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TIRE REPAIRING
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Every Job Guaranteed
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Columbia Sets On-the-Second Schedule as Ground Is Broken for Plant's Fourth Big Open Hearth



Photo by LaPlante.

When the Columbia Steel Corporation builds anything—from a new sheet mill to a big open hearth furnace—that particular piece of construction is done quickly and on schedule.

Readers will remember the record-breaking manner in which the company built the big sheet mill in Torrance. When ground was broken for it a picture was taken. Clocks and calendars showed the hour and date of starting and the hour and date on which the mill

would start operations. The schedule was maintained to the second. When ground was broken the other day for the company's fourth 50-ton open hearth furnace here another schedule was adopted. It was also one of those "on the second" schedules. And a similar picture was taken. On the left is W. L. Booth, manager of the Torrance plant, pointing to the date, Jan. 20. Next is N. A. Becker, Columbia's consulting efficiency engineer,

pointing to the time of day—11 a. m. Next holding the clock, is William Ostling, assistant manager of the Torrance plant. Next is Jack Monahan pointing to the date on which the open hearth will be completed, March 30—at 11 a. m. At the right is Irving Skeoch, construction engineer who built the sheet mill in record time and who is slated to do the same thing with the open hearth. Mr. Skeoch is taking the first shovel of dirt on the open hearth site.

Torrance Signs at Intersections Okayed by Board

Harry H. Dolley was authorized by the directors of the Chamber of Commerce to have large Torrance road signs erected at the following intersections: Carson and Vermont, Carson and Main street, Hawthorne Road and Redondo boulevard, Western avenue at 182nd street, Arlington avenue at south limits. The signs will cost about \$20 each, erected. They will be about 6 by 8 feet in dimensions and will feature an arrow pointing to "Torrance, the Modern Industrial City."

A Knockout in Men's Summer Weight Flannel Shirts

A few months ago this Frisco manufacturer asked the Men's Shops, \$2.25 at the Factory for these shirts—on display at our stores Saturday. \$3.25 value, 2 for \$3.50, 3 for \$5.00. Each.....\$1.95
STANDARD GOODS AT CUT PRICES

THE SAMPLE STORE

Redondo Hawkins & Oberg Torrance

HOLD EVERYTHING----

Until We Tell You of the Biggest Value of the Year in an All-Electric Radio. See Our Ad NEXT WEEK.

GARDNER MUSIC CO.

"Your Home Dealer"

1601 Gramercy, Next to Beacon Drug Store

Torrance

PIGGLY WIGGLY

Cleanest Stores in the World operated by the Cleanest and Healthiest Staff of Employees.

A Great Book—A Safeguard to Health

"Piggly Wiggly Daily Health Menu" No up-to-date housewife should be without this new pointer, and clearly shows how to avoid them by book. It is a source of daily menu information, SAFE REDUCING DIETS. You can't lose. DEPOSIT \$1.45. Take the book in addition to hundreds of tasteful menus and recipes, it contains valuable information on BALANCED MEAT—HOW TO GAIN WEIGHT. It also brings it back and we will gladly refund your money.

LOWERED PRICES

(These advertised prices are effective Friday, February 10th, to Tuesday, February 14th, inclusive, at all Piggly Wiggly Stores in Los Angeles, Orange, Riverside and San Bernardino counties.)

- Brooms SHIP BRAND Made from Best Blue Flax, Handle Eastern Room Each... 69c
- Fruit Salad LIBBY'S BRAND No. 1 Can..... 21c
- Catsup DEL MONTE BRAND 8-oz. Bottle..... 12 1/2c
- Navy Beans Choice Stock 2 lbs.... 15c
- Canned Pears LIBBY'S—No. 2 Can 22c No. 2 1/2 Can 26c
- Sweet Potatoes FAMOUS BRAND No. 2 1/2 Can 12 1/2c
- Syrup LOG CABIN Small Can..... 25c

K-F-O-N
It's in the air—tonight, that wonderful program from Piggly Wiggly station K-F-O-N. Tune in on 242 meters.

DONA CASTILE SOAP
A Pure Olive Oil Soap. Lathers Freely. Soothing to the Skin.

DON AMAIZO GLOSS

COFFIG
"Coffee's Successor" You'll like the Flavor Contains No Coffee

WASH CLOTH FREE
with 3 cakes Dona Castile Toilet Soap (A 4c Value)

STARCH
You'll find Amazo will give you perfect results wherever starch is used. Specially Priced

Newmark's High Grade Coffee
More popular every day. Its good coffee flavor will win your favor.
1-lb. Can... 54c 2-lb. Can... 1.06

SUN-MAID RAISINS
Packed in clean, attractive packages, Sun-Maids retain all the flavor and fragrance of fresh, vine-ripened grapes.
Seedless—15-oz. Pkg... 12c
Puffed—15-oz. Pkg... 12c

PEET'S Washing Machine SOAP
DEEP CUT PRICE
Stock up at this low price.
Large Pkg... 35c

Promoting Health

FRUIT and VEGETABLE DEPT.
These prices effective February 10th and 11th only at Fruit and Vegetable Stands operated by Piggly Wiggly Co.

- CELERY, 2 for..... 15c
- IDAHO RUSSET POTATOES, 13 lbs. for..... 25c
- FANCY ROMAN BEAUTY APPLES, loose, 2 lbs. for..... 15c
- FANCY JONATHAN APPLES, loose, 3 lbs. for..... 25c
- CAULIFLOWER, 12-14 sizes, 2 for..... 15c
- IMPERIAL VALLEY LETTUCE, 48 size, 2 for..... 15c
- FANCY MEXICAN TOMATOES, 2 lbs..... 25c

1315 Sartori Ave., Torrance Wm. Pearson, Mgr.

A. H. Bartlett Home on Amapola to Be Open for Public View

A. H. Bartlett plans to move into his new home at 1618 Amapola avenue next week. Built by P. O. Guy, Torrance contractor, the house is just being completed. It is especially attractive and commodious.

Both Mr. Bartlett and Mr. Guy are so proud of the new dwelling that they are inviting the public to inspect it Saturday afternoon or Sunday.

The finishing in the interior is of southern gum and the decorations and special fitting are unique and appealing.

The living room, dining room, kitchen and bedrooms are extremely well-lighted and commodious and the arrangement of closets is particularly noteworthy. The house is not for sale but may be inspected any time Saturday afternoon or Sunday.

1200 Visitors Attend Bank of Italy Opening

Twelve hundred visitors inspected the new home of the Bank of Italy at Marcelina and Sartori avenues Saturday. The lobby of the new building was resplendent with flowers.

James W. Leech, manager of the institution here said: "On behalf of the Bank of Italy I wish to thank the people of Torrance for the interest they displayed in our opening. We wish also to thank all those who congratulated us in the display advertisement of The Torrance Herald and those who sent flowers."

Crowds thronged the bank during the day and in the evening from 6 to 9 p. m. Milt Gardner's Merry Makers furnished music.

Among the Bank of Italy officials who were present at the opening were H. R. Coulter, vice president and comptroller, R. T. Van Clave, manager of the business extension department, and J. R. Rutherford, vice president. They were impressed with Torrance and the progressive spirit of the people here.

Orra E. Monette, vice chairman of the board of directors and vice chairman of the general executive committee had intended to be present but he was confined to his bed with illness and sent his regrets.

L. W. MacDonald, chairman of the board of managers of the Los Angeles division and vice president also sent his regrets.

225 Entertained at Brotherhood Supper Monday

Excellent Program Enjoyed as Attendance Record Is Broken

The largest crowd that has yet attended a Brotherhood supper, gathered at the Methodist church Monday evening with approximately 225 present.

The Ladies' Aid Society of the church served a sumptuous supper, after which a very special and unusual program was carried out. Mr. and Mrs. Oliver, together with Mrs. Reese of Long Beach, were the entertainers. Mr. and Mrs. Oliver are world travelers. Having visited countries in Europe many times, they are an authority on details of foreign life and places of interest. Mr. Oliver gave an intensely interesting lecture on noteworthy points and personages in Rome, London and Paris, and Mrs. Oliver appeared in costumes of other countries—delighting all with her lovely songs—as did also Mrs. Reese, who so brilliantly accompanied her at the piano.

The tables were artistically decorated with red and white carnations, crepe paper and valentines. Mr. Morris, the toastmaster handled the ceremonies to the delight of all, and Rev. Young closed with a few, well-chosen words leading all to see that the Brotherhood is not the end, but the means through which all are pointed to a warmer fellowship, a truer friendship and a richer companionship with the Christ who causes each one to realize that: "I am my brother's keeper."

Mrs. Fitzhugh to Address Meeting of Women's Club

Mrs. J. M. Fitzhugh, auditor and member of the general board of directors of the Mothers' Educational Center, will be the speaker Monday evening at the Women's club Wednesday afternoon. The meeting was arranged by Mrs. Archie Lewis, child welfare committee chairman.

Mrs. J. C. Merriam, art chairman, who will divide the program with Mrs. Lewis, is preparing something good for her part of the program.

At 12:30 a "manufacturers' luncheon" will be served by the February committee, Mrs. J. E. West, chairman. All reservations must be made by Monday at 6 p. m.

Rev. Robert Young, assisted by the choir of First Methodist Church will give a radio program over KGEF, Friday night from 8:30 to 9:30.

Seek Removal of Old Oil Derricks

With an eye to the reclamation of Tract No. 1070 directors of the Chamber of Commerce passed a resolution Monday night requesting the City Council to bring about the removal of non-operating oil derricks in the district. While the council cannot legally force the removal the city may insist that watchmen guard each derrick to prevent fire. When such a demand is made the derrick is usually removed.

A real plan service. Consolidated Lumber Co.—Adv.

For Better Shoe Repairing
See
HOFFMAN'S SHOE STORE
Across from the Masonic Temple on Sartori Avenue
Master Shoe Maker Since 1909



The Concrete Street is Safe
CONCRETE streets are safest—wet or dry. They are rigid and enduring under the heaviest traffic. Economical to build and requiring little maintenance, the concrete pavement gives uninterrupted service.

When you pave, pave with portland cement concrete. Its attractive appearance and other exclusive advantages make it appropriate for business streets, boulevards and residential districts alike.

PORTLAND CEMENT ASSOCIATION
Union Bank Building
LOS ANGELES, CALIF.

CONCRETE
for permanence

WEEKLY DANCING CLASSES
In Classic and Ballroom Technique every Monday, in the Women's Clubhouse, Torrance.
Private Lessons from 1 P. M.
Children's class in Classic Dancing at 4:00 p. m.
Young people's Ballroom class at 7:00 p. m.
Adult's Ballroom class at 8:00 p. m.
Ballroom practice with orchestra from 9 to 11 p. m.

These classes are under the personal supervision of George Hinkley, master of the Belmont School of Dancing, Long Beach, assisted by Miss Martha Hardy, an artist pupil of the Denishawn School of New York and Los Angeles.

\$1095
Sedan, c. o. b. Detroit

BRILLIANTLY Different

Dodge Brothers Victory Six is not only a new car but an entirely new and better kind of a car. For the first time in history, body and chassis are a single, integral unit.

The wide, deep Victory chassis frame, flush with the body lines, eliminates the body sill and the customary body OVERHANG.

Major body parts are reduced from 367 to 8! 175 pounds of useless weight are cast off!

The gravity center is radically lowered—with head-room and road clearance unaffected.

The results can not be expressed—they must be experienced.

No unpleasant skidding or sideway at the corners. No back-wheel "chatter" when the Lockheed Hydraulic brakes are quickly applied.

A smoothness over cobble roads that you have never imagined possible.

A swift car that is safe—a moderate-priced car unsurpassed in smartness and individuality.

Tune in for Dodge Brothers Radio Program every Thursday night, 9 to 9:30 (Pacific Time) — National Broadcasting Company Pacific Coast Network

ALLEN H. PAULL
TORRANCE (Temporary Location, 1623 Cabrillo Ave.)
Gardena Ph. 1452 Redondo Ph. 1382
16514 S. Vermont 312 S. Catalina

The VICTORY SIX
DODGE BROTHERS, INC.
THE SENIOR SIX AND AMERICA'S FASTEST FOUR ALSO ON DISPLAY