

**THANKS HERALD**

I wish to express to you the thanks of the Government for the splendid co-operation you extended to us during the income tax drive. We are very grateful.

The really wonderful showing made by the Southern California Internal Revenue District was made possible by the fine support you gave us. It has again placed the Sixth California at the head of the list.

I recognize the fact that you have only two commodities to sell—circulation and advertising. Yet you have given both to the Government—free of charge. Surely this is 100 per cent loyalty.

Please accept my best wishes.

Sincerely yours,

REX B. GOODCELL,  
Collector.

**SIGNS SHOW GROWTH**

Among the many business signs that are being installed by old as well as new mercantile firms in Torrance is that erected last week over the entrance to the Day and Night Garage on Cabrillo and Welles streets, that artistically tells the passer-by of the nature of the business and that the establishment is sole agent for the Chevrolet automobile.

Another sign that is a credit to the store is the shoe sign of Hoffman in his new location on Sartori street opposite the Masonic Temple. This sign is of the illuminated kind and sets a good example for other business houses.

**AUTO MAKES DECREASE**

There are 106 makers of passenger automobiles in the United States, as compared with 123 last year. A year ago, there were 159 models made by these factories, while today there are 156.

**Standard Tool Co. Builds Addition**

Among the new industrial buildings being erected in Torrance that spell prosperity and the attainment of a vision but recently conceived and carried to fulfillment by the indomitable energy of its creator, is the new addition to the Standard Tool and Supply Company, reference to which was made in the Herald of March 16.

The new building that is to house the blacksmith department of the growing concern, is as large as the main building and is being rushed to completion to avoid the future blacksmith work being sent to other cities.

In addition to the blacksmith department the new building, the dimensions of which are 50x100 feet, will contain one of the large and powerful hydraulic hammers, a large welding plant, and a power lathe that will handle 24-inch pipe. The demand for the product of the new concern that is now confined to the making of so-called "pipe elevators," is so great that within a very short time the firm will be doubling its present payroll and personnel and one of the first steps in this expansion program under the management of President John Bergsten, is the early completion of the blacksmith shop.

**DURANTS ARE HERE**

During 1922 more automobiles were built than ever before, according to G. C. Barlow, manager of the Barlow-Smale Garage, Durant dealers in Wilmington.

It is very interesting to note, points out Mr. Barlow, that few changes have been made in the general chassis design of any of the popular makes of cars. One of the most notable changes which has taken place, however, has been the stiffening of the frame and the chassis construction of many of the makes which offers a firmer foundation for the body.

The Durant factories, according to Mr. Barlow, were the first to adopt this system in the form of a tubular backbone as well as additional braces which virtually forms a longitudinal sub-frame in addition to the regular frame.

Manufacturers have found much of the racking which took place in their bodies was not caused by the body construction itself, but rather the foundation which supported same, and have therefore endeavored to add to the rigidity of the frame in order to form the firm foundation for the body construction.

The tubular backbone with which the Durant product is equipped is approximately five inches in diameter and is hot-ripped between the rear cross member and the center cross frame, which is seven inches in depth. The material is of five-thirty-seconds thickness pressed steel and being circular in construction naturally absorbs the frame strains that might come from any angle. This backbone also functions as a muffler but does not contain any baffle plates or other obstructions which might blow out. The muffled effect is procured because of the thickness of the material used in the tubular backbone.

The Prince of Wales declares he will not accept the freedom of any more cities. What he hopes for is the freedom of the Prince of Wales.

A Seattle man was sentenced to stay at home for three weeks. But what was the use in punishing his wife that way?

A man never knows what he can do until he tries. And then he is often sorry that he tried.

Money talks, and yet a nickel on the contribution plate makes more noise than a two-dollar bill.

Germany is sending canary birds to this country. Now we suppose all our American cats will be for Germany.

Once more the sugar gamblers are trying to cheat the public. All we've got to say is it isn't very sweet of them.

**THE WORLD TO LEARN OF TORRANCE**

**Realtors Plan Advertising Campaign in City Papers**

The second meeting of the realty division of the Chamber of Commerce, which had its temporary organization two weeks ago, was held at Smith's Cafe on Cabrillo street Thursday, March 29.

The meeting as called for the purpose of forming a permanent organization and to hear the report of the finance committee that was delegated to collect funds for an advertising campaign.

The meeting was called to order by President Pro Tem C. A. Paxman who called for a report of the nominating committee. J. C. Smith, chairman of that committee, stated that the formation of such a body was very acceptable to the real estate dealers with whom he had talked, and that a permanent organization should be affected.

Thereupon nominations were called for and Mr. Smith was unanimously chosen as president; James W. Jones, vice-president; and after some discussion as to the advisability of the organization having its own secretary and treasurer, Secretary Gadeky was chosen for the former place and J. Wallace Post as treasurer, until such time as a separate and distinct realty board is formed.

The report of the finance committee by its chairman, J. W. Macdowell, was to the effect that while the committee was prepared to go into the field for contributions to an advertising fund, action had been postponed owing to the absence from the city of several prominent business men. Upon their return the committee would take action.

Mr. Macdowell outlined the plan of the committee by saying that they contemplated using a half-page advertisement alternately once each week with the Los Angeles Times and Examiner and on the same basis with the Long Beach Press and Telegram.

It was stated that along with this paid advertising, columns of free publicity for Torrance would be given by each of these papers in their Sunday and real estate editions.

The cost of such a campaign would be approximately \$7300 and the speaker was loudly applauded when he stated that his firm, the Torrance Investment Company, would pay one-tenth of this sum, or \$730, if the balance of the amount could be secured from the business men, Chamber of Commerce and individual property owners.

"The advertising is to be of an impersonal nature," said Mr. Macdowell, "and is in no sense real estate advertising. The advertisements will be written with the greatest care and will tell the hundreds of thousands of readers of these papers the advantages of Torrance as a place in which to live, to work and to invest."

"Every storekeeper, every owner of a lot or home in Torrance will receive indirect or direct benefit from this campaign which we plan to extend over a period of at least four months. Alhambra, Burbank, Glendale and other Southern California cities as well as subdivisions are doing this sort of advertising and it must pay or they would stop spending the seemingly immense sums of money on printer's ink."

At the close of Mr. Macdowell's remarks his report received the unqualified endorsement of those present and the meeting adjourned with the members convinced the finance committee would be successful in its campaign.

**BE PRETTY! TURN GRAY HAIR DARK**

Try Grandmother's Old Favorite  
Recipe of Sage Tea and Sulphur

Almost everyone knows that Sage Tea and Sulphur, properly compounded, brings back the natural color and lustre to the hair when faded, streaked or gray. Years ago the only way to get this mixture was to make it at home, which is messy and troublesome. Nowadays, by asking at any drug store for "Wycliff's Sage and Sulphur Compound," you will get a large bottle of this famous old recipe, improved by the addition of other ingredients, at a small cost.

Don't stay gray! Try it! No one can possibly tell that you darkened your hair, as it does it so naturally and evenly. You dampen a sponge or soft brush with it and draw this through your hair, taking one small strand at a time; by morning the gray hair disappears, and after another application or two, your hair becomes beautifully dark, glossy and attractive.

**CHAPTER ONE**

There are two parts to every Dollar—the part you spend, and the part you save

**CHAPTER TWO**

THE PART YOU SPEND HAS GONE BEYOND YOUR CONTROL FOREVER.

**CHAPTER THREE**

The part you save is the part you can count on when opportunity comes your way.

(To be continued)

**State Bank of Lomita**

"THE FRIENDLY BANK"

H. V. ADAMS, Cashier

A. L. O'HARA O. S. GIBSON

**THE STAR PLUMBING CO.**

HAS OPENED A SHOP AT 2959 ROSE STREET. WE ARE WIDE AWAKE PLUMBERS AND KNOW THE GAME. WE DO YOUR PLUMBING BY CONTRACT OR BY THE DAY. CAN FURNISH ESTIMATES ON ANY SIZE JOB. OUR PRICES ARE REASONABLE.

WE PAY NO RENT

We Are Local Distributors for Great Western Milling Company

**"Besgrade Products"**

Known Everywhere for Quality and Cleanliness. Try Them.  
Poultry Supplies of All Descriptions.

Hay, Straw, Coal, Briquets and Wood

Let Us Give You a Price on Quantity Lots and Save You Money.



Our Motto

Torrance Feed & Fuel Co.  
Phone 116  
1803 Cabrillo St.

**A New Industry in Torrance**

**Opening of An Auto Top Shop**



- Repairing
- Seat Covers
- Upholstering
- Curtains

**Randall & Wilmoth**

Cor. 213th and Border Opp. P. E. Station

**SERVICE THAT SERVES.** It is joyous experience to know that your Real Estate Business is handled by a firm, experienced, capable, reliable.

It is a sense of incomparable satisfaction when your fire insurance has been written by a firm that makes it a business, who is reliable, capable and efficient.

Let us make your deeds, notes, mortgages and sale contracts. Let us give you the value of our experience gleaned from years of general Real Estate Business, and don't forget **WE SELL DIRT CHEAP.**

**W. A. TEAGARDEN**

1162 Narbonne Ave.

Lomita, California

**LOMITA MEAT MARKET**

H. F. Schmidt



Your Choice Is Our Choice

We select our cuts of meat for your purchase. If we cannot please you with the quality of our meats, we might as well close up shop. We must please you with our prices—that is, values—as well. Try us on your next meat order.

Phone 101-J-2 Schmidt Block Lomita

**PALOS VERDES MEAT MARKET**

Hams and Bacon  
Choice Steaks, Chops, Sausage  
Yard Eggs, Fresh Every Day  
Creamery Butter

We Make Our Own Sausage LOMITA  
2709 REDONDO BLVD.

**LOMITA RESTAURANT**

HOME COOKING and SHORT ORDERS  
Special Attention Given to Parties

MRS. L. E. DAWSON  
Lomita California

**MOUNT LOWE**  
6100 Feet in Skyland

AMERICA'S MOST SCENIC MOUNTAIN TROLLEY TRIP

Fare \$2.50

FROM LOS ANGELES \$2.10 from Pasadena

A Year 'Round Resort—Delightful at All Seasons

Five Trains Daily, 8-9-10 A. M., 1:30-4 P. M.

FROM MAIN STREET STATION, LOS ANGELES

Write For Illustrated Folder

**PACIFIC ELECTRIC RAILWAY**

O. A. SMITH, Passenger Traffic Manager, Los Angeles  
Phone 20, Torrance