

**Have You Insured Your Furniture?**

You have undoubtedly insured your home, but your furniture is in just as much danger as the house.

To those who rent, even though you suffer no loss in the event of the house burning, your furniture would have to be replaced.

Let us insure your furniture.



**BABCOCK & JONES**

— Realtors —

Insurance in All Its Branches

Auditorium Bldg. Torrance Phone 133-J

**1923 FIESTA PLANS TO BE EDUCATIONAL**

**Torrance Post American Legion No. 170 to Have Charge**

Officially accepting the offer of the Chamber of Commerce to stage the 1923 Fiesta, the American Legion Post No. 170, Torrance, so advised the directors at their Tuesday meeting, in the following communication:

Torrance, Calif., May 26, 1923.  
The Chamber of Commerce, Torrance, Calif.  
Gentlemen:

Regarding the Annual Fiesta for the city of Torrance which your board has kindly offered to this Post of the American Legion, please be advised that we accept same and will endeavor to stage the best Fiesta in the history of the city.

Plans which we are now forming lead one to believe that this will be the biggest and best and cleanest Fiesta and also more of an educational value than any of the previous Fiestas.

Trusting that we will receive your whole-hearted support, we beg to remain,

Yours very truly,  
BERT S. CROSSLAND POST NO. 170.  
By R. J. DENINGER, Adjutant.

**WIRE FOR INFORMATION**

Los Angeles, May 29, 1923.  
Secy. Chamber of Commerce, Torrance, California.

Wire brief statement of building activities for May, to real estate editor soon as possible. Desire copy by Thursday night.

LOS ANGELES TIMES.

The above telegram was received Tuesday by Secretary H. F. Gadeky and the request has been complied with. Torrance will receive wide publicity in the Sunday edition of the real estate section of the Times.

**SECRETARIES ELECT OFFICERS**

Secretary Harry L. Gadeky of the local Chamber of Commerce will attend the annual meeting and election of officers of the Commercial Secretaries' Association of Southern California, to be held in Monrovia, Saturday, June 2. The program includes Charles Dillon, assistant to the chairman of the Western Railways Presidents Committee, who will speak on the national railway situation; S. Poulter Morris, of the Organization Service Department of the Los Angeles Chamber of Commerce, on "The Relationship of the Secretary to His Board of Directors and the Organization"; and Howard J. Haupt, the "Pep Man."

Mrs. J. S. Soddy and daughter, Lyle Louise Soddy, of Spurlin Court were luncheon guests Saturday at the Los Angeles Athletic Club.

Mr. and Mrs. George Woodside and Mrs. A. G. Solomon attended the Angelus Temple, in Los Angeles, Sunday.

Friends of Louis Dimesse of Keystone, who has recently built a new home on the boulevard for himself and bride, are planning a housewarming for the newly-weds.

**Too Late To Classify**

FOR RENT—Furnished room, 2016 Andree avenue, Torrance. J-1-11-pd.

FOR RENT—Two-room furnished house, suitable for two men, 1622 Carson street. J-1-11-pd.

FOR SALE—Straw flower plants, all colors; twenty-five cents a hundred. One block east of Western on Carson and one block south on South Sarno, Torrance Park. J-1-11-pd.

FOR SALE—Two oak dressers, three ivory beds. Call at George's Restaurant or phone 143-J. Near Lewellyn Iron Works. J-1-11-pd.

WANTED—Work by hour or day. Charge forty cents an hour; no less. Mrs. Bert Eool, Room 10, Erwin Hotel, Torrance. J-1-11-pd.

**Shirt Sleeve Bandit Ties and Robs Two; Drives Car Away**

**Thos. Fornicola of Lomita and Miss Ellsworth of Wilmington Robbed and Tied By Desperado**

Thomas Fornicola, popular young Chevrolet salesman, of Lomita, had an experience, last Saturday night that he would not care to have repeated.

Driving from Redondo, about 9:30, in company with a young lady from Wilmington, Fornicola was stopped by three men who had turned their machine directly across the road at the first turn west of Torrance. They relieved him of his watch, diamond ring and \$23 in cash, and then, at the point of a gun, compelled him to drive through Torrance and Lomita to San Pedro.

Turning in toward the San Pedro lumber yard, they tied Fornicola and the girl hand and foot, and were about to leave them there, when the former told the highwaymen that his friend lived in Wilmington, and he wished there was some way of getting her home. Consistent with their courteous treatment of the lady, they said, "All right, we'll take you to Wilmington." And they did, leaving them, still bound, in a vacant lot, and disappeared with the salesman's Chevrolet.

Finally succeeding in freeing themselves, the young couple reached the police, and the police of all surrounding towns were notified to be on the lookout for the highwaymen.

Not until Tuesday evening did Mr. Fornicola learn that the men were captured in Los Angeles, late Saturday night. The driver of the stolen car collided with another car, smashing the radiator and fenders of the Chevrolet. The resultant investigation by the police ended with the arrest of the three men, one of whom is said to be a sailor on one of the ships in the Harbor.

Tom is wearing a smile that won't come off, since he heard that he will get all of his property back.

**ELECTION NEXT TUESDAY!**

Of vital interest to every voter in Torrance is the coming election of a school board for the Los Angeles city schools. The election will be held in the school building next Tuesday, June 5. Prove your interest, by your vote.

**LEON RICE COMING**

Leon Rice, noted tenor, will give the wonderful story of "The Ninety and Nine" in moving pictures and song at the American Legion Hall next Sunday night. The program is free to everybody. The hall should be packed to the doors. Tell it to everybody you meet.

H. F. Rees leaves Thursday for Washington, D. C., where he will attend the Shriners' convention. During his stay in Washington, Mr. Rees will be the guest of his mother and sister.

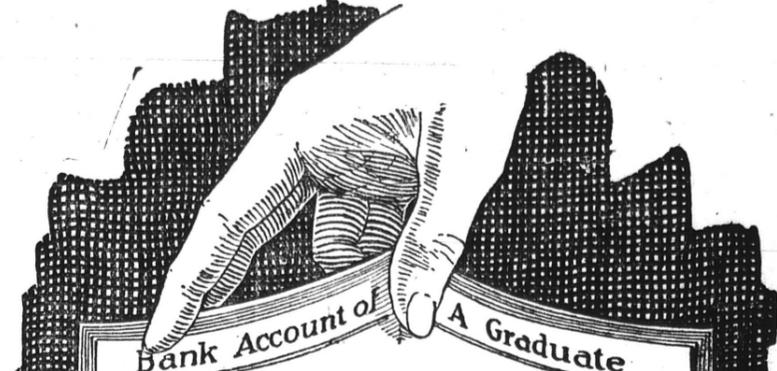
A recent guest of Mr. and Mrs. Harry Bale of Carson street, was Billy Bush of South Bend, Washington.

Miss Eline Straub was a recent guest of Mrs. Lawrence Crowell of Anapola avenue.

**THERE IS NO SUBSTITUTE FOR Circulation News Letter**

**50 GOOD CIGARETTES 10¢**

GENUINE "BULL" DURHAM TOBACCO

Bank Account of A Graduate

**An Appropriate Gift For The Graduates**

Is a Savings Account. Having learned the value of an education, the next step is to school them in the value of Money and what saving it means in regard to the future.

Start them on right with an Account in this Bank. Build it up with occasional deposits until such time as the graduates are able to carry it along themselves. We'll help with 4% interest.

**State Exchange Bank**

Torrance, Calif.



**Stop, Look, Listen!**

**W**HAT would you think if a railroad company decided to take down all its "stop, look, listen" signs at the grade crossings?

Your answer is obvious. "A most dangerous policy."

And in spite of this, people forget to "look out for the train. What would be the result if no sign were there?

In other words, the public is forgetful. Impressions of today are lost tomorrow. The only way to maintain an idea is by constant reiteration.

In like manner, the advertiser deals with a forgetful public. For an advertiser to take his name from public view will eventually result in a loss to him. The history of advertising and selling proves this point. All the momentum gained from one consistent drive, or even several, will reverse itself into a backward motion which is just as swift. For, selling a product is an uphill proposition and momentum fades quickly on the grade.

The analogy just related is not original. It was made by a great advertising expert years ago.

Advertising must be maintained. The "signs" must be freshly painted.

**Torrance Herald Lomita News Letter**

All ads in the two newspapers, single rate.

**YOU CAN BUY CHEAPER MERCHANDISE SO COULD WE! (And Thereby Lose a Thousand Friends)**

**HOME OF STETSON HATS**  
And Caps a Bit Better Than the Average Store Cares to Carry

HIGH POWERED MERCHANDISE "THAT WEARS" For Men Who Are Cultured to the Difference "Duffyhasit", Redondo Beach