

Royal Neighbors Homecoming Night

Homecoming night, for the Royal Neighbors of Bellflower district, will be observed at the Bellflower lodge rooms tonight in a big meeting in which the Lenora Everready degree team will put on the work. The Lenora team is composed of 18 members selected from the Bellflower, Wilmington, Lomita and two Long Beach camps. Lomita is represented on the team by one-third of its membership, six having been chosen from this lodge to serve in this distinguished group. The Lomita members are Dr. Etta Woods, Mabel Beckman, Louise Andrews, Margaret Heath, Monica Pilford, with Tirzah Taber as captain.

New Pontiac Agency

Plans "Party" Saturday Evening. Free Eats, Drinks and Dance

A rollicking good time with free eats, drinks and dance is promised to all who attend the opening of the new Pontiac automobile agency at 1912 Carson street in Torrance, this Saturday evening, March 30. Jim Moore, proprietor of the Moore Auto

Fire Record
ASHLAND, Ore. (U.P.)—The fire department of Ashland (pop. 4,500) made only 25 calls during 1934, and one of these was a false alarm. The city got by the year with a fire damage of only \$5,861.25.

Pontiac dealers in this community, will be host for the evening, assisted by Art Cartwright, local manager, and Lee DeWitt, sales manager.

Judging from the elaborate preparations which have been made for the "Grand Splash," as general Jim Moore jokingly calls the party, a good time will be had by all who attend—and a cordial invitation is extended to the general public. On the refreshment menu is barbecued goat—a rare treat if you've never tasted it—a dutch lunch, and plenty of beer on tap. Visitors are requested to bring their own cups. Steve Zack's six-piece orchestra will furnish music for the dance which is scheduled to last until the wee hours of the morning.

Mayor Scott R. Ludlow will preside at the ceremony of unveiling the new 1935 Pontiac, and an address of welcome to the Moore Auto Company is to be given by Dr. George P. Shidler, according to Art Cartwright, local manager of the company.

The new showrooms at 1912 Carson street in Torrance is the second Pontiac headquarters to be opened in the harbor district during the past two months by J. L. Moore, automobile man of 26 years' merchandising experience. The latter part of February, Mr. Moore opened a Pontiac agency at 785 Broad street in Wilmington. For 12 years previous to engaging in business in Wilmington, Mr. Moore conducted an automobile agency in Compton, handling both the Pontiac and Oakland line of cars. A comprehensive display of both Pontiac Eights and Pontiac Sixes are on display at the Torrance showrooms.

"Torrance, with its huge payroll and the assurance of further expansion of its important industries in the near future, offers a wonderful future to the wide-awake business man," Mr. Moore remarked.

"And we are selling a product that we feel sure will meet the response of local people. Not in recent years has a new motor car inspired such a tremendous wave of public favor as that accorded the first public showing of the 1935 Pontiac improved straight eight and the new deluxe only a few weeks ago.

"Now Pontiac gives you its second big thrill of the year with the initial presentation of a new standard six identical in practically every essential detail with the deluxe six—except much lower in price. This new model, which experts say is destined to rank with the volume cars of America, is now on display at our show rooms."

Mr. Moore's philosophy of business, as he explained it is: "That to have friends, one must be one." "We cannot expect other people to be interested in our affairs," he declared, "unless we are interested in theirs. We intend to take an active part in civic and social affairs of Torrance, and to assist in every way possible the upbuilding and growth of this community."

KIN OF PARRISH killed in accident GET DAMAGES

Payment of \$2,500 each to Hugh and Jack Parrish, sons of Mrs. Esther Parrish, was agreed to in Los Angeles county superior court this week by the defendants in a \$50,000 damage suit, brought as the result of a traffic accident in which their father, Hugh D. Parrish, Long Beach auto salesman, was fatally injured.

Total amount of the judgment was \$11,750, but out of this Mrs. Parrish was to pay another claim for \$600, according to the court order. Judge Wood ordered that the mother receive \$6,142, and the sons \$2,500 each. The boys' money is to be deposited in a savings bank and left there until they attain their majority.

Mrs. Parrish brought the suit several months ago. The fatal accident happened last August 30, at Figueroa and 190th street, when an automobile in which the father was a passenger was in collision with a coupe driven by W. L. Borough and owned by the General Petroleum Corporation, according to the complaint.

Two Men Hurt At Hughes Plant

Otto Becker, 228 East Ramona, Bellflower, and Edward Edmondson, 16207 Halldale, Gardena, employed at the Hughes-Mitchell Products, are receiving treatment at the Jared Sidney Torrance Memorial hospital for injuries to their eyes, received March 24. The men were burned by escaping chlorine gas. Their condition is not serious and they will be able to leave the hospital in a few days.

DO YOUR SHOPPING AT HOME
It saves steps to read the ads and make up your shopping list in the privacy of your own home. Bargains galore without moving from your chair.

Motorists Swing General Advertising to Newspapers



Questioning of thousands of motorists on the Pacific Coast by General Petroleum Corporation has revealed interesting data upon which the company will base its 1935 advertising campaign. In Southern California the family which most closely fitted the average of all the answers to the questions asked was Mr. and Mrs. Earl F. Willey and their two children, Dorothy and Richard, shown above in Willey's nursery at San Fernando. They are the "Mr. and Mrs. Average Motorist" of this part of the coast.

The figures given in the box above were arrived at by averaging the answers to thousands of questions asked, thousands of motorists of Southern and Northern California last fall by General Petroleum Corporation. It was not idle curiosity that led the company to go to the expense of conducting the survey;—it also wanted information upon which to base its 1935 advertising campaign; particularly it wanted to know what advertising medium has most influence upon the average motorist in his buying.

Newspapers won; and so again in 1935 newspapers will be in the forefront of the campaign to make motorists throughout the Pacific coast area better acquainted with Mobilgas and Mobiloil and with the Flying Horse symbol of General Petroleum Corporation, according to an announcement made yesterday by M. D. Leh, assistant general sales manager of the company.

Outdoor Life
Having found that the average motorist uses for his car in the course of a year, as well as his advertising and buying preferences, General Petroleum set out to find the "Mr. and Mrs. Average Motorist" who most nearly fitted the answers. Earl F. Willey and his wife, Ethel, completely fitted the picture, both as the average motorist's family and the average American family in Southern California.

Willey is a well-known nurseryman, in business for himself in the San Fernando Valley. He, his wife and two children, Dorothy and Richard, are all young, healthy and happy in spite of the tough times of the last four years. With income off, Mr. and Mrs. Willey have to figure all the angles on a dollar before they spend it, which is one reason why they've turned more and more to motoring as their principal form of sport and recreation.

"I drive between seven and eight thousand miles a year for business and pleasure," he stated, "and burn up an average of 650 gallons of Mobilgas. My car is a heavy

THESE ARE AVERAGE FIGURES: HOW DOES YOUR CAR COMPARE?

In California the average car costs \$756.00, consumes 656 gallons of gasoline in the course of a year; travels 7,872 miles; requires an average of 7 1/2 grease jobs; needs 1.4 tires replaced; averages 12 miles to the gallon of gasoline; consumes about 78 quarts of oil; uses up half an average-cost battery; and runs up a repair bill of less than \$10, excluding tire repair costs.

model and it isn't new; but we've kept it running perfectly by having it Mobil-lubricated every 1,000 miles. Good lubrication has not only kept the car running fine, but it has also kept our oil consumption low. About 65 to 70 quarts covers my yearly oil bill, plus seven grease jobs. We haven't had a repair bill to amount to anything in a year and a half."

In the matter of buying habits, Willey said that he and his wife had found it good economy to buy the best quality goods and that they were guided and influenced very largely in their buying by the advertising in their local papers.

The procedure followed by General Petroleum in Southern California to locate the Willeys as this area's "Mr. and Mrs. Average Motorist" has also been used in the company's other divisions on the coast; and it is to this class of motorist, which forms a good 95 percent of the buying public, that the company's 1935 sales message will be addressed. The first of the 1935 advertisements appeared in newspapers in the four Pacific coast states on March 11.

Toothpicks and Goobers
PLYMOUTH, N. C. (U.P.)—A crippled peanut vendor, Scoble Johnson, has introduced a new wrinkle in the peanut retailing business. In each bag of goobers he sells is a toothpick.

An amazing inducement for Housewives



PAY ONLY \$5.00 DOWN

MODEL 1271 A

6¢ Per Day buys this WEDGEWOOD

Breaking all precedent we now offer the lowest, easiest terms for the purchase of Wedgewood's latest Gas Range. Pay \$5 down and approximately 6¢ per day. Your old stove is accepted as part payment regardless of age, make or condition. The efficient Wedgewood will actually save enough gas each month to pay a large share of the payment. Sounds unbelievable! The improved aluminum efficiency burners, heavily insulated oven and automatic heat control assure greatest economy in gas.

These unusual terms are available by special arrangement with your gas company. Paid with your gas bill. This offer good only to users on lines of the L. A. Gas & Electric Corp., So. Calif. Gas Co., and So. Counties Gas Co.

Star Furniture Co.

1273 Sartori Avenue Phone 620 TORRANCE

OVER ONE MILLION WEDGEWOODS SOLD IN THE WEST

\$74.70 and your old stove plus carrying charge \$1.62 Monthly (including carrying charge) Lamp Extra

Wedgewood Features

- Round aluminum (special-type) efficiency burners
 - Automatic oven heat control
 - Instantaneous lighters
 - Lustrous porcelain outside and inside
 - Roller bearing broiler
- Note: Autogill Broiler and Grayson Cooking Clock can be furnished at extra cost.

Star Furniture Co.

1373 Sartori Ave. Torrance Phone 620

"WE CHALLENGE CITY PRICES"

Special Offer - For Limited Time Only!

New 1935 GAS RANGES \$5 Down As Low As 5c a Day 10% Allowance For Your Old Stove!

Choose From These Famous Makes! Wedgewood - Magio Chef Gaffers & Sattler O'Keefe and Merritt Buck.

Gain-a-Day WASHER

Has Full Capacity Porcelain Tub

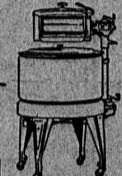
ONLY \$39.50

Easy Terms

With Ironer Combination

\$59.50

Ironer fits on wringer post. Operated by washer motor.

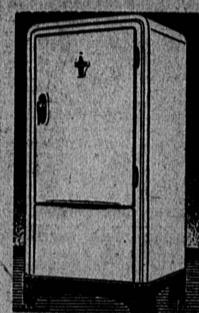


See The New 1935 Electrolux

ONLY!... ELECTROLUX OWNERS CAN ENJOY ALL THESE BIG ADVANTAGES

Low Operating Cost Permanent Silence No Moving Parts to Wear Long Life Savings That Pay For It

\$10 DOWN Delivers 30 Months to Pay!



2-Piece Living Room Suite

SPECIAL \$39.50

Pay 75c Per Week



Covered in attractive tapestry, all over. Loose reversible cushions. Spring edge construction.

\$22.90 BUYS 1935 Philco



Easy Terms Also Big Display of Other Dependable Radios:— R.C.A.-Victor Zenith Atwater Kent Packard-Bell Grunow Philco

How many times a day can you use this help

To save the time, energy and expense of unnecessary trips down town...



You'll find that this service, always so convenient and sometimes immeasurably valuable, quickly saves you its small cost.

SOUTHERN CALIFORNIA TELEPHONE COMPANY 1266 Sartori Avenue Telephone Torrance 4600

Torrance Furniture Co.
Owned and Operated by Sam Levy
1334 El Prado Torrance Phone 37-W
PARCHEMENT FLOOR LAMP
SHADES 98¢
SPECIAL
Brand New Designs Just Received! Brighten Up Your Home For Spring!

For their well-dressed Legs
The PHOENIX HOSIERY TWINS
PRESENT RACING COLORS
STYLE PACERS IN SPRING HOSIERY FASHIONS
SADDLE for greens and yellow
PADDOCK for reds and rusks
TURF for navy and bright blues
JOCKEY for browns and wine reds
85c and \$1.00
Jean and Jill pick the winning shades for spring. You can get them in lovely shadowless chiffons with the Custom-Fit Top, all-over Tiptoe and Duo-heel reinforcements.

ALSO NEW SHIPMENT
Phoenix Children's Hose
In New Spring Colors!
Lovely new patterns, and they're built to wear and wear!
25c and 29c pair

SAM LEVY
1311-1313 Sartori Ave., Torrance

Cash and Carry...
Rough Dry Service
40 Pieces - - - 80¢
◆ Starch Pieces Starched
◆ All Sox Mended
◆ Flat Work Ironed and Mended
◆ Handkerchiefs Ironed
SHIRTS Finished and Ready to Wear... 8c Extra Cash and Carry at the Laundry
Torrance Laundry Co.
1713 Border Avenue, Torrance Phone Torrance 141