

Just for  
**"Columbia Week"**  
 Thursday, Friday & Saturday  
 Howard's Jewelry Offers

**Four  
 Special Values**

Sterling Silver  
**CAKE AND PIE SERVERS**  
 Special—\$1  
 (Regular \$1.75 Value)

**BREAD TRAYS—\$1**  
 Quadruple Silver Plated—A \$2. Value

**Ladies' Bracelet Watches**  
 GUARANTEED White  
 6-Jewel Gold  
 Lever Watches Cases

**\$7.50**  
 (\$11 Value)

Standard 8-Day  
**MANTEL CLOCKS—\$9.95**

Sold Elsewhere at \$15.00  
 Silver Dial. Two-Tone Mahogany  
 Clocks, full 22 inches long. Good  
 looking and dependable clocks.

See Us for Expert Repairing  
 On All Timepieces—Foreign or Domestic Makes.  
**GOOD LINE OF WATCHES AND CLOCKS**  
 Including Alarm Clocks.

**Howard's**  
 JEWELRY

Jeweler  
 1503 Cabrillo Ave.  
 Howard S. Smith, Prop.

**EFFICIENCY OF OLD MILL AND  
 CAPABILITIES OF ITS MANAGER  
 HELPED COLUMBIA EXPANSION**



WILLIAM L. BOOTH

When financiers appraise the value of an industry they place as much emphasis, or more, on the management as they do on the physical assets of the corporation under consideration.

So while Torrance is not appraising the Columbia Steel Corporation's mill here for the same reasons that prompt financiers to scrutinize an industry, yet Torrance is interested in the personal element in the local plant.

And the Torrance organization is headed by an executive who owns the respect and admiration of the whole Columbia personnel as well as the respect and admiration of the people of Torrance—by William L. Booth.

When the Columbia corporation purchased the original mill here from the Llewellyns, about four years ago, Mr. Booth was selected to manage the plant.

Under his supervision the efficiency of the plant has been tremendously increased, the volume of production vastly raised, and a company loyalty such as any industry might envy blossomed forth.

Not long ago—shortly after the sheet mill program was announced—Mr. Booth issued a statement for publication in which he commented on the efficiency of the Torrance plant. In this statement he lauded the spirit of the personnel of Columbia and declared that this feeling of fellowship and loyalty was more responsible than any other single factor in the record outputs at the Torrance mill.

And it crossed the writer's mind, although it was not intimated by Mr. Booth, that such a spirit reflects credit upon the executive in charge.

The decision of the Columbia corporation to move the sheet mill from South San Francisco to Torrance must have been influenced to a considerable extent by the efficiency of the mill already operating here. Industrial captains do not enlarge plants that aren't efficient.

So, the spirit of the men of Columbia, the capabilities of the manager, and the efficiency such a combination has brought about are distinct assets to the city of Torrance and assets of which the whole city, we are sure, is eminently proud.

**Dolley Issues Call to People  
 Of Torrance to Join in Great  
 Columbia Steel Celebration**

Harry H. Dolley, chairman of the committee in charge of the event, this week mailed to Torrance people an urgent appeal for everyone to march in the big parade and join in the celebration next Wednesday when the Columbia Steel Corporation's new sheet steel mill will be opened.

The letter follows:

"Dear Fellow Townsman:

"It's time to celebrate and we're going to 'put it on' in grand style.

"At 11 a.m. on Wednesday, May 18th, a mammoth whistle will proclaim to the world that the big new two-million-dollar sheet mill of the Columbia Steel Corporation has begun operating. This will be the signal for a gigantic civic celebration to welcome Columbia's gift to Torrance.

"Elaborate preparations have been made for a monster street parade starting at the city hall at 10 o'clock and marching through the business district under flag-bedecked streets and amid welcoming banners to the Columbia plant to see the first bar of steel shoot through the new mill.

"The line of march will be as follows: Starting at the city hall, east on Cravens to Cabrillo, north on Cabrillo to Sartori, west on Sartori to El Prado, north on El Prado to Border, and thence to the Columbia plant.

"WE WANT EVERY CITIZEN OF TORRANCE IN THAT LINE OF MARCH. All the Columbia executives, as well as a host of San Francisco and Los Angeles bankers and industrial executives, will be in town for the opening ceremonies and we want to 'show 'em' how Torrance appreciates its industries.

"At the Columbia plant there will be a short program of welcome following the opening of the plant and then your Chamber of Commerce will serve a FREE BARBECUE TO ALL THE FOLKS.

The price of the FREE FEED will be to 'march in the parade.' The city will present the Columbia with a beautiful bronze plaque and the barbecue will offer us an opportunity to mingle with the new Columbia men and their families. We want to make them feel welcome and we need you to come and play the host or hostess.

"That night the celebration will be broadcast over KMIC and Torrance will get plenty of advertising if you will help.

"The Torrance Herald is planning a 'COLUMBIA SPECIAL' edition to be issued on Tuesday, May 17th, to exploit the celebration the following day and to advertise the COLUMBIA BARGAIN FESTIVAL in all Torrance stores which will be held the balance of the week. It is hoped that local merchants will appreciate the importance of giving exceptional values on these days—Wednesday, Thursday, Friday and Saturday—in order that the initial visit of the Columbia's 450 new families will be favorable and we shall continue to receive their patronage.

"Enthusiastically yours,  
 "THE TORRANCE CHAMBER OF COMMERCE  
 "By H. H. DOLLEY,  
 "Chairman  
 "Business Relations Committee"

**Living Models  
 For Barnes Co.  
 New Trade Sale**

Public Invited to See Mannequins Display New Dresses

Two living models have been engaged by the J. W. Barnes Company to feature the Columbia "New Customer Sale."

One of the young ladies will model silk dresses and the other will model dresses made from piece goods which are on sale at the Barnes Company store.

From twenty-five to forty very charming dresses have been made up from materials on display in the piece goods department, and these as well as the silk dresses from the ready-to-wear department will be exhibited by the living models on Thursday, May 19, from 10 to 12 a.m. and from 2 to 5 p.m. The public is cordially invited to come to the J. W. Barnes Company store at 1224 El Prado, Torrance, during these hours.

"We know the seeing what truly beautiful dresses can be easily fashioned from piece goods," said Mr. Barnes, "and for this reason we urge you all to be our guests next Thursday at our store by one of the largest houses in the south-west. None of the dresses made from materials in the piece goods department will be for sale, but, of course, any of the silk dresses modeled may be purchased."

Further announcement concerning the exhibit and the "New Customer Sale" will be found in the J. W. Barnes Company advertisement in this issue.

Try Our Want Ads

**NEWCOMERS  
 To Torrance**

Can profit by the experience of the "old timers" and save themselves time and money by coming to the **ROCK BOTTOM MARKETS FIRST.**

We are Pioneer Butchers—First in Torrance and **FIRST IN QUALITY**, selling **ONLY STRICTLY A No. 1 STEER BEEF**, which has one-third **MORE FOOD VALUE** than ordinary **COW BEEF.**

**Welcome, Columbia Folks**

We'll Be Glad to See Your Faces  
 At Our Two Markets.

No. 1 At Daley's  
 No. 2 At Piggly Wiggly  
**ROCK BOTTOM MARKETS**  
 TORRANCE  
 "QUALITY ALWAYS"

**TRY OUR WANT ADS FOR  
 BEST RESULTS**

**BIG JOB DONE**

(Continued from Page 3)  
 the huge shears, where it will be cut.

When corrugated sheets are made, the sheets will pass through annealing boxes. The sheets in the making of corrugated material are "pickled" in an agitated wash of sulphuric acid to remove scale and dirt. Then they are galvanized and conveyed to the warehouse where the corrugating process is done.

Freeland in Charge

When the big plant begins operations it will run continuously day and night from each Monday morning until Saturday. Then the mill will be shut down until the following Monday morning, so that the rollers in the mill may be replaced. Each roller is taken off each weekend and turned down on a lathe. The local mill will produce sheet steel up to 60 inches in width and from 30 to 10 gauge.

C. E. Freeland is the superintendent in charge of the new mill.

Steel men from the east declare that the mill here is as fine a layout as they ever have seen. The arrangement of units for the various operations is such that the raw material will move from operation to operation and out to the warehouse without a footpound of wasted energy and with no waste motion.

**Mill Shirts  
 Mill Drawers  
 Mill Gloves**

(Both Single and Double Palm)

**WELCOME TO OUR CITY!**

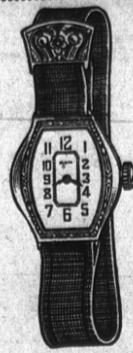
We've tried to anticipate your needs, and if there is anything else you need, just let us know. Drop in and get acquainted with "Quality Headquarters"—you'll like our goods and our service.

**BIG LINE OF WORK CLOTHES  
 "BOSS" AND "CAN'T BUST 'EM"**

And When You Get Through Work And Want To Dress Up, We Have Some Of The Niftiest Togs In Town.

**ED SCHWARTZ**

Store for Men  
 1505 Cabrillo Ave., Torrance



**ELGIN STRAP WATCHES**

Ideal for Summer

Both Men and Women Now Wear Them for Business and Play.

We picture only two of the popular Elgin wrist watches now in stock. They make welcome gifts for Graduation.



**HERE IS THE  
 Elgin  
 Railroad Watches**

Famous B. W. Raymond Model, 21 Jewel.

The official timekeeper for men who direct and operate the railroads of America. Will pass all railroad inspections in United States, Canada and Mexico. We have the new B. W. Raymond model with its latest improvements. It's the most dependable watch we know, and you may own one for a moderate price.



WATCH REPAIRING  
 That You Know Is Right

**BAKER SMITH**

Jeweler  
 Cabrillo at Carson  
 Torrance

**10% DISCOUNT  
 on everything in our store**

Hart Schaffner & Marx Clothes  
 Straw Hats

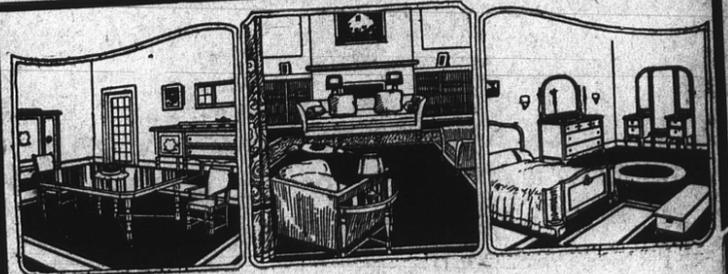
Underwear—Shirts—Hosiery—Neckwear

Nothing "Held Out"—Come and Take Your Pick at 10% OFF  
 The Balance of This Week

Its' Our Way of Saying "Welcome" to Newcomers and Old.  
**MILL UNDERWEAR**—Full line of Shirts and Drawers, with or without Collars.

**TORRANCE TOGGERY**

Home of Hart Schaffner & Marx Clothes  
 1325 Sartori Ave.—Next to First National Bank



We take this opportunity to thank the people of Torrance for their patronage, and to extend an invitation to our new citizens to visit our store.

Our stock is large and complete, and we invite comparison of our prices with those of city stores.

Terms If Desired 10% Discount for Cash

**Huddleston Furniture Co.**

1317 Sartori Ave.

Torrance