

Torrance Business Men!

NOW IS YOUR CHANCE TO:

1. Aid in National Defense Housing—Urgently Needed
2. Help Torrance and Vicinity Grow
3. Earn Added Income from Your Savings—With Safety!

★ 1 ★

★ 2 ★

★ 3 ★

YOUR PART IN NATIONAL DEFENSE

We must act immediately to help America and the democracies strengthen their defenses and to prevent "trailer camp" conditions. Is the United States able to produce enough war supplies for herself and the democracies in the time remaining? The answer lies with the people. Will you get behind the National Defense program and make it work? One of the BEST ways of aiding is for every one of you to join the National Defense Housing Drive by opening an account with the Lincoln Building & Loan Association. New plants must be established for the necessary production that Torrance and vicinity are so ideally situated to produce—and homes for the workers in these plants must be built.

For Your Country's Sake —

ACT NOW!

YOUR PART IN BUILDING TORRANCE

If Torrance, Lomita and the vicinity are going to take part in the plant building program for National Defense, housing facilities must be supplied for the workers because that will pay dividends. WHY?—because these national defense workers are well-paid, substantial men who will bring their families to their homes, and these men and their families will spend their money in your business establishments which will in turn expand the buying power of your trading area. Buying a Lincoln Building and Loan Association Certificate currently drawing 3½% interest gives you a profitable and Federally Insured investment and will make possible the building of these new homes. Each dollar you invest will be matched by \$2 of outside money and it will be used IMMEDIATELY to build homes in Torrance and vicinity—the natural center for the National Defense plant building program in the West, truly "The Industrial City."

For Your City's Sake —

ACT NOW!

YOUR PART IN INCREASING YOUR OWN SAVINGS

Lincoln Building and Loan Association has started acting to meet this housing problem by this National Defense Housing Drive. Lincoln will act as agent through which funds invested will be immediately matched by outside capital two to one on every dollar and put to work in home-building projects. You invest YOUR funds—small or large—and they earn 3½% interest and are Federally Insured. Every man in Torrance, Lomita and vicinity is being asked and will want to open a National Defense Housing Account in the Lincoln Building & Loan Association according to his means. And just as the influx of all the additional and new business will benefit the community as a whole, you as an individual will share in the increase in profits.

For Your Own Sake —

ACT NOW!

HERE IS HOW YOU CAN COOPERATE

Hundreds of you have already invested your funds, but the need for more homes for defense workers is growing greater every day. More plants are seeking locations and Torrance is ideal IF there are homes for their workers. Defense plans are rushing forward and so must we to keep up with them. Open your Account in the Lincoln Building and Loan Association's National Defense Housing Drive today whether it be \$10, or \$5000. Every dollar you invest plus \$2 of outside money will go into building these homes immediately.

Act now — use the coupon and mail it today, or call Mr. Bowen, Torrance 215 for complete details — or go to National Defense Housing Headquarters at 1335 Post Avenue.

LINCOLN BUILDING & LOAN ASSOCIATION

1335 POST AVENUE, TORRANCE ★ PHONE TORRANCE 215
Members: FEDERAL HOME LOAN BANK
FEDERAL SAVINGS & LOAN INSURANCE CORPORATION
Authorized Mortgagee: FEDERAL HOUSING ADMINISTRATION

USE THIS COUPON MAIL IT TODAY
National Defense Housing Drive
Lincoln Building & Loan Association
1335 Post Avenue,
Torrance, California
I am interested. Please have a representative call on me with complete information.
Name: _____
Address: _____

COLOR-STYLING DID IT



Hundreds of interior and exterior color schemes, shown in huge color-photo reproductions on pages two square-feet in area, are the feature of a new color-styling portfolio which was recently received by the Torrance Paint and Wallpaper Company at 1119 Sartori ave. Known as the Sherwin-Williams Paint and Color Style Guide, the giant portfolio is lent to householders, realty men and decorators at no cost.

The illustration above shows in black and white, one of the hundreds of rooms illustrated in full-color in the collection. A royal blue wall-to-wall carpet covers the floor, while the walls are painted in a soft, harmonious medium blue. Ceiling is warm rose-tan, and fireplace, bookcase and other trim is white enamel, providing a smart contrast between warm and cool and light and dark colors. Draperies and chair-covers are flowered blue-green chintz, sofa is a dusty orange and tables are walnut.

According to the Decorative Studios of Sherwin-Williams, who selected the color schemes in the Guide, all the paint colors shown come ready-to-use or are achieved merely by mixing two standard colors. Also, the color photos show exactly how a given color will look in a room, and the guessing and disappointment that formerly occurred when colors were chosen from tiny color "chips" is now eliminated.



LARK, GREET'S NAMESAKE
Presentation of a real live lark as a mascot for Southern

Pacific's two streamlined "Larks" marked inauguration of the railroad's de luxe all-sleeper trains on the coast run between San Francisco and Los Angeles. Photo shows Miss Mary Turko-vich presenting the feather mascot to Garnett King, assistant general passenger agent.

Prisoner Gets Intoxicated; Big Surprise

EL PASO, Texas.—(U. P.)—Ruben Hernandez was jailed for trying to smuggle sleeping tablets to a prisoner in the city jail.

After remaining in a cell for some time he was brought before the police judge for trial. When brought before the bench Hernandez was so intoxicated that he couldn't stand up, yet he was sober when put in jail.

Jailers investigated his cell tier and turned up 12 pint bottles. Hernandez was so drunk he couldn't explain. Jailers said from now on a more thorough search of visitors will be made.

Every American soldier gets five pounds of balanced rations daily.

Babylon was a market place for metals, grains and wool as early as 3000 B. C.

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1328 SARTORI AVE.
Phone 78

Last Whaler Has Base Near Eureka, Calif.

The U. S. Department of the Interior revealed this week that the last operator of the once great American whaling fleet will continue in business this year from a base near Eureka. A license was granted to a San Francisco company at Humboldt bay by the department. The only other operator in North America is a British Columbia company.

The whaler's hunting ground usually is within 150 miles radius of the base, and the American concern last year reported capture of 29 of the animals. A 70-foot finback was the largest catch of the season while the others ranged between 50 and 60 feet in length.

The world catch last year was estimated to be 35,000, most of the whales being taken from

the Antarctic by English, Norwegian and Japanese whalers.

Has Many Uses
A century ago, the American whaling fleet was the largest in the world, and as many as 800 of the 800 whaling vessels in the world at that time sailed under the stars and stripes.

Whale fat is processed into oil, which in America is used primarily in the manufacture of soaps. It is also used in face creams, fruit tree and fly sprays, as a lubricant for machinery and in the treating of leather.

In Germany whale oil is used as a shortening replacing lard. The meat of it is used for cat and dog food in the United States, but in Japan is used for human consumption.

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works wonders with GRAVIES, SOUPS and STEWS

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Try them today!



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