the small oval tracks, or to drift away from the pastime entirely. From the prolific brain of Bill Pickens, dean of the outdoor showmen, was born the idea of a road race within the confines of a fenced airport. Together with Bill White, prominent in the world of speed for 14 years, they leased

Merchants Drop Game to Texaco

Texaco Oilers downed Wait Morris' Lomita Merchants, 4-2, Sunday afternoon in an Inter-city League game. Glen Calber's running catch of a long fly in the seventh inning when two men were waiting to score killed off the Merchants' chances. Johnny Yelovich was touched for eight hits and Dick Moudy, who re-lieved Long-John, gave up six.

the municipal airport and have constructed a two-mile, flat-surfaced, B-shaped track that includes two right-hand turns. Because of the odd course, fans will be able to see the progress of the race at all times while reclining in comfortable chairs. Tickets are on sale at the Assoot-Arcade ticket office, all authorized Ford dealers, the Auto Club of Southern California and its branches, the Roosevelt Hotel in Hollywood, and the racing headquarters, 1106 South Hope street. More than 60,000 are expected.

FESTIVAL OF HITS AND RUNS SWAMPS NAVY TEAM SUNDAY

Joe Conroy Holds U. S. S. Salt Lake to Three Hits; Louie Neva, Pitching Ace of Famous Bluebirds, in Line-up

Tommy Bowker's Torrance Merchants plastered the U. S. S. Salt Lake baseball team with a succession of goose eggs Sunday afternoon, and piled up a commanding score to win 16-0. Joe Conroy was the lad who seuppered his mates. Joe is an old navy man himself and knew just how to serve up the slants to the best advantage. He let the Salt Lake boys down with three hits, while Torrance slugged out 17 off the visiting hurler.

Ten runs in the first two frames put the game away for the locals. Adrian McGowan, catcher, and Joe Storti at short, turned in four hits apiece out of five times up, one of Joe's long ones counting for a homer. Manuel Vegher, third baseman,

Penney Store Has Biggest January Sales Since 1929

The J. C. Penney Company store in Torrance enjoyed the largest dollar volume of business last month of any January since the local store was opened in 1929, it was announced today by F. M. Buffington, manager.

When you consider the present low prices with 1929 and 1930 prices, and realize that a great many more sales must be made in order to equal the same amount of dollars, we consider the record made last month is quite remarkable and indicative of returning prosperity. Mr. Buffington stated enthusiastically.

Four Young People Hurt Near Walteria

Four young people, residents of Los Angeles, were injured Sunday when their car struck a soft shoulder at the side of the highway near the Hollywood Rialto riding academy, crashed against a tree and overturned. They were Bob Larson, 9037 W. 25th street, driver of the car; Earl Boston, 937 W. Adams, Katherine and Marie Hoover, 1910 Carmona street, Henry Espy, 1013 Blinn street, Wilmington, passing the scene of the accident took the injured to the Jared Sidney Torrance Memorial hospital for first aid. Their injuries were not serious.

Read Our Want Ads!

Western Avenue Public GOLF COURSE 121st St. at Western Green Fees: Wk. Days (18 holes)....50c 75c All Day Sat., Sun. and Holidays.....\$1 For Appointments, Phone Twin Oaks 8146

SHALL I ADVERTISE?

NO! I'm doing fairly well. I advertise now and then if I have something unusual to offer . . . put some signs in the window and maybe run a special ad. My theory is . . . if people like my services they'll keep on coming and they'll tell their friends. I don't see any reason why . . . etc.

YES! I advertise regularly because I found by experience that even my steady customers sometimes slip away from me if I don't keep reminding them of what I have to offer. I also found by inquiring that they appreciated the convenience of being able to do a portion of their buying in the privacy of home. I know also . . . etc.

THE above paragraphs are not a product of vivid imagination nor are they printed here merely with the idea of getting a message across but are excerpts from actual conversations. Any business man knows, without a doubt, which of the above thoughts is good, sound logic.

Advertising, today, more than ever before, is a partner in any firm . . . the partner that solicits, gets and holds volume business. We all know that, but possibly we have become a little lax in getting started . . . or possibly we have been 'Holding Off' to see how 'Things' turn out.

The main thought behind most advertising is to get the trade then hold it thru service and value. Systematic, steady advertising in your local paper is a service in itself. You are making it easy for your customer or prospective customer to make a purchase from you. Your offerings come to the residents of your trading vicinity thru the same medium that brings to them news they are vitally interested in—news regarding their own problems and events.

Local newspaper advertising is not only the best method of getting and holding additional business . . . it is service that is greatly appreciated for the convenience it offers. Get in the paper with your offerings and build up a steady volume business with steady, consistent advertising. IT PAYS.

Torrance Herald and Lomita News

registered three blows and Crook, Compton and Conroy, two each. Louie Neva, the famous pitching ace of the Torrance Bluebirds, was in the right garden for the Merchants, but failed to get a safe hit although he broke his bat trying. Louie will be seen regularly with the Merchants. He feels at home in Torrance, the scene of his many triumphs during the last night baseball season, and the fans will welcome him to their midst. Next Sunday afternoon the Merchants play the team off the U. S. S. Arizona.

Because the Inter-city League is now starting the third leg of its season, Torrance will not take part in any of the league games until the season closes, as their participation at this late date would only complicate the situation for the teams that have been playing regularly. In the meantime Manager Tommy will serve up the best of the navy team for the pleasure of the fans who attend on Sunday afternoon. With the weather warming up nicely, the ball park will be a popular place on Sunday afternoon.

Four Gauchos Given Place On All-Marine Team

Carpenter, McEwen, Rider and Marshall Chosen By Coaches

Four Narbonne football players won recognition on the All-Marine team, a mythical eleven compiled by the coaches of the Marine League. Floyd Carpenter, Hall McEwen, Horace Marshall and Allan Rider were the boys who received this honor. George Gould placed as fullback on the second team.

The first team selections were: Ends, Blasinaque (Louisinger) and Carpenter (Narbonne); tackles, Hall McEwen (Narbonne) and Weise (Bell); guards, Marshall (Narbonne) and a tie between Juarez (Jordan) and Young (Risi); a three-way tie for center among Everett (Torrance), Cake (Bainline) and Ferran (Bell); halfbacks, Rider (Narbonne), Arico (Louisinger) and Campbell (Gardena), tie; fullback, Campbell (Bell).

Dick Bylin, sports editor of the Narbonne Green and Gold, wrote to the coaches, and as most of them sent him their selections, the All-Marine team was based on their answers.

Jobs For Workers In School Districts

Jobs for 675 workers in the 141 school districts of the county are to be made available according to an announcement of A. R. Clifton, superintendent of county schools, who has applied for this number of workers from the CWA officials.

Assistant teachers, gardeners, painters, carpenters and assistant panitors would be used in work on school property, according to the terms of Clifton's proposal.

Conferences have been held with the heads of the various school districts and the number of workers which could be used in each district has been determined, according to Clifton.

WE HAVE IT! A STRAIGHT WHISKEY MADE IN KENTUCKY 100 PROOF STRENGTH (Not a Blend) Pints\$1.50 1/2 Pints75 -ALSO- A Complete Line of Imported and Domestic Wines, Liquors and Cordials At Competitive Prices Chris. Dobrick RETAIL LIQUOR STORE 220 No. Benito Ave., Redondo Beach—Across from Fox Redondo Theatre

CONTINENTAL MARKET Corner, Cabrillo - Carson and Cravens - Torrance SPECIALS FOR THURSDAY, FRIDAY, SATURDAY Butter, Challenge 1b. 26c The one butter which will meet every requisite for superior quality. 92 Score or Better. California's highest commercial grade. EGGS U. S. Extra Large, Strictly Fresh. doz. 20c Coffee Pride o' West, fresh ground, lb. 15c Maxwell House, lb. 26c Ben Hur, Blue Can, lb. 27c MILK CRESCENT TALL CANS. 3 for 16c SOAP CRYSTAL WHITE, 10 bars 22c PALM OLIVE, 3 bars 14c PEET'S POWDER, large pkg. 19c PAR GRANULATED, large 25c POST BRAN FLAKES, 3 pkgs. 25c KARO SYRUP, Blue Label, 1/2-lb. Can 11c Flour 24 1/2-lb. Sack Pillsbury's Best 98c Pride o' the West 89c LESLIE SHAKER SALT, 2-lb. tube 7c BREAD, Weber's, White or Wheat, 16-oz. loaf 6c Fresh Milk Arden's Raw or Pasteurized, QUART 6c MAYONNAISE, Best Foods—Pints 24c Quarts 44c TOMATOES, Standard, 2 1/2 can 9c TOMATO SAUCE, 3 cans 10c Meat Department THURSDAY, FRIDAY, SATURDAY PURE LARD OR SHORTENING, 3 lbs. 21c PLATE BOILING BEEF, lb. 8c FRESH BEEF HEARTS, lb. 8c BONELESS BEEF STEW, LEAN, 2 lbs. 25c ROUND BONE ROAST, lb. 12 1/2c FRESH LEG OF PORK ROAST, lb. 14c FRESH BEEF TONGUES, lb. 13c SHOULDER OF PORK ROAST, lb. 12c HAMBURGER, SAUSAGE, Good, Fresh, 3 lbs. 19c BONELESS SMOKED BUTTS, lb. 18c SLICED BACON, lb. 16c BACON BY PIECE, lb. 16c LOWEST PRICES - FRUITS AND VEGETABLES GOOD SELECTIONS

13¢ a day to cook your meals, provide abundant hot water, to keep the home comfortably warm with Natural Gas The average year 'round domestic gas bill in Southern California is only about 13 cents a day—less than the usual price of a packet of cigarettes. These few pennies a day cover the cost of cooking, automatic water heating, and comfortable home heating. Economy is only one advantage of natural gas. Modern gas appliances are unequaled in convenience and reliability. The clock on a modern gas range will start your cooking, and stop it, automatically. The oven heat regulator keeps oven temperature at the point you select. Look for the Seal of Approval of the A. G. A. Testing Laboratory. SEE YOUR DEALER or Southern California Gas Company Corner Post and Cravens Avenue, Torrance