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Torrance

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The Quality Standard of every motor vehicle tire is gauged by its Serviceability. On this fair basis of comparison Goodrich Tires have proven themselves equal to the best—better than most.

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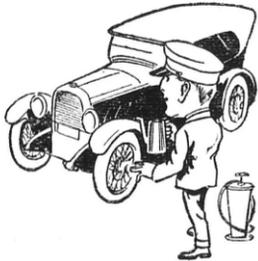
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LESS NOISE---LOWER COST

Willard "B" Storage Batteries cut out noise—increase range—improve volume of sound—cost much less in the long run. We can prove it!

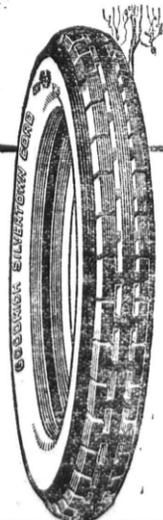


TRADE MARK REGISTERED

TORRANCE AUTO ELECTRIC

AT PALMER'S SERVICE STATION

TORRANCE



Look what Awaits You

We have seen Silvertowns return from transcontinental tours in such wonderful shape as to be capable of turning round and doing the job over again.

If you want continuous tire satisfaction buy Silvertowns!

"BEST IN THE LONG RUN"

Palmer Service Station
Fred Palmer, Mgr.
Torrance

Goodrich
Silvertown Cord Tire

Stage All Set For Exposition In Los Angeles

LOS ANGELES, June 28.—With actual construction of the "Exposition City" completed and an army of decorators and landscape artists adding their finishing touches to the picture, practically everything is in readiness for the grand opening of the American Historical Revue and Motion Picture Industrial Exposition to be held in Los Angeles, July 2 to Aug. 4.



One of the bombs to be used in presentation of "Montezuma" at American Historical Revue and Motion Picture Industrial Exposition, Los Angeles, July 2 to Aug. 4.

Final details are now being worked out for the presentation of the big historical pageants, commemorating the hundredth anniversary of the Monroe doctrine, and the many other spectacular features of the celebration. Contracts have been signed by the exposition management with more than 100 noted singers, actors, impresarios and producers of pageants and striking entertainment acts, who will participate. Arrangements have been made through the World Amusement Service association with Theodore Kosloff, noted Russian dancer, and Emil de Recat, famous producer of pageants, to stage the historical revues and ballets.

GREEN LICENSE PLATES

Everybody who owns a car in California in 1924 will be "wearin' of the green." For word has come from Sacramento that the 1924 license plates will be the color of the green, green grass. We don't know what prompted the decision. Maybe it's because most of the traffic cops in San Francisco are Irish.

BOTTLED HEAT?

A man in Chicago, affected by the heat, fell out of a four-story window. Wonder if the heat was applied internally or from the sun.

BUSINESS GOOD

After several quiet weeks the various stores and stands along Redondo boulevard report business as flourishing.

Buy it in Torrance.

FIRES RAGE OVER HILLS; SEEK FIEND

Warden Busy on Palos Verdes; Warns People Against Carelessness

Last week was a record breaker for fires in the Palos Verdes hills. The assistant fire warden, with volunteer assistance, fought fires every day, in some cases started unintentionally, and in others with deliberate intent. It is believed.

Of incendiary origin, a blizz that was started in the dump at the end of Narbonne avenue, destroyed a quantity of hay belonging to an Italian rancher.

On Robertson Ranch the fire Friday night destroyed 35 tons of hay on the Tom Robertson ranch before it was under control.

Earlier in the week, a lighted match carelessly dropped, caused a fire on the Vetter ranch that burned over several acres of stubble and destroyed the Tom Vetter's cow pasture.

"We believe," said Assistant Warden George Taylor, "that most of the fires of last week were deliberately set, and the offender or offenders, if caught, will be severely dealt with. We are keeping a close watch and advise picnickers and motorists to be careful with matches and cigarettes. It will not help a bit if a fire is started unintentionally if we can trace the offender the law will be rigidly enforced, and a heavy fine, and possibly imprisonment imposed. Carelessness with fire is criminal."

Watch the Youngsters

Mr. Taylor stated that he took matches from several boys who were wandering over the hills and asks parents to impress upon children the danger of playing with matches. It behooves parents to keep strict watch of the kiddies since they face the possibility of their own homes being destroyed.

The warden very highly commended Hugo Schmidt and a number of Lomita Boy Scouts who did valiant duty with sacks in an effort to control the fires.

In This Paper Forty Years From Today

By C. A. HEAD

W. H. Gilbert, former mayor of Torrance, having served in that capacity way back in 1923, flew in today from Hindustan. Mr. Gilbert, who is still hale and hearty despite his years, acroplaned from the far-away locality in exactly 7 hours and 28 minutes. He reports traffic in the air seriously congested over Honolulu, and said that he was forced to slow down to 250 miles an hour when passing over the beach at Waikiki.

Fifteen hundred members were present at yesterday's meeting of the Chamber of Commerce during the debate on the advisability of changing the name of the city to Lot or Tokio. It was pointed out that either name would be a combination of Torrance and Lomita. No agreement was reached however, because it was impossible to secure anything but a tie vote on the question of which syllable should be placed first.

Contractors announce that the new landing area on top of the auditorium will be ready for use Saturday. The escalators are completed. The completion of this landing place will do much to relieve curb parking of planes in the business district.

You can sell "it" through Herald Want Ads.

TORRANCE THEATRE OFFERS FOUR BIG FILMS NEXT WEEK

"The Little Church Around the Corner," coming to the Torrance theatre on Sunday and Monday, July 1 and 2, is a screen adaptation from the well-known stage play of Charles Blaney. Clare Windsor has the feature role and heads an all-star cast.

The making of this picture by Warner brothers was done on a stupendous scale and involved a great expense of money. A mine was specially constructed at a cost of \$25,000, an exact reproduction of a Pennsylvania mine, so realistically was it reproduced that it is said to deceive even the practiced eye of mine engineers.

"Leather Pushers"

Hayden Stevenson, prominent in many stage and screen plays, is winning new laurels in the Universal-Jewel-Collier series of stories "The Leather Pushers," which are to be shown at the Torrance theatre starting next Tuesday and Wednesday. Stevenson plays the manager of "Kid Roberts" and his bright sayings, extracts from H. C. Witwer's stories, add much to the enjoyment of the stories.

It is said that a love letter written by a queen of France once changed the course of a nation.

The course of a life is altered by a love note in the Universal picture, "The Love Letter," which comes to the Torrance theatre next Tuesday and Wednesday. Gladys Walton is the star and plays the part of a little factory girl who is drawn into the whirlpool of life's drama by a few thoughtlessly penned love lines in "The Love Letter," which was written especially for the star by Bradley King has as its motto the far-reaching influence an amorous indiseive may have.

Elsie Ferguson

Said to be even bigger than "Footlights," her notable screen success, is Elsie Ferguson's latest Paramount picture, "Outcast," which will be the attraction at the Torrance theatre next Thursday and Friday. It is difficult to believe that Miss Ferguson could ever excel her work in "Footlights," but it is said she has done so in "Outcast." The picture adapted from a popular stage play of the same name, is one of the most powerful of dramas. Included in the action is a thrilling jump from a ship by Miss Ferguson and her rescue by a seaplane. David Powell is leading man and Mary McLaren is a prominent member of the cast.

Torrance Theatre

Show Starts 8:30. Regular at 10:15. Special Performances

Admission: 25c. Matinee 15c. Children 10c. SUNDAY AND MONDAY, JULY 1 and 2

Chair: Windsor, Elsie Ferguson, Gladys Walton, David Powell, Mary McLaren and Pauline Lord

"The Little Church Around the Corner"

First Night at the Torrance Theatre with Thrilling Scenes
Specialty: "THE LITTLE CHURCH AROUND THE CORNER" NEWSYVENTS

WEDNESDAY AND THURSDAY, JULY 3 and 4

"The Love Letter"

"THE LOVE LETTER" NEWSYVENTS
"THE LOVE LETTER" NEWSYVENTS
Lloyd Hamilton, David Powell, "NO LUCK"

THURSDAY AND FRIDAY, JULY 5 and 6

Elsie Ferguson, David Powell and Mary McLaren in

"OUTCAST"

"Hell Hath No Fury Like a Woman Scorned"
Mermaid Comedy "HOLD TIGHT" NEWSYVENTS
SATURDAY, JULY 7

To a Mix in "The Dare"

"THE PHANTOM BROTHER" Episode 8
Specialty: "THE PHANTOM BROTHER" NEWSYVENTS

LOMITA MEAT MARKET

H. E. SCHMIDT, PROP.
WILSON ST. TORRANCE, CAL.



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It is only fair to say that the quality of our cuts is always high. We always rely on the best of the best. Your account here is always appreciated in every way. We have the best meats in the city. The best meats in the city.

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Prompt Service Free Delivery

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