

BUILDERS' GUIDE

WHETHER you are contemplating the erection of a chicken house or a business block, a bungalow, or an apartment house, the time to build is NOW. It's the concensus of opinion among material men throughout the country that owing to economic conditions, labor unrest and the railway strike, the cost of building material both in hardware and lumber, as well as brick and cement, will not be less than at present for some time to come and that any day may see the end of the comparatively low prices, with a sharp advance in all lines. TAKE THE EXPERT ADVICE OF THE ADVERTISERS ON THIS PAGE AND BUILD NOW.

Shows Results Of Advertising

In discussing the enormous building and real estate activity in Southern California during the past year and the outlook for an even greater amount for the coming twelve months, J. R. Ford, sales manager of one of the largest real estate firms in Los Angeles, who was a visitor in Torrance recently, said:

"One feature that distinguishes real estate activities in Southern California from each and every other section of the country is the belief of realtors in the efficacy of newspaper advertising.

"Persistent publicity promotes prosperity" is an old slogan and nowhere has it been more consistently adhered to than by the realtors of this city.

"The real estate firm that has a good advertising manager, able to tie-up his 'copy' with the wonderful expansion of Southern California, should cherish him, and I am confident in my belief that in the coterie of advertising managers of this part of the state we have quite a few that have no superiors in the country.

"We forcibly impress upon our salesmen the importance of studying our advertisements as they are published, so that they may work in thorough harmony with any statements that may appear in our 'copy'.

"In writing an advertisement every word should be carefully chosen and every one that is superfluous or unnecessary should be eliminated.

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House Styles Are Ably Discussed

Elmer Grey, one of the leading architects of Los Angeles, has written an article on "Some Country House Architecture in the Far West," which was published in the October issue of the Architectural Record of New York.

In this article Mr. Grey presents some instructive ideas concerning architecture in California, and especially in this part of the state. In his opening paragraphs, which are as follows, are some original observations about Pacific Coast architecture in general:

"If the style of country houses were more generally measured by the degree to which they fit their environment, instead of by that to which they coincide with those of distant countries, the much discussed problem of architectural style would be greatly simplified.

"If this factor of adaptability to environment is borne in mind when considering the country house architecture of the Pacific Coast, some of it may be better understood.

"The Pacific Coast, like our country as a whole, is divided into sections, the architecture of each influenced by certain marked conditions.

"Some of these involve the juxtaposition of neighboring countries, while others, in some cases more important, have to do with climatic or topographical characteristics.

"On the south is the architecture of Southern California, influenced by the proximity of (Spanish) Mexico and by a climate and topography similar to that of Spain, Italy, and Sicily; on the north is the architecture of Washington and Oregon, influenced by the proximity of (English) Canada, and by a climate and arboreal growth not unlike that of some parts of England.

"Between these two, and, of course, merging more or less into them, is the architecture of Northern California, affected somewhat by the influences to the north and south, but also in certain districts, and in some instances by marked topographical characteristics of its own."

"It is not only to the architecture of the immediate locality in which we build that we owe such a deference as Sir Joshua speaks of, but we also owe a lesser one to that of more distant neighbors.

"That is the reason why, in building in Southern California so near to Spanish Mexico, we should by some sort of recognition in our design, however slight, respect the Latin architecture so close by."

THE RIGHT TO HAMMER

Here's another reason why Anyone should build or buy, Why a house you ought to own That belongs to you alone, Own your house and own your ground, Where no landlord comes around, Here's another darned good reason Right now in the building season:

I have noticed that a man Likes to tinker, when he can, When you need a pantry shelf Likes to put it up himself, Likes to tinker here and there, Keep a dwelling in repair; But, if renting's his condition, Then he can't, without permission.

I don't want to have to go To some fellow I don't know For a chance to change a door, Have to ask permission for Every simple little thing, Every bit of tinkering, I don't want some stranger telling That I can't around my dwelling.

Gosh, it makes me mad to just Think about it, fit to bust. Just imagine telling me I can't chop or plant a tree, I can't build a garden wall, I can't have no fence at all, Just imagine someone giving You your rules for daily living.

And not only landlords: You Have to think of tenants, too. They would like to put in jail Every man who drives a nail. If a hammer you should bang Many think you ought to hang. I don't want my simple labors Stirring up my hornet neighbors.

So, by gosh, I'd rather be In a hut where I was free Than a palace half-afraid Every single move I made. I want somewhere I can saw And not violate the law, I want somewhere I can hammer And not raise a general clamor.

'FROM TREE TO CONSUMER'

CONSOLIDATED LUMBER CO.,

Torrance



Use Our Electrical Supplies.

OUR STOCK OF ELECTRICAL SUPPLIES IS RIGHT UP TO THE MINUTE. OUR PRICES ON THEM WON'T GIVE YOU A SHOCK.

FOR THESE THINGS, OR ANYTHING IN THE HARDWARE LINE, COME TO US AND WE WILL TREAT YOU RIGHT.

OUR HARDWARE WEARS.

2 STORES **PAXMAN'S** TORRANCE LOMITA

SERVICE QUALITY

THE RAINY SEASON HAS STARTED! HAVE THAT SMALL LEAK REPAIRED AT ONCE. WE SELL WEAVER'S GUARANTEED ROOFING—THE BEST BRANDS OF SHINGLES; OAKLEY'S ASBESTOS ROOF PAINT.

Lomita Lumber & Supply Co.

Building Material Specialists
Weston and Eshelman Sts.
Phone 177-R-12 Lomita

Standard Plumbing Company

OF TORRANCE

1003 PORTOLA

V. L. ZUVER
PHONE 109-W TORRANCE

SHOP PHONE 60-W RES. 47-M

Torrance Plumbing Co.

Plumbing and Sheet Metal Work

AGENT FOR

WARD FLOOR FURNACE

SEWER PIPE, DRAIN TILE AND TERRA COTTA

1418 Marcelina Ave. Across from P. O.

House Moving, Grading, Teaming

Contracting of All Kinds

C. F. FARQUHAR

SAN PEDRO BLVD., HARBOR CITY
PHONE WIL. 178-R-11

CANNING SEASON IS HERE

GARLAND LINE OF GAS RANGES

A few new sets of dishes, 42-piece set...\$9.00
Refrigerators, 10 per cent reduction,
\$13.28 and up

With every purchase of Jap-a-lac you can get another 30c can for 6c.

LOMITA HARDWARE & FURNITURE Co.
F. G. HODGES Prop.

LOMITA 101-J-11 HARBOR CITY 178-J-11

WHEN YOUR HOME IS COMPLETED LET US MEASURE ITS WINDOWS FOR

WINDOW SHADES

And the Floors for LINOLEUM

We Carry An Immense Stock of Both — Also Curtain Rods and FELT BASE RUGS (Same as Congoleum)

Estimates given without obligation, and Shades installed. Leave orders and get information at Herald Office.

SAN PEDRO SHADE & DRAPERY SHOP
1480-J 365 Seventh Street San Pedro

WE BUILD MANTELS, CHIMNEYS, and CEMENT WORK

LINDERMAN & DUEKER

Brick Contractors
SAN PEDRO

1007 Pacific Avenue Phone 1413

Rozell's

TRANSFER & HAULING

ANYTHING ANYWHERE ANYTIME

PHONE: 180-R-11 or 101-2-11
Apply at Hodges Hdwe Store LOMITA

W. D. LOCKHART
THE DRAIN BOARD MAN

Phone 171-R-11 Wilmington
1567 Oak St. Lomita, Cal.

FOR ROOFING SEE

A. W. HEMSATH, Contractor
Phone 113R. Res. 2003
Andreo Ave., Torrance

IN FIREPROOF ROOMS

we store your furniture, art objects, cut glass, silver, and other household goods; safe not only from fire, but theft, dust, vermin, dampness, etc. For a moderate monthly charge we will take the best of care of them.



TORRANCE TRANSFER CO.
PHONE 53-W BRIGHTON BLOCK
TORRANCE H. M. TOLSON

Phone 1033-M Res. Phone 673-W

Contractor for Composition and Tile Drain
BOARDS, FLOORS SHOWERS, MANTELS

JOHN P. SCHNEIDER

1936 Pacific Ave. San Pedro, Cal.

RED PEPPER FOR COLDS IN CHEST

Ease your tight, aching chest. Stop the pain. Break up the congestion. Feel a bad cold loosen up in just a short time.

Red Pepper Rub is the cold remedy that brings quickest relief. It cannot hurt you and it certainly seems to end the tightness and drive the congestion and soreness right out.

Nothing has such concentrated, penetrating heat as red peppers, and when heat penetrates right down into colds, congestion, aching muscles and sore, stiff joints relief comes at once.

The moment you apply Red Pepper Rub you feel the tingling heat. In three minutes the congested spot is warmed through and through. When you are suffering from a cold, rheumatism, backache, stiff neck or sore muscles, just get a jar of Rowles Red Pepper Rub, made from red peppers, at any drug store. You will have the quickest relief known.

Modern verse shows a good deal of inspiration, but it takes perspiration to support a family.

Three Billion In Buildings

In a survey of the general building situation throughout the United States, S. W. Straus & Co. says: "A wholesome tone pervades the building industry as the end of the most successful season of its history approaches. An unabated consistency of progress has been sustained during each of the past ten months, and its achievements, attained in spite of many obstacles and retarding influences, have not been surpassed by any other department of commercial or industrial activity in the country. It is a fact worthy of note that building activities exert a stimulating influence on nearly every line of business, and it reasonably may be assumed that the improvement which now pervades the general situation is, to a great extent, the natural outgrowth of the prodigious accomplishments of the building and construction industries during the year. It becomes, therefore, a matter of encouragement to all lines of business that the group of industries engaged in construction work is in such a hopeful and promising condition.

"Although retarded by car shortages, freight embargoes and congestions, the industry has continued its pronounced activities during October. Total building operations for the month are estimated at \$300,000,000, or a total for the ten months' period, January 1 to November 1, of approximately \$3,300,000,000. The tendency of general building costs during October was toward higher levels, and reports from all parts of the country show that we have been going through a period of steady and continuous advancement in construction expense. Wages generally have been advancing in the building trades. Relations between employers and employees are more amicable and there are fewer disturbances than has been the case for a long time past. The upward trend has been in keeping with the general tendencies in evidence in nearly all lines of industry since August 15.

Some people who have not been able to land government jobs say that the bosses must go.

Weeding the garden will not hurt your boy's back, if he is paid 50 cents an hour for it.