

Professional 'Buttermilk Bar' To Open on El Prado

A "Buttermilk Bar" is the latest addition to the business section of Torrance. This "bar" that is to occupy the store now used jointly by Huddleston, the furniture man, and Hoffman, the shoe merchant, at 1212 El Prado, will on or about April 1 be fitted up as a headquarters for all varieties of dairy and poultry produce including sweet milk, buttermilk, cottage and other varieties of cheese and fresh yard eggs.

In addition the proprietor, L. S. Kitzmiller, will cater to the thirsty and hungry workmen and business men of the city by serving at all hours sandwiches of all kinds as well as cake and home made pastry. The place will be fitted up to accommodate scores of noon-day lunchers and those who prefer a glass of cold fresh buttermilk to a hot lunch.

Mr. and Mrs. C. W. Newby and family passed the week-end with Mr. and Mrs. F. L. Parks at their cabin at Tujunga Beach.

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TRIPLE CITY LODGE I. O. O. F.

No. 333, LOMITA, CAL.

Meet every Tuesday Night
Initiatory Degree first Tuesday of each month.

Torrance Lodge No. 447 F. & A. M.

Meetings Every Friday Night at 8:00
Friday, Feby. 16, 3 1st. degrees, 7 p.m.
J. H. Sprout, W. M.
W. H. Stanger, Secretary.

PLEASE YOUR WIFE
Get Your Hair Cut
Two Barbers
E. L. Hober
LOMITA CLUB

Rub Rheumatic Pain, Soreness, Stiffness

Rub Pain right out with small trial bottle of old "St. Jacobs Oil."

What's Rheumatism? Pain only. Stop drugging! Not one case in fifty requires internal treatment. Rub soothing, penetrating "St. Jacobs Oil" directly upon the "tender spot" and relief comes instantly. "St. Jacobs Oil" is a harmless rheumatism and sciatica liniment, which never disappoints and cannot burn the skin.

Limber up! Quit complaining! Get a small trial bottle from your druggist, and in just a moment you'll be free from rheumatic and sciatic pain, soreness, stiffness and swelling. Don't suffer! Relief awaits you. Old, honest "St. Jacobs Oil" has relieved millions of rheumatism sufferers in the last half century, and is just as good for sciatica, neuralgia, lumbago, backache, sprains and swellings.

CALIFORNIA WEEKLY INDUSTRIAL REVIEW

California will spend \$400,000,000 dollars on buildings this year. Santa Fe hauled 25 cars of vegetables a day from Southern California during the winter.

Fresno—Road work and camp construction on the Kings river project of the San Joaquin Light & Power Corporation is under way with a crew of 175 men at Balch Camp and smaller camps along the North Fork of the Kings river.

Pasadena—With buildings to cost approximately \$6,000,000 in course of construction and many more planned this city is experiencing the greatest building era in its existence.

Modesto—Don Pedro, world's highest impounded dam, finished at cost of \$5,000,000.

Los Angeles—Construction on eight new buildings to cost \$6,000,000 to commence soon.

During the month of January, according to reports, the Los Angeles pipe line system of the Union Oil Company of California handled 4,300,000 barrels of crude oil, breaking all previous records for runs in one month.

Production of Long Beach oil field, approximating 150,000 barrels, highest the field has ever experienced. A number of conservative estimates of field's productivity places the peak in coming month of July at 180,000 barrels a day.

Newport Beach—110 buildings, costing \$200,000 to be erected here.

Signal Hill—Petroleum Midway oil well making 25,000 barrels a day.

Grass Valley—Construction of power line to Alta Hill property to start.

Norwalk—Construction of modern hotel and business block announced.

Placerville—Western States G. & E. Company placing for active work.

Alturas—Campaign launched to establish local box factory.

Richmond—Pacific Sanitary Mfg. Company spending \$300,000 enlarging plant.

Oroville—R. S. Kipp to erect a modern new business block.

Napa lets contracts totaling \$201,729.50 for Milliken dam project.

Sacramento—Pratt Rock & Gravel Company to build \$200,000 crushing plant.

Week—Weed Lumber Company to erect many new houses to relieve shortage.

Corona—Pacific Electric to construct \$2,000,000 railroad to Stern.

Stockton—Western Pacific to construct yards costing \$1,500,000.

Pomona—Southern Counties Gas Company to install 14-mile main.

Stockton—Over 1000 men reported on payroll of Holt Manufacturing Company.

El Monte—Construction of \$65,000 grammar school to start.

Hemat—100-acre tract purchased for development of silica deposits.

Towhe—F. G. & E. to construct power line to Verdi, Nevada.

San Francisco—General Electric Company to erect largest radio station on Pacific Coast.

Sausalito—Northwestern Pacific to build branch to Vallejo.

San Anselmo—Bids for \$100,000 theatre and business block called for.

Berkeley—Mercantile Trust Company to erect modern bank building.

Redding—All Hatt Creek power properties including two hydro-electric plants, taken over by Red River Lumber Company, consideration \$2,500,000.

Chico issues building permits totaling \$155,000.

Marysville—Campaign for \$400,000 hotel goes over top, construction assured.

Oroville—Construction of new auto stage depot to start.

Crescent City—Second unit of harbor breakwater to start.

Stockton—Stockton to build \$30,000 home.

San Jose—Lime & Cement Company to construct \$2,500,000 plant.

Riverbank to get new \$15,000 cannery.

Corning—Organization of \$30,000,000 irrigation district under way.

Los Banos—Plans being drawn for new \$125,000 hotel.

Mokelumne Hill—Banner mine to be re-opened and developed.

Oakdale—Rock and gravel plant prepares for big output.

Castella—Castle Rock Lumber Company building railroad to timber.

Nimbus—Libby, McNeil & Libby making plans to operate cannery all year around.

Sacramento—Erection of Class A hotel by San Francisco men reported.

Folsom—Pratt Rock & Gravel Company to erect \$200,000 plant.

Signal Hill—Large plant for manufacture of oil field boilers announced.

Red Bluff—\$2,500,000 hydro-electric plant on Deer Creek to be erected.

Marysville—\$10,000,000 to be spent on power project.

Average daily production of 1,784,700 barrels of crude petroleum in United States for week of February 24, broke all records. Increase due largely to flow in California, now at rate of 630,000 barrels daily against 310,000 barrels a year ago.

Charles Benson and family moved Saturday from 1020 Cota avenue to the home they have recently purchased at 1715 Arlington avenue.

Mr. and Mrs. C. J. Liedorf and Mr. and Mrs. C. H. Liedorf and family motored to Long Beach Sunday, where they were joined by Mrs. C. J. Liedorf's sister and husband, Mr. and Mrs. Dayton. The party then drove to Huntington Beach, where they passed the day.

HOMES FOR ITS WORKMEN

To Assist Torrance in Securing
a Group of

Five-Room Bungalows

The First, Located in the
MOST DESIRABLE RESIDENCE SECTION

Is Now Under Construction and Is For Sale at

\$4200.00



TERMS to SUIT YOU

THIS IS THE OPPORTUNITY YOU
HAVE BEEN LOOKING FOR

BUY A MODERN HOME ON
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Torrance Investment Co.

Opp. P. E. Station

Phone 176

Why One Advertising Appropriation Was Increased

TWO partners were debating their advertising policy—planning the campaign for the next six months.

There is a retail store which spent in one year \$12,000 on its advertising, which was 5% of their yearly volume, a fair expenditure in their line of business.

In growth of sales they could easily point out the home-coming of the \$12,000 with a fair and reasonable profit in its train. For these two partners that expenditure was a profitable short-term investment.

One of the partners spoke up:

"John," he said, "we have a cash profit in the bank from that \$12,000, but we have a greater intangible profit by far—it is piled up for us in the minds of every man and woman in the city."

"It is reflected in the attitude of our bankers.

"It is present in the minds of the manufacturers who sell us.

"It is working on the minds and purses of every one of our customers."

"Why," he continued, "this business, because of the advertising we have done, is worth \$12,000 more than it was before we began."

The two partners increased their appropriation, modestly, it is true. That was five years ago. Today, for it is in a large city, their appropriation is eight times their original amount. Their standing, with bankers, manufacturers and customers, is A-1. Their business has grown and grown in a healthy way. And still as one of them put it—

"In the last five years advertising has made money for us. Every cent we've spent has come back to us, and brought another with it. But, our real profit—our big profit from the advertising is banked in the minds of the people. Ours is the best known business of its kind in town. And that is worth a lot of money to us."

(The American Association of Advertising Agencies)

The choir of the Catholic church is busy practicing—a new mass to be sung at the Easter service.

C. E. Rathbun of the Box Lunch Cafe was badly burned about the face Tuesday when the oven of his gas range exploded.

Mr. and Mrs. C. B. Bell and family of Marcellina street were Sunday guests of Mr. and Mrs. Heber Carson of Pasadena.