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We want an aggressive, level-headed man to be our authorized builder in this territory. . . Here is a bona fide opportunity to get in business, backed by the resources, experience and enviable reputation of the largest homebuilding organization of its kind in America. No homebuilding experience necessary. We train you to do business successfully from the start. We provide complete organization plans, reinforce your selling efforts with an extensive advertising service—in fact, give every kind of intensive co-operation. If you have business ability, integrity, ambition and a nominal amount of capital we want to hear from you immediately. . . 56 responsible business men throughout California and the southwest are earning substantial incomes as builders of Pacific Ready-Cut Homes. Many of them are making from \$4,000 to \$10,000 a year.

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1336 So. Hill St. Phone, WEstmore 1011  
Los Angeles, Calif.



### "The Proof of the Pudding —is in the eating"

THE proof of a sales method is in the results obtained. The successful experience of a Pacific Coast manufacturer of fruitcakes, sold nation-wide, prompts this strong endorsement:

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You Can Sell "It" Through  
Our Want Ads.

## TOWNE TALKE

"Just for Fun"

By RAS BERRY

Down to the Columbia Steel mill opening barbecue where Harry Roberts was putting out the chow Harry says that D. H. Botchford at 78 sandwiches. Bill Booth he went up to Harry and asks Harry for a couple sandwiches for Mr. Botchford and Harry says Gee Whiz he has already at 76 sandwiches which other folks has come up and got for him. Bill he tells D. H. about it and D. H. says why these is the first ones I have had. So I guess the boys in Torrance ain't so dumb when it comes to getting service.

Along about 3 o'clock after the barbecue Bob Deininger and Freddie Palmer and Swede Jensen and me was in eating at a restaurant and come to find out all of us had been in the army and none of us went up to get a barbecue sandwich because we all stood too long in line for our chow in the army and had sworn off on that kind of stuff when Uncle Sam discharged us.

But personally I think the Swede at the barbecue and at the restaurant too.

Which recalls that we owe a apology to all the Swedes in town for kidding them about being Swedes for after what this here Slim Lindbergh done between New York and Poree why it is proved that once in a while they is a Swede that is quite a guy.

Anna Stadig over to the Dolley Annex she is a Swede and she come from the same town that Lindbergh come from and the name of the town is Little Falls, which is a funny place for a aviator to come from. Probably it is better though for a aviator to come from Little Falls than from Great Falls.

I pulled that one on Anna and right away she tumbled.

The Bus. mgr. had a good time Sunday night. He saw The King of Kings—a moving picture depicting the life of Christ shown in a Chinese theatre owned by a Jew.

A little touch of movies makes the whole world kin.

Lou Deininger he says well did you notice where Lindbergh come from and I says yes he come from Minnesota and Lou says yes and that's the kind of boys they raise up there and I says yes and the university of Minnesota ought to get some of them to go to college because with eleven aeroplanes on the team Minnesota might some time at least tie with Michigan. Nobuddy was hurt.

Down to the barbecue Mrs. Dannelly who runs a hotel here she asks a Columbia steel roller why she couldn't send her sheets down and have them ironed in them rollers. She's a smart woman.

## Edison To Cut Rates in Trial

Acting on its belief that a lowering of the maximum lighting rate to users of electric service would stimulate sales for household purposes and thus reduce service costs, the Southern California Edison Company, after consultation with the Railroad Commission of California in an informal conference, and with its approval, has decided to make an experiment along this line.

R. H. Ballard, executive vice-president and general manager of the Edison company, following a discussion with the engineering staff, announced the plan will be put into effect on July 1, 1927. At the present time the maximum rate for lighting and general household

use on the lines of the Edison company in Southern California is 6 1/2 cents per kilowatt hour. Under the experimental plan this will be reduced to 5.5 cents, a reduction of 14 per cent. In the San Joaquin Valley territory the present 7-cent rate will be reduced to 6 cents. These reductions will apply to all of the company's 365,000 domestic, agricultural and industrial consumers. It is proposed to try the plan for one year, after which a careful check will be made to see if the estimates made by the Railroad Commission have proven correct.

"Consumption often increases when prices are reduced, and we hope this will prove true in this case," said Ezra W. Decoto, president of the Railroad Commission, following the conference. "Much of the cost of supplying electricity to residences consists of the fixed charges on connection investment and the expenses of meter reading, bookkeeping and collecting. These charges are just the same in the case of a house using 10 kilowatt hours during the month as in one taking 40 or more kilowatt hours. If you can encourage the small household to use more electricity by reducing the price, the additional expense to the company should be negligible and the household will benefit by the substitution of more electricity for her own muscular energy."

"We welcome the opportunity to make this experiment," said Ballard, speaking for the Southern California Edison Company. "The lower rates will affect 365,000 consumers, reaching every corner of our territory, as our lighting rates are uniform, with exactly the same charges for the farmer in the agricultural centers as are applied in

the cities and industrial sections. "A few years ago electricity was used in residences only at night, but the increased use of washing machines, irons, vacuum cleaners, refrigerators and small appliances had the effect of spreading out the demand, making reductions in lighting rates possible from time to time. Eastern visitors consider our present rates unusually low, but we are glad to give domestic consumers the opportunity to make them still lower. Whether or not this experimental rate becomes permanently effective depends entirely on how it is accepted by the public. If our customers take full advantage of it there is no apparent reason why it should not continue."

Let us help you plan your next building. Consolidated Lumber Co.—Adv.

## IN SOCIETY

### NEWLYWEDS ARE GIVEN SHOWER

Mr. and Mrs. Ruby Harlan, newlyweds, here recently from Stockport, Ia., who have located in Torrance, were given a shower at the home of Mr. and Mrs. W. F. Horton.

Guests present were Mrs. Walter Harlan, Mr. and Mrs. Ralph Harlan, Misses Helen and Janet Harlan, of Huntington Park; Mr. and Mrs. Anderson, of Long Beach; Mr. and Mrs. Leonard Coles, Catherine and Eugene Coles, of San Pedro; Mr. and Mrs. F. E. Mayfield, Mr. and Mrs. Carl Mayfield, Mr. and Mrs. Clarence Harlan, and Mr. and Mrs. Allen Wright.

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**Newest, Loveliest Models Imaginable. Special Showing for Memorial Day**

The style centers of the Coast were searched by our buyers in selecting these dresses. In nearly every instance, we have chosen each dress with some particular customer in mind,—come and let us show you the one we have picked for you.

STREET AND HOUSE FROCKS  
\$1.95, \$2.95, \$3.95, \$4.95, to \$7.50



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for the  
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Outings  
Regular \$6.00 Hats  
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Materials are Horse Hair Braid, Crochet, and Taffeta and Braid Combinations. Truly exceptional values. Buy them this week.

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WOMEN'S RAYON HOSE. Perfect. All Rayon, including hem. Per pair 50c  
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ALL SILK CHIFFON HOSE, including hem, Full Fashioned. Pair (2 Pairs for \$3.50) \$1.85

Buy here and save 25c a pair and get a better quality, too.



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- STRAW HAT
- SUMMER NECKTIE
- FANCY SILK HOSE
- NEW SHIRT



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MEN'S STORE

Torrance