BUILDERS' GUIDE

Every Plank We Deliver

will be found just as sound and high grade as if the customer had selected it in person. We take pride in our reputation as dealers who always send the best of the kind of lumber ordered. It isn't philanthropy on our part though it insures to the benefit of buyers. It is based on the idea that a satisfied customer is a permanent one and the best advertisement.

Lomita Lumber & Supply Co.
2723 Weston Street
Phone 177-R-12 Lomita

SUN GLARES
at Hodges' Hardware Store
While they last at $3.50 each
These are also fine for night driving.
LOMITA HARDWARE & FURNITURE Co.
F. G. HODGES Prop.
LOMITA 101-J-11 HARBOR CITY 178-J-11

SHOP PHONE 60-W RES. 47-M
Torrance Plumbing Co.
PLUMBING AND SHEET METAL WORK
AGENT FOR
Ward Floor Furnace
SEWER PIPE, DRAIN TILE AND TERRA COTTA
Across from P. O. 1418 Marcelina Ave.

House Moving, Grading, Teaming
Contracting of All Kinds
C. F. FARQUHAR
SAN PEDRO BLVD., HARBOR CITY
PHONE WIL. 178-R-11

Lomita Transfer
TRUCKING
Phone Wil. 101-J-11
Or Apply at Hodges' Hardware

SAN PEDRO IS GROWING
WE NOW HAVE LOTS ON PAVED STREET, ONLY $750.00.
$75 DOWN, BALANCE $10 PER MONTH
WICKHAM REALTY CO.
710 Pacific Ave. Phone 242-J

CRITTENDEN AND SONS
Handling Lomita Sand, Los Angeles Sand, and Orange County Rock, Sand and Gravel, will appreciate your patronage. Give Us a Trial.
Temporary Address and Phone Number:
1028 GRAND AVENUE, SAN PEDRO SAN PEDRO 783-J

LOMITA RESTAURANT
HOME COOKING and SHORT ORDERS
Special Attention Given to Parties
MRS. L. E. DAWSON
Lomita California

It Don't Cost You Any More
to have your shoes fixed right, then why not?. We do only first-class repair work. My desire is to please you.
HOFFMAN'S SHOE HOSPITAL
1212 Murray Block Torrance

Huddleston's Furniture Exchange
We give you most for your money in all lines of Furniture, Stoves, etc.
The House of Bargains

$400,000 FOR ADVERTISING FUND IS RAISED IN SAN FRANCISCO

Inception of the Campaign

Californians Inc., and the gigantic campaign for settlers it is conducting, had its genesis in the practical initiative of San Francisco business men, members of the ancient order of American hustlers. These men had long recognized the need for some such enterprise to build up the great interior valleys of California.

A group of representative business men stretched out a leisurely lunch hour to consider whether the task of building an empire on the western edge of the continent was too big a job for San Francisco to tackle. In the time it takes to smoke a cigar, a decision was reached. San Francisco would tackle the job.

Followed then a burst of the activity with which every now and again San Francisco demonstrates her youth and virility. A public meeting was called by the mayor, and the announcement made that San Francisco was ready to start the work of bringing at least a million new people to California. Check books, which are trained in San Francisco to respond automatically to any fund for the welfare of California, were taken to the meeting.

"California," Mayor James Rolph told the assemblage, "has an area of more than 158,000 square miles and a population of four millions. We need more people. We can support thirty million people within our boundaries. Italy, no larger than California, supports forty million. The state of New Jersey, which is no larger than some of California's big counties, supports more than three million people. If California were as densely populated as New Jersey, there would be more than sixty million people here. James Bryce has told the world that California is more than a state, that it is an empire, and he did not exaggerate. We have an empire here, an empire that now lies empty in the sun awaiting the builders. How can we attract the people here that we need, settlers, homebuilders, investors? How can we build up this empire?"

The answer came in a word: "Advertise!"

Business Men in Charge

It was then that the trained check books of San Franciscans played their role. Four hundred thousand dollars were pledged on the spot and a committee named to plan and undertake the largest campaign in the history of community advertising. Nearly 3000 San Francisco business men subscribed to the fund, in amounts ranging from ten dollars to ten thousand. A noteworthy feature of the campaign is the sense of high responsibility shown by the men who have undertaken to carry it out, through the organization known as "Californians Incorporated," a non-profit corporation formed for that purpose, under the laws of the state.

AFTER THREE YEARS

A friend from Maine writes the following story:

In the summer of 1919 my husband sold a gray mare named "Alice" to a man some distance away. We owned at the same time another horse named "Lady." Last autumn my husband's father, driving some miles from home, met Alice and her present owner. The two horses had not seen each other for three years, but while the two men sat and chatted on the highway, Alice kept looking around at Lady and whinnying, saying as well as she could by her actions, "Hello, Lady, how are you!" It was a clear case of recognizing an old friend.

Auto Stolen
IF YOUR AUTO WAS STOLEN WHO WOULD BE THE LOSER?
You
or the
Insurance Co.
ARE YOU INSURED?
If not see
L. J. Hunter
Agent
Lomita, Calif.

California Weekly Industrial Review

Reports from every section of the country justify the expectation that the business of the present year will exceed the business during any normal year in the history of the country. From many sources come complaints that the only thing now lacking is a supply of common labor to bring production to its highest point.

San Francisco — Wages of 41 trades in shipyards raised 5 per cent by metal trades.

Corning—Campaign launched for organization of 70,000 acre irrigation ditsrict.

Mountain View—Bloomer Bros. corduroy pant factory to start operation.

Placerville—Western States Gas & Electric Company to employ 1000 men on $5,000,000 project by May 1.

San Jose—Construction of $2,500,000 cement manufacturing plant to start at once.

San Francisco—P. G. & E. to start work on $18,000,000 Pit River power project.

Tuolumne—West Side Lumber Company getting ready for long season's run.

Susanville—Red River Lumber Company announces substantial wage increase.

Monterey—Construction of 200-room modern hotel to start.

Los Banos—Three hundred Holstein cows to be imported for Delhi land colony.

Berkeley—Built-In Fixture Company to erect $25,000 factory.

Atascadero—Dooley Doll factory turning out approximately 800 dolls daily.

San Francisco to get $2,000,000 apartment house on Nob Hill.

Woodland—$250,000 company organized to farm in Holland Land District.

Bakersfield—Santa Fe railroad announces plans for $5,000,000 local improvement project.

Lankershim—Fifteen-unit bungalow court on Palm avenue to be erected.

Marysville—3425 arces to be planted to fruit and grapes.

Fresno—Acme Ice Cream Company to erect $225,000 plant.

Bakersfield—Pacific Oil Company starts four new wells during past week.

Los Angeles—400-acre tract secured for new $3,000,000 cotton mills.

Alberhill—Santa Fe railroad to build through line to Corona.

Napa—$117,980 contract let for construction of Milliken canyon dam.

Sisson to get manufacturing plant for output of concerte products.

Richmond—Cornerstone laid for new Builders Exchange building.

Winters—Winters Dried Fruit Company to spend $10,000 on improvements.

Pittsburg—Work on 40 homes, costing $125,000, to start.

Sargent—Santa Clara Oil Company to start drilling on Butterfield flat.

Emoryville—Peck & Hills complete construction of $150,000 plant.

Stockton—Building permits for past week aggregate $100,000.

Vineburg—Stewart Fruit Company to build large packing plant.

Fort Bragg accepts plans for new $80,000 school house.

Oakdale—Pacific Packing Company to start spinach run with 125 employes.

San Francisco—Construction of through Santa Fe line to Los Angeles reported.

Santa Rosa — Construction of $100,000 family hotel announced.

Modesto—Modesto Irrigation district to build $298,400 distributing system.

Watsonville to install 12-inch water mains on Ford street.

Los Banos — California Central Creameries ships 630 barrels powdered milk to foreign markets.

Salinas—Pacific Telephone and Telegraph to spend $111,640 improving local system.

Stockton — California Packing Company opens cannery for 23 weeks' run with 400 workers.

Oakland to get modern new concrete business block.

Lodi—City Fuel & Ice Company to build large addition to plant.

Iselton—Butts cannery completed and opened with 150 employes.

Los Angeles—Pacific Electric to purchase 300 additional cars.

Los Angeles—$750,000 apartment house to go up on Wilshire boulevard.

OPEN NOSTRILS! END A COLD OR CATARRH
How To Get Relief When Head and Nose are Stuffed Up.

Count fifty! Your cold in head or catarrh disappears. Your clogged nostrils will open, the air passages of your head will clear and you can breathe freely. No more snuffling, hawking, mucous discharge, dryness or headache; no struggling for breath at night.

Get a small bottle of Ely's Cream Balm from your druggist and apply a little of this fragrant antiseptic cream in your nostrils. It penetrates through every air passage of the head, soothing and healing the swollen or inflamed mucous membrane, giving you instant relief. Head colds and catarrh yield like magic. Don't stay stuffed-up and miserable. Relief is sure.

Inside and Outside Paint at inside prices.

WHEN YOU BUY PAINTS, YOU WANT THOSE THAT WILL NO FADE OR CRACK.

WE SELL ONLY THE BEST PAINTS. BUY THEM FROM US. REMEMBER THAT IT IS MORE TROUBLE TO SPREAD ON POOR PAINT THAN GOOD PAINT.

REMEMBER ALSO THAT IT PAYS TO PAINT YOUR HOUSE AND BARN, BECAUSE IT NOT ONLY ADDS TO THEIR LOOKS, BUT IT ALSO PRESERVES THE WOOD.

WE ALSO HAVE THE PAINT BRUSHES YOU NEED.

OUR HARDWARE WEARS.

Torrance **PAXMAN'S** Lomita
Two Stores

From Tree To Consumer
"Ask Your Neighbor"
CONSOLIDATED LUMBER CO.
PHONE 129 — TORRANCE

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

6% Want More Money 6%
WANT to increase your income?
WANT your savings Free from Taxes?
WANT your money where it's obtainable any time?
WANT the Safety of your savings Guaranteed?
THEN put your money in
Long Beach Building & Loan Assn.
Under State Supervision
First and Locust Long Beach, Calif.
Assets Over $1,250,000.00
You will have more Dollars without any additional work, effort or risk and your money is obtainable any time. $1.00 or more opens a 6% account.
6% We have and are loaning large sums of money in Torrance and will appreciate your account. No entrance or withdrawal fees. Accounts received by mail given prompt attention. 6%

We Rebuild Any Shoe
for any man, woman or child. We re-sole, re-heel, re-shape and if necessary re-make footwear of all kinds. Our special machinery enables us to turn out a finished pair of shoes for any member of the family, converting your worn old shoes into spick and span new ones for all practical purposes. Become a patron of our shoe-saving methods and save lots of shoe money.
D. C. TURNER
In Rappaport's Store
Torrance

Cleveland Undertaking Parlors
Private Ambulance MRS. Wm. BARKER Assistant
PHONES: SAN PEDRO 265 or 266
Ninth and Pacific San Pedro