

CLASSIFIED ADS

CLASSIFIED ADVERTISING RATES - INFORMATION
Rates Quoted on Per Issue Basis

(8-line minimum)
1 Time (per line).....12c
2 Times (per line).....10c
3 Times (per line).....9c
4 Times (per line).....8c
12 Times (per line).....6c
Multiple Time Rates effective ONLY if no change of copy ordered—otherwise open rate of 12c per line will be charged.

Ads may be cancelled after any insertion. Rate earned will be charged and money refunded for space not used. Not responsible for more than ONE incorrect insertion of any ad ordered for more than one time.

1. Announcements

Torrance Upholstering Co., 1613 Border Ave. Overstuffed furniture repaired and remodeled. Rugs cleaned and sized. Free estimate. Satisfaction guaranteed. Phone 225.

2. Professional Directory

PARAMOUNT Studio wants children for dance acts now forming for holiday programs. Saturday, 10:30 a.m., Woman's clubhouse.

HOWARD G. LOCKE

Dependable Insurance—Fire—Automobile
1405 Marcelina Avenue
Phone, Torrance 135-M

3. Card of Thanks

A note of thanks is extended for the many kind expressions of love and sympathy offered to us in our bereavement. They have comforted and sustained in an hour of need the many members of the family, and they are one in expressing their loving appreciation.
Mrs. S. E. Merrill and Family.

5. Lost and Found

LOST—Reward for pirate hat lost at Job's Daughters' dance Saturday night. 1027 N. Arlington.
LOST—Yellow tiger cat, dark spot on face, white underneath. Reward. Phone 11-J or Police Dept.
LOST: Boston bull, license 274. Reward for return to 1605 Greenwood.

6. Business Directory

FOR EVERY KIND OF INSURANCE, including Life Insurance in the A.O.U.W. with membership in Torrance Lodge No. 33, call Wallace H. Gilbert. Phone 420.

OFFICIAL BRAKE SERVICE

Wheel and Axle Alignment
J. M. RICHARDSON
500 South Catalina. Phone 3552 Redondo Beach

7. Personal

NOT responsible for debts contracted after Oct. 19, 1935, by any person except myself.
Ray W. Cooke.

13. For Rent: Apartments and Flats, Furnished

CLEAN 2 and 3-room bungalows, \$12 and \$14 including lights and water. El Prado Court, 1100 El Prado.

20. Room and Board

ROOM and board \$10 per week. Room \$8. Southern Inn. 1913 Cabrillo.

NATIONAL HOTEL

1728 Abalone Ave. Phone 767
E. R. WHEATON
Clean Beds - Good Service
Family Style Meals, 35c
Sunday Chicken Dinner, 50c
Weekly Rate, Board and Room \$7.00 and up
Lou Greenman

25. For Sale: Miscellaneous

FOR SALE: Double barrel Remington shotgun. 12 gauge. Like new. Cheap. 716 Border.

BUILDING—Can be used as garage or storehouse. Price reasonable. E. H. Barlow Oil Tool Machine Works. 21902 Normandie Ave.

28. Help Wanted: Male or Female

WANTED: Representative to look after our magazine subscription interests in Torrance and vicinity. Our plan enables you to secure a good part of the hundreds of dollars spent in this vicinity each fall and winter for magazines. Oldest agency in U. S. Guaranteed lowest rates on all periodicals, domestic and foreign. Instructions and equipment free. Start a growing and permanent business in whole or spare time. Address MOORE COTTRELL, Inc., Wayland Road, North Cohocton, N. Y.

29. Employment Wanted

Van's Window Cleaning
House Cleaning
Floor Waxing
2304 Gramercy - Phone 167-W
G. DeRouin

33. Real Estate: Improved

FOR SALE—Lovely home, 1512 Post avenue. Unit heat. Excellent terms. Write 436 So Westminster Ave., L. A. Federal 0451.

36. Moving and Storage

M & M Transfer, 1513 Cabrillo. Phone 845. We haul anything anywhere, anytime. Loads insured. Also storage and packing.

38. Real Estate for Sale or Trade

FOR SALE: Large 6-room modern house. Big bargain. Take car or small place in trade. Central Garage, Torrance. Phone 81-J.

41. For Sale: Pianos

STUDIO piano, latest model, must be sold or rented; very cheap price. A. & A. Storage Co., 466 18th St., San Pedro.

BABY grand in storage must be sold for client; asking \$295, terms arranged. A. & A. Storage Co., 466 18th St., San Pedro.

40. Swaps

30-30 Winchester, just like new. For sale or trade for chickens. 2555 Sonoma, Torrance.

WILL trade clear sixty foot lot near oil well, now drilling for equity in house in Torrance. Write Torrance Herald, Box T.

HOME CLEANING CO.

Overstuffed Suites and Rugs Cleaned and De-Mothed in your own home.
Also Car Upholstery
FLOORS Cleaned and Polished. Low Prices.
E. A. Rowe
703 Cota Ave., Torrance
B. Gertzman

One Customer Tells Another . . .

And that's the way our business grows, because our baked goods satisfy both the palate and the purse.

FREE DELIVERY
All orders of 25c or over delivered to your door.
PHONE 572

Whitney Bakery
1323 Sartori—Torrance
J. Mahar

Real Silk Program

Silken Strings, Coast to Coast, Every SUNDAY, from 9 P. M. to 9:30 P. M. Over 1000

From Mills to Millions
If you have a good friend, why not send Real Silk Custom Made Hose for Christmas present?

We have smart things for smart people. All Real Silks—Silk is 100% Pure, fresh and non-laced.

When you think of Christmas, think of Real Silk and call your Torrance Representative.
W. T. BOOTH, Phone 528
Free Mending Kit to All

Now Ladies . . .

After all this dust . . . a Dust Mop Large - \$1.00
1 qt. O.U. Dust Oil, 60c

You Remember My Birthday Cake?
Well, I now have them on sale—
Small Size 65c
Large Size \$2.70
Including Pyrex Dish

Sherwin-Williams Paints
Enamels & Varnishes

WORRELL
THE HARDWARE MAN
1517 Cabrillo, Ph. 167-M
"Where a \$ Goes Farthest"
Wm. Pena

ARTCRAFT PRINTING CO.
(Formerly the Clark Stationery)
1509 Cabrillo Avenue
Torrance Phone 327

SMITH'S Super Service Station

2172 Torrance Blvd. at Portola Phone 212
Latest Type Lubricating Equipment
We Use Factory Recommended Oils and Greases

Torrance Feed & Poultry Store

1973 and 1975 Carson St. at Gramercy
T. S. Lovelady, proprietor

LOCAL RANCH EGGS, FRESH DAILY

POULTRY DRESSED FREE!
Colored FRYERS lb. 27c
Colored HENS lb. 29c
Rabbit Fryers, —lb. 16c

BIRD CAGES, While They Last, —75c and Treat Cup FREE!
S. Justice Free-Delivery, Phone 115-W

Torrance Herald

With Which is Consolidated the Lomita News
Published Every Thursday
GROVER C. WHYTE, Editor-Publisher
1336 El Prado, Telephone Torrance 444
Torrance, California

MEMBER California Newspaper Publishers Association
MEMBER United Press Associations

Published weekly at Torrance, California, and entered as second class matter January 30, 1914, at the Postoffice at Torrance, California, under the Act of March 3, 1879.

OFFICIAL PAPER OF THE CITY OF TORRANCE
Adjudicated a Legal Newspaper of Los Angeles County, Superior Court Case No. 218476. Dated March 22, 1927.

Subscription Rates in Advance
Anywhere in Los Angeles County . . . \$2.00 per year
Anywhere in the U. S. Outside of Los Angeles County . . . \$3.00 per year
Canada and Other Foreign Countries . . . \$6.00 per year
Single Copies 5c

New Beer Cans Make Increased Business For Steel Companies

Revival, in a modern form, of the time-honored practice of "rushing the can" is providing the steel industry with one of its most rapidly expanding new markets, with promised increased employment for thousands of steel workers, according to the American Iron and Steel Institute.

Introduction of cans for beer and the reported quick public acceptance of the new container is causing can makers to rush plans for an output in 1936 which may approximate one and a half billion cans.

Production of the expected number of cans next year will mean the consumption of 3,000,000 base boxes of tin plate. Turning out this quantity of tin plate will require 11,500,000 man-hours of labor, equivalent to one year's employment for nearly 6,000 workers at iron ore mines, furnaces and steel mills, with wages of nearly \$8,000,000.

In addition to increased employment in the steel mill the production of the finished product—in factories making cans will give work to thousands of men. Still other millions are being spent for wages and materials to make machinery and equipment to produce the new product.

The curve of beer consumption in this country has been rising and United States revenue officials forecast an output next year of between 48 million and 50 million barrels. Of this total, about 70 percent will be draught beer. The remainder of 30 percent will require nearly five billion 12-ounce containers. These figures give some indication of the potential market for beer cans.

Among advantages of canned beer pointed out by brewers and consumers are that the flavor is superior; breakage, deposits and returns of "empties" are eliminated; and the small size and light weight of the cans make them convenient for home use, and cut down transportation costs. Yet a beer can contains exactly the same quantity of beer as a bottle.

In designing beer cans it was necessary to make them much stronger than cans for ordinary food products. Under pasteurization beer reaches a pressure of about 75 pounds, which is many times greater than that for foods. To meet this problem tin plate of special analysis is being specified by the can makers, and produced by the steel mills.

Tin plate from which the cans are made is a steel product manufactured by 16 American steel companies, both large and small. The base of the tin plate is thin steel sheets which are rolled by rolling mills of various types. The coating is of pure

Harris Frocks Opens New Shop On Sartori Ave.

Special Group of Dresses On Sale At Opening This Week-End

Harris Frocks is the name of a new dress shop which opens today at 1312 Sartori avenue with an exceptionally complete and diversified stock of street and party dresses. Mr. and Mrs. Dave Harris, proprietors of the new store, have been in the women's apparel business for 30 years, and the splendid selection of popular priced new fall and winter dresses which they have on display at their new Torrance store is indicative of their thorough knowledge of the apparel business.

A special group of 500 silk and angora wool dresses is offered as an opening feature, advertised elsewhere in this issue.
Mr. and Mrs. Harris recently

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Hospital Notes

Joseph McGaldrick, U. S. S. Arizona, received treatment yesterday morning for lacerations about the face. McGaldrick was injured when his car ran off the road at 190th and Western avenue.

Mrs. Elaine Anderson, 3008 Alma street, Manhattan Beach, entered October 18 to be treated for pneumonia.

Mrs. Flora Fuller, 546 East 220th street, entered October 21 for medical treatment.

Mrs. Nelle Kohler, 808 South Irena, Redondo Beach, is recovering from an operation performed October 21 for removal of a tumor.

Mrs. Josephine Ossea, 915 Portola, is recovering from an appendicitis operation performed October 18.

Births
To Mr. and Mrs. C. E. Lewis, 3125 Redondo boulevard, Lomita, a boy, October 23.

sold their dress shop in San Pedro, where they were in business for a number of years.

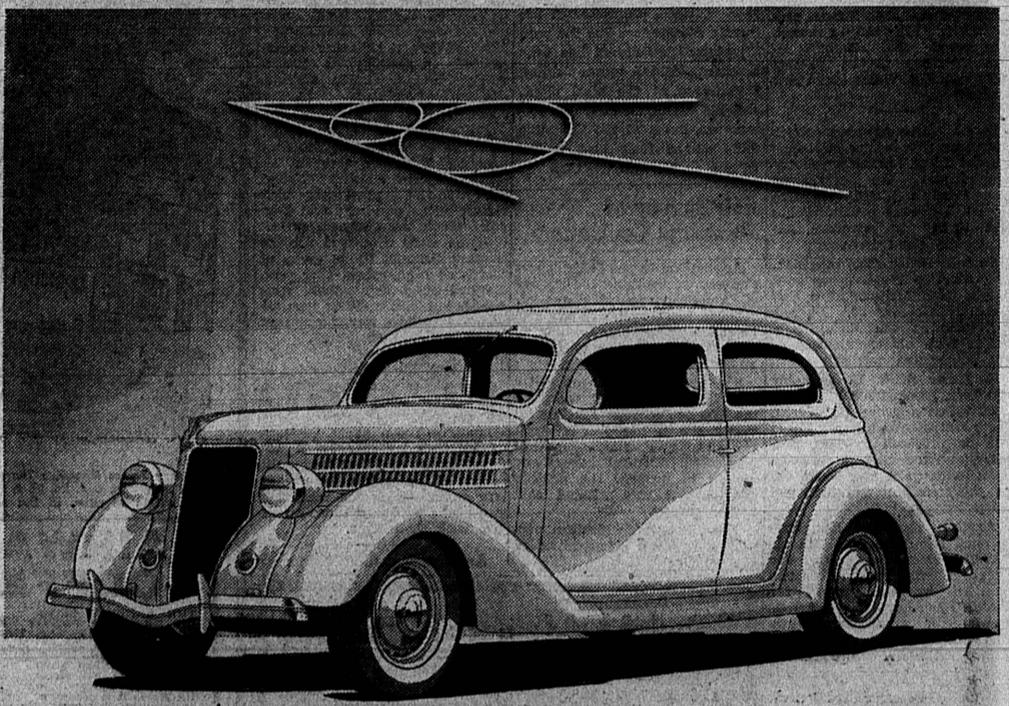
Airmail Schedules To So. America Cut

Changes in airmail schedules to South America reveal the fact that from one and a half to two days time has been cut off the runs from the United States to that country. Airmail destined for Buenos Aires now reaches that city in six days, for the Canal Zone in less than two days.

Ordinary mail service by rail and boat requires a much longer period for delivery, and all important mail between the North and South Americas is rapidly being consigned to airmail routes, rather than to the slower means of transportation.

Pickled Pig Tails Popular
KITCHENER, Ont. (U.P.)—A new use for pigs' tails has been found by Kitchener citizens. They roast or pickle them and take them to picnics. The demand was so great this summer that packing houses had trouble in filling all orders.

COMPLETE COVERAGE
All Torrance Herald ads run in the Tri-City Shopping News without extra charge.



THE NEW FORD V-8 FOR 1936

Why do we say The New Ford V-8 for 1936?

What is new about it?

Of course, the newest engine in the low-price car field is still the V-8 engine. Since Ford made it available to all car users (keeping it as economical as cars with fewer cylinders) the Ford V-8 has been the newest engine on the market, and remains the newest for 1936.

You may buy a car on minor "talking points"—some specially advertised feature "with the car thrown in"—but after all, it is the engine you buy when you buy a car. Hence we put the engine first.

Other new points about the car make a long list.

Its lines are much more beautiful. The hood is longer and sweeps forward over the distinctive new radiator grille, giving the car a length and grace that are instantly impressive. The fenders are larger, with a wide flare. Horns are concealed behind circular grilles beneath the headlamps. New steel wheels.

Ford upholstery—always of superior quality and excellent taste—is rich and enduring. The appointments of the car have a new touch of refinement. There

is no question about the increased beauty of the Ford V-8 for 1936.

In more practical matters, many improvements have been made.

Steering is made easier by a new steering gear ratio. The cooling system circulates 5 1/2 gallons of water through a new, larger radiator. Natural thermosiphon action is assisted by two centrifugal water pumps. New style hood louvers permit a rapid air-flow around the engine.

Easier, quieter shifting of Ford gears—The gear shift lever now travels a shorter distance.

The two qualities you want in brakes—Brakes that stop the car with ease and certainty. Ford Super-Safety Brakes of the long-tested, fool-proof, mechanical design.

Safety—as always—in the electrically welded genuine steel body. Safety Glass all around at no extra cost. Hundreds have written grateful letters because this glass has protected the safety of their families.

A car you can drive without strain all day, if you like, in city or country. Steady, holds the road, responds to the

driver's touch like a well-trained horse. You don't have to "push" or "fight" the Ford V-8—driver and car easily get on terms of good understanding with each other.

An engine has much to do with the roominess of a car. Very much indeed. A long engine uses up car space. The compact V-8 engine permits much of the ordinary engine space to be used by passengers.

It really is a great car in every way, this 1936 Ford V-8—the finest, safest, most dependable Ford car ever built. Now on display for Ford dealers.

LOW FORD V-8 PRICES

THIRTEEN BODY TYPES—Coupe (5 windows), \$510. Tudor Sedan, \$520. Fordor Sedan, \$580. DE LUXE—Roadster (with rumble seat), \$560. Coupe (3 windows), \$570. Coupe (5 windows), \$555. Phaeton, \$590. Tudor Sedan, \$585. Cabriolet (with rumble seat), \$925. Fordor Sedan, \$625. Tudor Touring Sedan (with built-in trunk), \$590. Fordor Touring Sedan (with built-in trunk), \$650. Convertible Sedan, \$760.

F. O. B. Detroit. Standard accessory group, including bumpers and spare tire, extra. All Ford V-8 body types have Safety Glass throughout at no additional cost. Economical terms through Universal Credit Company.

Free Tickets

To The TORRANCE THEATRE!

LOOK FOR YOUR NAME IN THE ADS ON THIS PAGE!

Twelve tickets to the Torrance Theatre are given away each week to the lucky people who find their names in the boxed ads on this page. Read each ad carefully—your name may appear in a rather small and unassuming place in one of the ads. When you find it, go to the store in whose advertisement YOUR name appears and you will receive two (2) tickets to the Torrance Theatre. REMEMBER—you are in no way obliged to make a purchase.

NOTE—READ EVERY LINE OR YOU MAY OVERLOOK YOUR NAME!



See the New Ford V-8 for 1936
NOW ON DISPLAY at
Schultz & Peckham
AUTHORIZED DEALERS OF FORD PRODUCTS
In Torrance 15 Years

1514 Cabrillo Avenue Torrance Phone 137

... OPEN EVENINGS ...