

The Whole Town's Talking About the Columbia Steel and SAM LEVY'S DRESSES

\$1.95



New and Greater Department Store
1311-1313 Sartori Avenue, Torrance

Ironed As Well As Washed At Prices All Can Afford!



TORRANCE LAUNDRY ANNOUNCES A NEW **IRON-ALL FAMILY SERVICE** 10c lb.

All Ironed Ready to Wear (Not Less Than 5 lbs. of Flat Work) Wearing Apparel—20c lb. Additional to weight of full bundle. Minimum Bundle—\$1.50

Our new automatic presses, just installed, enable us to give this exceptional service at this small cost.

This new IRON-ALL FAMILY SERVICE will prove a welcome solution to the "MAID PROBLEM" as well as a great help to the housewife who could not heretofore afford to pay to have ironing done by others. A trial order will make you a booster for this new service.

PHONE 141 FOR THE DRIVER TO CALL

Torrance Laundry Co.
1713 Border Ave.

NOTE

Don't be confused by misleading ads. Be sure you KNOW what you are paying.

Miss Stella Kastelman, who has just received a master's degree at Berkeley, was a weekend guest at the home of her sister, Mrs. Dave Hoffman, of Sartori avenue. Miss Kastelman will be a member of the faculty at the Oregon State College next year.

Mr. and Mrs. Walter Levy of Independence are guests this week of Mr. and Mrs. Willis Brooks Phillips-Brooks, who has been spending some time at Independence, returned with Mr. and Mrs. Levy, and is greatly improved in health.

OBSERVATIONS

(Continued from Page 1)

company and its workers. The company lays off any miner found working without goggles—three days for the first offense, six days for the second, and the third time he is discharged. The company goes yet further: it fights to have any eye injury award reduced by 5 per cent where the employe neglected to wear goggles for protection.

This making the employe join in the safety campaign is the short, sure road to minimizing industrial accidents. Some similar form of progressive penalization for motor accidents or hazards might do as much for the highways as for the coal and iron mines. The four-billions-a-year accident cost in the United States is a load that the public cannot afford to pay, nor needs to pay, if all will join in making life safe.

OUT of 200,000 Pennsylvania farms 124,000, or 62 per cent, have telephones. The diversified farmer's time is worth something every day in the year, and the telephone is the cheapest, best time-saver ever invented, for much of the business of the farm.

The telephone is a hired man who eats nothing, who will not forget his orders, who will not flirt or elope with the hired girl, who will not strike for higher wages just when the need is greatest. A farm phone is almost as necessary as land or house or barn.

5000 Join in Big Welcome to Columbia Steel's Sheet Mill

(Continued from Page One)

there or make it still lower. "Because Torrance is an industrial city we think in terms of industries and you will find the city government ready at all times to assist the Columbia Steel Corporation in all ways possible.

"We wish to say a word of real welcome to Columbia's new employes. We hope that they like Torrance. And as chairman of the Board of Trustees I want to invite every Columbia Steel man to take an interest in civic affairs, to think of the Board of Trustees as his representatives, to criticize if he thinks criticism is needed, and to bring to city officials any troubles he may have in affairs in which the city can help out.

Praises Men "Torrance has always been a friendly city. We intend to keep it so. And we know that the high type of men with Columbia who have recently come to town will make Torrance a still better city in which to work and in which to live.

"The Chamber of Commerce of Torrance is financed out of city taxes, to talk to the department of promotion and advertising. Our Chamber of Commerce is a live outfit, working hard all the time for the benefit of Torrance and all our citizens. At this time I wish to introduce George Proctor, head of the new department of the Union Tool Company and president of the Torrance Chamber of Commerce."

Proctor Speaks

Mr. Proctor said: "On an occasion such as this in our city the people of Torrance wish to offer the citizens of the Columbia Steel Corporation their appreciation of the great industrial expansion which the corporation has completed in Torrance at this time. We are convened here to honor a company which has brought a new basic industry into our midst. We have other industries, large ones employing hundreds of men, and they join with us and the people of Torrance in welcoming the Columbia Steel Corporation's new sheet mill."

"As president of the Chamber of Commerce I wish to say to the new employes of the Columbia Steel Corporation that the Chamber of Commerce at Torrance is a clearing house of public information, and if you have any problems, please take them up with the Chamber of Commerce, as we may be of assistance to you. It is our desire to make you welcome, and to have you make your home in Torrance. Our schools are the best. Torrance is not only an industrial city, but a home city. It is a city we are very proud of, both as a manufacturing city and as a home city, and it is going to become one of the greatest manufacturing centers of the Pacific coast.

Fine Home City "You can travel from the Atlantic to the Pacific, and I doubt if you can find a better place than Torrance. The people of Torrance appreciate the locating of this great industry here, and they feel that their appreciation should be in a permanent manner, so they are presenting a plaque to the officials of the Columbia Steel, to be put on the foundation, to be referred to in years to come. This is the plaque, ladies and gentlemen, given to the Columbia Steel by the people of Torrance.

"It reads as follows:—Presented as a Token of Appreciation by the People of Torrance for the Columbia Steel Corporation's Productive Good to This Community,—Dedicating New Sheet Rolling Mill."

"Ladies and gentlemen, it gives me great pleasure to present this plaque to Mr. N. A. Becker, who is the representative of the Columbia Steel Corporation."

Accepts Plaque Accepting the plaque N. A. Becker said: "We start to work at 11 o'clock, and now have only got four minutes, and I want to tell you a whole lot of things.

"Mr. Mayor, Mr. Chairman, Our Managing Director, President of the Chamber of Commerce, and Fellow Citizens: With people of the type of the citizens of Torrance, we can build fifty plants of this type, leave your own 'sweet west' to buy materials in the east any more. You do not have to go east to buy the necessities of life, as you can get everything you want from your neighbor. The nearer you spend your money at home the better chance to get your money back. The material and machinery that has been redesigned and built here in the plant was built in the west. The money is here, and we hope to get some of it back. I would like to talk to you a long, long time, and tell you your duty, as citizens of the west, to purchase and spend your money in the west.

Praises Force "Our time is limited, and we are going to start this plant at 11 o'clock. At 11 o'clock we will pull off our clothes and try and direct late some of the money among you citizens. Those that are behind the gun, and those that furnish the ammunition, have been kept at a lively step until this job was finished. I want to thank the wonderful men on this job for their confidence, and our managing director, Mr. D. H. Botchford, for the efforts they have displayed. Mr. Botchford said, 'Here is the money, get your men and put the thing up in the least possible time.' There has not been a laborer at this plant but who has taken an active part in the construction program set forth four months ago. In four months and one day this new mill was put up.

"I want to thank you all, and the citizens of Torrance, for the wonderful interest and encouragement you have given us. "I have about three minutes to walk down there and blow the whistle. We will invite you back again when we are in full blast."

Crowds Throng Mill All afternoon the new mill was thronged with people watching the interesting operations of the plant. Columbia made the day an occasion for "open house" and welcomed the people of the city with a spirit that was highly appreciated.

Full operations at the new mill will not be under way until about June 1. At present only blue annealed sheets are being produced. Production of galvanized and corrugated sheets will be started in about two weeks. The corrugating machinery was operating yesterday.

however, on sheets shipped from the company's Pittsburg plant.

This was just one of the evidences of Columbia's appreciation of the demonstration of welcome staged by the people of the city. George Proctor then introduced W. L. Booth, manager of the Torrance plant, whose popularity in Torrance was evidenced by the rousing cheer from the crowd. Mr. Booth introduced D. H. Botchford, executive vice-president of the corporation; John D. Fenstermacher, general sales manager; A. M. Clark, northwestern manager; and Irvine Skeoch, chief of construction, who was in charge of the erection of the new mill.

At 11 o'clock sharp N. A. Becker pulled the cord that blew the whistle, and the crowd watched the first sheet of steel produced in the plant.

When the sheet came out of the annealing furnace and started down the 350-foot conveyor to the big cutting shears Mr. Becker placed a flag on it. The cutting crew sheared the sheet into small pieces, which were distributed among the crowd as souvenirs.

Columbia officials were enthusiastic at the rousing welcome which they were accorded in Torrance. Mr. Botchford, Mr. Becker and Mr. Booth were loud in their praise of the wonderful civic spirit displayed at the celebration and requested The Herald to congratulate the city officials, Chamber of Commerce and the people of the city on the event.

The platform on which the program took place was attractive with great flower baskets presented by the First National Bank, the Beacon Drug Company, Drs. Lancaster and Shilder, the Union Pacific System, the Torrance Flower Shop, and The Torrance Herald.

After the ceremony the crew under the direction of Harry Roberts served barbecued sandwiches, coffee, doughnuts, and Eskimo pie. Mr. Roberts said yesterday afternoon that more than 3000 persons were served.

Thrill is good, but to know how to spend your money is far better. School Teachers, Doctors, and Workmen should read the "Indicator." Free copy. Send name and address to 11 Stewart St., San Francisco.—Ad.



Wheel to Work

Don't let crowded, stuffy trolleys and trains mean anything in your life! Breeze along and enjoy the crispness of the morning air, the bracing freshness of a spin home—feel fit as a fiddle all the time.

The cost of a new wheel is soon made up in saved carfares. No delays in getting to work or back home. We have some fine models to show you. See them today and start living right!

Buy and Ride a COLUMBIA

Standard of the World Priced from 35 to 48 Dollars. Sold on Pay as You Ride Plan.

TORRANCE BICYCLE & SPORTING GOODS CO. 1341 El Prado, Torrance. Bring your repair troubles to us. Best workmanship, lowest prices.

Baker Smith
Carson Street
Jeweler
Swiss Watch Repairing a Specialty

First Evangelical Lutheran Church of Torrance, Calif.

Every Sunday at: 9 A. M.—Morning Worship 10 A. M.—Sunday School The New American Legion Hall Meeting Place: GEO. H. SCHUSTER, Pastor Res. 715 Larch St. Phone 1654 Inglewood, Calif.

Two Big Days Left at Eby's Sale

The greatest sale in our history closes Saturday night, May 21. Don't miss it. Come Tomorrow or Saturday.

CLEAN UP SPECIALS ALL NEXT WEEK

Odds and Ends from the Sale. Don't Miss Them. They'll Be Bargains.

Eby's Dry Goods Store

CORNER CRAVENS and CABRILLO AVE. TORRANCE

"A Good Store in a Growing Town"

To the Columbia Steel Personnel

We extend to you our hearty congratulations. Your having been selected to start this great mill speaks for itself.

We will be mighty glad to assist you in getting located, or to impart any information you may desire.

Wm. F. Howe & Co.

REAL ESTATE 1208 El Prado Phone Torrance 256 Opposite Chamber of Commerce

WE PAID THE P. E. & SANTA FE

close to \$50.00 for freight yesterday on BLANKETS and COTTON GOODS, COTTON and SILK HOSIERY. Our Ledger Trial Balance, May 1st, shows \$535.58 paid for freight at Torrance and that does not take into consideration all goods hauled in our own cars at no charge.



Come to this store and buy your blankets, priced on 12c cotton, bought before flood conditions boosted the price of raw cotton.

Come here and save from 15% to 33 1/3%. We are on the Jobbers' list on the bulk of our stock—and we can buy for less and sell for less.

PAY CASH AND BANK THE DIFFERENCE YOURSELF. Give it a trial and you will never go back to credit business.

THE SAMPLE STORE

Hawkins & Oberg 1319 to 1321 Sartori, Torrance 106 to 108 Diamond St., Redondo

The Judge: "THESE ARE BEANS AND I WANT ONE POUND—THEY SAY THEY ARE BEANS."
"SOMETHING ELSE, MADAM?"

She Doesn't Know Beans About It: "YES—GIVE ME TWO POUNDS OF BEANS."
"HOW LONG WILL IT TAKE FOR YOU TO COOK THEM?"
"OH—ABOUT THREE HOURS."

M.B.: "MUCH TOO LONG—JUST GIVE ME ONE POUND, THEN I'LL ONLY TAKE AN HOUR AND A HALF."

Use Our **WELL-KNOWN** BEANS FOR RESULTS

Buy Better in Torrance

Double Value Shoe Store

1216 El Prado—Burkhart Bldg. Torrance.

If you bring this ad in Friday or Saturday You Will Receive

10% Discount ON ALL SHOE PURCHASES

For Best Values in Newest Up-to-the-Minute Spring Footwear

Boys' and Girls' \$1.85 and \$2.85
Men's and Women's \$2.85 and \$3.85
None Higher