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 We Have the Best and Freshest
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PICOT EDGE
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STORE CLOSED ALL DAY SATURDAYS
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FRANCES INGRAM
 Is Coming
 Edison-White announce a special California Chautauqua tour of Frances Ingram, famous contralto of the Metropolitan Opera Company and formerly of the Chicago Grand Opera organization. Companini said: "The best American contralto voice I have ever heard." The Chicago Evening Journal says, "The greatest contralto of her generation." She appears in concert here on the third evening of Chautauqua with two assisting artists: Lowell Patton, pianist, and Lucile Collette, violinist. This is the first appearance of Frances Ingram on Chautauqua and her first appearance outside of the big cities on the Coast. It will be a musical event to be remembered.
SIX DAYS PACKED WITH BIG ATTRACTIONS
 Make Chautauqua week your vacation week. You will never regret it. It will be six days filled with interesting and inspiring lectures, splendid music and wholesome entertainment. Lectures by Dr. Robert Parker Miles, Dean Ellwood C. Perisho, E. B. Fish, Chief Strongheart, Dr. E. L. House and Virgil I. Shepherd. Ten concerts during the week by The Liberty Belles of Boston, Stone-Platt-Bragers Trio, Lowell Patton Company, Alexander Trio and Mary Adel Hays' Grand Opera Singers. On the fourth night a big New York play production.
SEASON TICKETS NOW ON SALE
 ADULTS, 2.50, Students, \$1.50; Child's, \$1.00. No War Tax.
Chautauqua
 April 14-15-16-17-18-19-1921
 APRIL 14, 15, 16, 17, 18, 19, 1921.

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REDUCTION IN RATES
 Details were received today by District Manager C. E. Houston of the rates established by the State Railroad Commission for the consumers of Southern California Edison Company, effective April 20. Largely as a result of the marked improvement in water condition and the completion of additional water power plants, economies in operation are to be made by the Southern California Edison Company which cover a reduction in rates to the consumers of from six to twenty per cent.
 Application was made by the Edison Company to the Railroad Commission for the fixing of regular rates and hearings, bearing upon all pertinent questions, were started on the 16th of September last and continued through the remainder of the year, at which municipalities, farm bureaus and consumers were represented by attorneys.
 In the establishment of reasonable rates the Commission has granted the company a return on the capital invested sufficient to permit of financing the water power developments contemplated, all of which are necessary to Southern and Central California's industrial and agricultural growth. The return granted by the Railroad Commission, in addition to being sufficient to attract the necessary new capital for development work, allow sufficient earning to safeguard the company's dividend policy of eight per cent, and a financial reserve is also provided to insure the continuity of this dividend policy.
 Many holders of the company's common stock are residents of Torrance and the surrounding territory.
 "The new schedule," Mr. Houston says, "affect all lighting, heating and power service based on meter readings, to take effect on and after April 20."
 "The lighting, cooking and industrial power indicate a reduction of approximately ten per cent over the rates that have been effective during the past year. A general reduction of approximately twenty per cent is noticeable in the agricultural schedules.
 "Notifications of the new schedules will be sent to each of our consumers in this section giving information as to which schedule service will be billed under. Where optional schedules obtain, consumers will be given a copy of each schedule, with a request that a selection be made as to which is desired, for Edison service rendered after April 20."

WIRELESS FLASHES
 Now that the government has ruled it lawful for a doctor to prescribe beer we suppose the fellows who like beer will be afraid there is some kind of a catch in it.
 Fishing for suckers is the simplest thing in the world. Merely advertise something for nothing and let nature take its course.
 Some wives consider themselves charitable when they merely let their husbands have their own way.
 It has always been our observation that the uglier the man the prettier the girl he marries.
 Beware of the man who imagines he owns the earth—he may want to sell you some of it at war-time prices.
 Some people never quit worrying. There are folks right here, who are worrying over what they'll build—fences with after the timber is gone.
 And a lot of men act as though they thought the goose that laid the golden egg was a gander.
 If the country going "dry" didn't do anything else, it taught a lot of fellows that they can't sing when they're sober.
 Life seems short to every married man except the one who has to wait for his wife to change her dress.
 There is still one woman who can make us love her whether she wears short skirts or not, and that's the lady on the American dollar.
 There are two kind of people—those who wear comfortable shoes and those who think they have pretty feet.
 Nothing upsets a man more than to have to wheel his baby through a crowd of women in which are two or three he used to keep company with.
 Many a girl's shirtwaist gets crumpled up from too much pressing.
 Another way to flatter a man is to sides asking him for advice is to say: "I know you to be a well read man."
 It appears that Europe is willing to do anything with her debts except pay them.
 And what has become of the old fashioned man who used to keep in a decanter on the dining room sideboard?
 Women who don't hire cooks have the satisfaction of knowing they are at least boss of their own kitchens.
 Mr. Wilson is going to devote his life to bringing about a world peace. And it looks as though it would be a life-time job.
 Life would be a great deal more pleasant if we didn't have so many self-appointed leaders who don't know themselves where they are headed for.
 Springtime hint to the man with a weak back—there is no cure like making garden.
 How can we expect a forecaster to tell what the weather will be 24 hours in advance when the weather doesn't know itself.
 The savage red man of the old west lived in wigwams and didn't have to pay rent. And having no rent to pay we wonder what made them savage.
 A Georgia judge has ruled that it's no crime to steal liquor, and now the bootleggers are seeking protection from their friends.
 No one ever gets so low down but his neighbors will sign a paper endorsing him for something or other.
 Don't wait until you want to roast somebody to write your letter to the editor. We'd rather hand out bouquets than brickbats.
 Never get the idea that because a man has one foot in the grave that he isn't able to still do a lot of kicking.
 There are two kinds of married men here; those who lie to their wives, and those who are afraid of their wives.
 Allied soldiers being ordered across the Rhine is only another attempt to get blood out of a turnip.
 The man who tries to do his neighbors always imagines that his neighbors are trying to do him.
 Uncle Sam allows you \$200 on each child when you go to pay the income tax, but he doesn't tell you how much you can keep a child on \$200.

WANT ADV SELLS SIX HOUSES
 One want ad in the Torrance "Enterprise" and Lomita "News Letter," was responsible for the sale of six houses and lots by J. Isenstein of the Torrance Grocery. This was done after \$20 had been expended in the want ad columns of Los Angeles daily newspapers with no results. The insertion of the same advertisement in the local home papers turned the trick and now Mr. Isenstein is happy because he has made six families happy besides himself.

MICKIE SAYS
 SURE! THERE'S ALWAYS TWO OR THREE BUSINESSMEN WHO GET THEIR PRINTING DONE OUTA TOWN 'N THEN HOLLER LIKE A GANG O' WOOVES BECAUSE TH' EDITOR AINT RARRIN' TO RUN A COUPLE COLUMNS OF STUFF FREE EVERY WEEK BANJUAN' OUT FOLKS WHO BUY A LIL ORDER OF GOODS WOUND IN A WHILE FROM A MAIL ORDER HOUSE!

THE STEADY ADVERTISER BEATS THE ONCE-IN-A-WHILER


"SAY IT WITH FLOWERS"
THE FLOWER SHOP
 Capitol Theatre Building, Redondo Beach, Cal.

 LEAVE YOUR ORDERS HERE for cut flowers, pot plants, ferns and other floral effects and you will be more than pleased at the promptness, courtesy and completeness with which your order will be filled. You can leave the carrying out of your flower order to us; no detail will be overlooked.
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TORRANCE BATTERY and IGNITION COMPANY
 Service Station for the Western Storage Battery
 Repair, Recharge and Rent all Makes of Batteries
 Overland Battery Now -----\$26.50 Dodge and Maxwell Now -----\$35.00
 —A drop of approximately 50% in price. TORRANCE

Have You a Home For Sale?
 If you have a home for sale or trade, livestock, machinery, implements, vehicles, poultry, musical instruments, nursery stock, building material, new or second-hand goods of any kind, dogs, rabbits, motorcycles, bicycles, automobiles, sewing machines—in fact, anything you wish to sell—advertise it. A little ad should get you a buyer. Don't delay—send the ad you desire, or let us write it for you. Address: The Torrance Enterprise, Torrance, California, or The Lomita News Letter, Lomita, California.

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 Why Buy a New Straw Hat, When Elkay's HAT DYE will make your old one LOOK LIKE NEW!
 All Colors, per bottle.....25c
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