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About the New Seaside Subdivision in Torrance

I am representing the Clifford A. Reid Co. who are putting on the great subdivision between Palos Verdes and Clifton. I will be glad to take you over this property.

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Where Steer Beef Only Is Handled

SATURDAY MEAT SPECIALS

Best White Compound, two pound limit	12½c
Best Pure Lard, two pound limit	16½c
Eastern Bacon, sliced, Hickory Smoked	35c
Eastern Bacon in Piece, per lb.	28½c
Pork Shoulder Roast	16c
Pork Loin Roast	22½c
Eastern Hams, ½ or whole, Good Old Fashion Hickory Smoked	24c
Fresh Dressed Young Hens, lb.	32c

THE BEST OF SERVICE COURTEOUS TREATMENT

SOCIETY

MRS. SIDEBOTHAM IS GIVEN SHOWER

Mrs. Charles Sidebotham of Oak street was honored last Thursday at a delightful shower given by Mrs. Coy F. Farquhar at her home on Redondo boulevard.

A color scheme of pink was carried out in the decorations of the rooms and table. A basket prettily adorned, was filled with dainty gifts for the guest of honor.

A buffet luncheon was enjoyed by the following guests: Mrs. J. O. Moore, Mrs. W. H. Stanger of Wilmington; Mrs. R. Scotten, Mrs. Noah Henricks of Wilmington; Mrs. S. W. Whilley, Mrs. C. Burlingame of Harbor City; Mrs. Tom Sidebotham, Mrs. Walter Tappan, senior, Mrs. George Hall, Mrs. Ed Sidebotham, Mrs. Walter Tappan, junior, Mrs. Ben Vivien, Mrs. Arthur Tappan, Mrs. C. E. Wells, Mrs. Harry Applin, Mrs. Fanny Ballard, Mrs. John Sidebotham, Mrs. H. Perlewitz, Mrs. A. Maitland, Mrs. John Radcliffe, Mrs. Ed Tappan, Misses Nora Sidebotham and Catherine Perlewitz.

WOMEN HERE ATTEND CONFERENCE FILMS

So keen an interest are the club women of Southern California taking in the motion picture conferences held each month, that capacity of the theatres where these meetings are held is being taxed.

Twenty women went from Torrance to see "The Jazz Singer" at the Criterion Theatre, Los Angeles, and they, with hundreds of others from the neighboring cities, were thrilled by the realism of the Vitaphone which accompanies the picture, reproducing faithfully the voice of the singer, the music of the great orchestra, all perfectly synchronized with the progress of the film.

In addition to the regular performance, the clubwomen had the interesting opportunity to see several of the film stars in person and to hear them relate incidents of their professional and private life. Eugenie Besserer, who plays the part of Sara Rabinowitz in the film story, began her stage career as a child, trouped with Maurice Barrymore, was married at the age of 12, a mother at 14, and was roundly cheered by the audience when she announced that the matrimonial bark in which she and her husband set sail so many years ago, had weathered all storms and was still sailing along under the direction of the original crew.

May McAvoy and others were present and spoke briefly.

"Four Sons," presented at the beautiful Carthay Circle theatre will be the next film reviewed by the conference.

BOOK SECTION HAS INTERESTING PLAN

One of the things that is interesting the book section of the Torrance Women's Club is a map of California, prepared by a club member, on which will be located in detail the places and events mentioned in California's wealth of literature. As the books are read and discussed, the locale of the story will be recorded on the map, so that by the time the section has completed its program for the year, the map will present a complete picture of the various historical legends, romances, biography which have California for their background.

Twenty-two members attended the meeting held Friday, Feb. 3, when the map was shown for the first time, although the discussion of California books will not be taken up until the next meeting on March 1. Members of this group of the club anticipate some very alluring hours spent in the making of the map, since there will be so wide a range of topics and personalities to touch upon.

W. B. A. STUDY CLUB MEETS AT MRS. STROH'S

The study club of the Women's Benefit association held the first meeting of the new year at the home of the president, Miss Caroline Stroh.

Following the study of the ritual refreshments were served to Mrs. Blanchard, Mrs. G. H. Bradford, Mrs. Harry Roberts, Mrs. Stadig, Mrs. John Gay, Mrs. Mabel Trimm, Mrs. Brown and Miss Stroh.

The meeting was highly successful except in point of attendance, and members are urged to attend the next regular meeting, Feb. 14.

MRS. DWIGHT REESE HOSTESS TO CLUB

Mrs. Dwight Reese proved a delightful hostess last Wednesday, when the Laf-a-lot Card Club met at her home. Honors at cards went to Mrs. Roy McFarland, Mrs. Joe Beebe and Mrs. Charles Corn.

Other members present were Mrs. Otto Batsch, Mrs. J. E. McMasters, Mrs. E. E. McMasters, Mrs. Billie Valean, Mrs. Jim Moore, Mrs. Paul Vonderahe, Mrs. J. Cook and Mrs. Ted Wertz.

CARD PARTY AT K. OF C. HALL, FEB. 16

A card party will be held at K. of C. hall on Redondo boulevard next Thursday evening, Feb. 16. The affair is sponsored by the Catholic Altar Society.

MRS. C. M. MACKENZIE HOSTESS AT DINNER

Mr. and Mrs. C. M. Mackenzie of 1309 Manuel avenue entertained at dinner last Thursday evening in honor of the birthday of Mr. Mackenzie's sister, Mrs. Catherine Moll of Grand Rapids, Michigan.

Places were indicated for Mrs. Moll; Mr. and Mrs. Fred Mispley of Sacramento; Mrs. Bob Jackson of Negaunee, Michigan; and Mr. and Mrs. Mackenzie.

M. E. AID SOCIETY TO MEET WEDNESDAY

The Ladies' Aid Society of the Methodist church will hold its regular meeting on Wednesday, February 15 at 2 p. m. at the home of Mrs. J. O. Bishop, 2021 Carson street. All members and ladies of the church are invited. Co-hostesses are Mrs. Edward Clarkson and Mrs. R. E. Budge.

MRS. J. B. HINES IS HOSTESS AT TORRANCE

Mrs. J. B. Hines entertained 25 couples of her Long Beach friends at an informal dancing party at the Women's clubhouse in Torrance Monday night. At the conclusion of their meeting which was being held in another room of the building on the same evening, the girls of the Junior Auxiliary were invited to join in the amusement. Delightful music and a congenial crowd made the affair one of the very pleasant highlights of the social season.

SCOUT NEWS

BOY SCOUTS OF AMERICA

The Boy Scouts of America was eighteen years old yesterday, the organization having been incorporated as a national movement on Feb. 8, 1910. From a beginning of a few hundred boys it has grown to a present membership of over 650,000, and with troops in almost every city, town, village and hamlet in the country. Because of this anniversary date the week in which it occurs is known as Anniversary Week and local Scouts are featuring a number of special activities.

Tuesday was Mobilization Day. Under a plan announced in the Herald a few weeks ago a Scout call was agreed upon and the Union Tool agreed to sound the call as a try-out during Anniversary Week. The call was sounded at 5 p. m. on Tuesday and in 18 minutes 61 Scouts responded, Troop No. 3 winning with 24 Scouts present, the greatest number from any one troop. The response is an evidence of the value of the plan in the event of an emergency, the Scouts having no previous knowledge of when the call would sound other than some time during this week.

Last night at the American Legion Hall an Anniversary Day program was conducted with Carl Hyde, Herbert Wood, Rufus Page and Dr. Shidler as the speakers and with each troop putting on a stunt illustrating some phase of Scouting. Eagle Scout George Watson, the first local Scout to obtain Eagle rank and the local Scout with the longest record of continuous registration, was introduced as the "Boy Scout of America" and at the close of the program distributed pieces of the birthday cake to the Scouts present.

Today a group of local Scouts presented a program for the Rotary Club with Edward A. Davey, assistant executive of the Los Angeles Scout Council, as the speaker, his subject being the educational side of Scouting.

Tomorrow another group of Scouts will present a program for the Kiwanis Club with Fred L. Letten, assistant executive of the Los Angeles Scout Council, as the speaker, his subject being Scouting as a national movement.

On Saturday afternoon and evening a group of local Scouts will present programs at the performances at the Torrance Theatre including the singing of typical Scout songs, the words being flashed on the screen that all present may join in the singing. The program arranged for the afternoon and evening will show some of the various activities on which the organization is built and because of which it has grown until it is now the largest boy movement in the world.

Torrance has three troops, meeting in their own building on Carson street, next to the American Legion, on Wednesday, Thursday and Friday evenings. All of these troops have completed their membership of 33 Scouts and each troop is organizing an extra patrol. These extra patrols will later be merged into a fourth troop to be known as Troop No. 2, to be sponsored by the Chamber of Commerce, the other troops being sponsored by the American Legion, the Rotary Club and the Kiwanis Club. There is a present registration of 102 active Scouts in Torrance.

L. B. Club to Put on Program Here

The Long Beach Rotary Club will put on the program for the Torrance club at the Women's Clubhouse next Thursday noon. Today the Rotarians were entertained by the Boy Scouts as a special observance of National Boy Scout week.

Miss Randall and Miss Stephenson of Los Angeles and Long Beach announce the opening of a violin, viola and piano studio. Beginners and advanced pupils. Radio concerts monthly. Ensemble, Harmony and Ear-training. Inquire Wurlitzer Music Co. Phone 122-J.

Harvel Breaks Ground for New Business Block

Battery, Auto Electric, Radio House to Improve Lot on Cravens

Ground was broken this week by Harvel Guttenfelder for his new Willard battery station, automobile electric shop and radio sales and service store at 1619 Cravens avenue. In announcing the new building Mr. Guttenfelder made public the fact that the name of his business will be changed from Torrance Auto Electric to Harvel's.

When the structure is completed complete electric service will be offered to the public. In addition to Harvel's well known battery service there will be service on starters, ignition systems, generators. A complete radio sales and service department will also be installed.

The building, according to the plans, will be attractive. It will be so placed on the property that access by automobile will be easy. The lot is on an alley corner and that portion of the lot adjacent to the alley will be paved, giving the business a driving space 33 feet wide.

In addition to the service departments, sales room and office, which will be commodious, seven garages will be constructed in the rear.

The exterior of the building will be brilliantly illuminated at night.

Mr. Guttenfelder is one of the young and progressive business men of Torrance. He has been in the battery and auto electric business in Torrance for almost six years and enjoys an enviable reputation. His service has won him patronage not only in Torrance but from many other cities of Southern California.

The new building will mark another milestone in his successful career here.

Joe Peterson has the contract for erecting the building.

Miss Birda Paddock of Narbonne avenue visited the Ben Paddock home in Inglewood, Sunday, where Mrs. Paddock is seriously ill.

Mr. and Mrs. H. N. Robb of 260th street were Sunday guests of Mr. and Mrs. Arthur Chirrick of Long Beach.

Mr. and Mrs. David Bryant of Long Beach were guests Sunday at the home of Mr. Bryant's parents, Mr. and Mrs. G. E. Bryant of Narbonne avenue.

Mr. and Mrs. R. H. Trunnell of Oak street attended the Orpheum in Los Angeles, Sunday, and also called on Mr. and Mrs. Clarence Baker.

Mr. and Mrs. Bert Graham of Santa Ana were guests Friday, at the home of Mr. Graham's mother, Mrs. Kenneth D. Powell of 257th street.

Sunday guests of Mr. and Mrs. W. H. Martin of Beacon street, were Mr. and Mrs. P. J. Clark and daughter Elinor, and Jack Hafen of Los Angeles.

Mrs. Ben Vivien of Pennsylvania avenue is spending some time with Mr. and Mrs. Alfred Stone of Long Beach.

Little Miss Emma Erickson appeared on the program at the recital given last Friday at the San Pedro school of music. Mrs. O. E. Erickson and Miss Eunice Woods also attended the recital.

SUPREME MARKET
In Von's, 1929 Carson
HENRY GRUBBS, Mgr.

Meats of Quality

COTA MARKET
In Daley's, Cota & Redondo
GUY STANLEY, Mgr.

ANNOUNCING THE OPENING

Of Our New Market in Daley's Store on Redondo Boulevard and Cota Avenue

Saturday, February 11

This market will be a branch of the Supreme Market on Carson street. Prices and Quality will be the same in both paces.

On Opening Day
We will Have a HAM DEMONSTRATION and BACON SALE by Parker, Webb & Co. of Detroit, Mich.

Castle Cottage Cheese Demonstration Saturday

FREE
With every dollar purchase of Fresh Meat, we will give away, ½ lb. package of FANCY HONEY BRAND BACON.

OUR SPECIALS FOR SATURDAY, FEB. 11th AT BOTH MARKETS

Parker Webb Honey Brand Skinned Hams	25c	Lean Pork Leg, half or whole	22c
Parker Webb Michigan Bacon	28½c	Eastern Shortening, 2 lbs. for	25c
Extra Fancy Eastern Sliced Bacon	33c	Pure Lard	15c
Smoked Cottage Hams in a piece	29c	Fresh Dressed Young Hens	35c
Corn Fed Pork Loin Roasts	19½c	Fresh Dressed Young Frying Rabbits	35c
Fresh Pork Shoulder Roast	16½c		

Don't forget the Opening Day, Saturday, Feb. 11—HALF POUND PACKAGE OF BACON FREE!

Silver Jubilee **Rexall** Silver Jubilee

BIRTHDAY SALE

TREMENDOUS BARGAINS FOR YOU

At Your Rexall Drug Store — February 1st to 25th Inclusive

Candy and Stationery

Jordan Almonds, lb.	49c
Wrapped Caramels, lb.	39c
½ lb. Milk Chos. Bar	25c
½ lb. Almond Bar	29c
Wafer Rolls 3 for	10c
Hard Candy, lb.	33c
Hallcraft Pound Paper and envelopes, both for	79c
Lord Baltimore Portfolio	39c
Cameo Stationery	89c
Fancy Box Stationery Lined Envelopes	69c
Maxine Stationery	49c
Sunnymeade Stationery	29c

Household Needs

Electric Jr. Curling Iron	98c
Jonteel Powder Puff, Week	19c
Rexburn Clock — Horizontal or Vertical	2.98
Flashlight and Battery	79c
Bath for	79c
Men's and Ladies' Combs 19 to	39c
Symphat Rubber Gloves per pair	59c
Kantleek Atomizer	98c
Lebor-Lite Rubber Apron	79c
Thermometer, 1 minute	1.29
Kidney Plaster	19c
Readymade Bandage	19c
Adhesive Plaster, 1 inch x 5 yards	29c

Toilet Requisites

Harmony Bay Rum, Full Pint	49c
Kleinz Magnesia Dental Powder	19c
Harmony Cocoa Butter Cold Cream	39c
Harmony Lilac Vegetal	59c
Lemon Cocoa Butter Skin Cream or Lotion	39c
Rexall Milk of Magnesia Tooth Paste, large	39c
Rexall Milk of Magnesia Tooth Paste, small	19c
Sardine Tale	19c
Rexallve Soap 3 for	25c
Olive Shampoo	39c

Come To Our Jubilee Sale

SALE NOW AT ITS BEST!

Come and get the "Cream" of the Bargains

REMEMBER THE DATES—FEBRUARY 1st TO 25th INCLUSIVE

PURETEST and REXALL PRODUCTS

Puretest Boric Acid Powder, 4 oz.	15c	Puretest Mineral Oil—Russian Type, 16 oz.	69c
Puretest Sodium Bicarbonate, 16 oz.	17c	Puretest Cascara Tablets 5 gr., 100's	23c
Puretest Glycerin and Rose Water, 4 oz.	19c	Puretest Agar-Agar, 3 oz.	79c
Puretest Tr. Iodine with Applicator	19c	Puretest Mercurochrome	19c
Puretest Witch Hazel, 16 oz.	39c	U. D. Co. Gran. Eff. Soda	39c
Puretest Glycerin Supp'ts, Adult or Infant, 12's	19c	Phosphate, 4 oz.	39c
		U. D. Co. Zinc Oxide Ointment, tube, 1 oz.	15c

Rexall Catarrh Jelly	19c
Rexall Corn Solv., ½ oz.	19c
Rexall Beef, Wine and Iron, 16 oz.	79c
Rexall Lax. Aspirin Cold Tablets, 24's	19c
Rexall Syr. Hyps., 16 oz.	79c
Rexall Antiseptic, 16 oz.	59c
Rexall Vapore	39c

PURE FOOD PRODUCTS

THE FOOD SPECIALS OFFERED IN CONNECTION WITH OUR BIRTHDAY SALE REPRESENT BIG SAVINGS AND WE QUOTE THEM BECAUSE OF THEIR VALUE

	At a Big Saving
Opeko Coffee, 1 lb.	
Opeko Tea, ¼ lb.	
Pure Virgin Olive Oil, 12½ oz.	2 for 1.19
Symond's Ina Vanilla Extract, 2 oz.	2 for 36c
Imitation Vanilla Extract, 2 oz.	2 for 21c
Symond's Ina Lemon Extract, 2 oz.	2 for 41c
Symond's Ina Cocoa Powder, ½ lb.	2 for 26c
Symond's Ina Bak'g Chocolate, ½ lb.	2 for 41c
Symond's Ina Beef Cubes, 12's	2 for 31c
Ballardvale Strawberries in Sugar	2 for 49c
Ballardvale Raspberries in Sugar	2 for 49c
Ballardvale Grape Jam	2 for 49c
Ballardvale Pineapple Jam	2 for 49c
Ballardvale Grape Jelly, 10 oz.	2 for 36c
Ballardvale Red Currant Jelly, 10 oz.	2 for 51c
Ballardvale Orange Marmalade	2 for 49c
Ballardvale Salad Dressing, 8 oz.	2 for 41c
Ballardvale Marsh. Creme, 16 oz.	2 for 36c
Ballardvale Choc. Sauce, 12 oz.	2 for 36c
Ballardvale Whole Cherries, 8 oz.	29c each

MAXINE CHERRIES — Big, red, ripe Maraschino cherries in liquid syrup, packed with rich chocolate. They fairly melt in your mouth. Birthday Sale Price per lb. 49c. Also Maxine Cherries 2 lb. Box 69c

PEPPERMINT PATTIES — Delicious creamy peppermint, covered with a thick coating of rich chocolate. Just the thing for your family. Regular Price 60c per lb. Birthday Sale Price 39c

PURETEST RUBBING ALCOHOL — Full Pint. Unsurpassed for relieving sprains, lameness bruises and aches. Birthday Sale Price 49c

PURETEST EPSOM SALT — One Pound Tin. Of unsurpassed purity. Many uses. In a new climate-proof container. Free from all impurities. Regular Price 25c. Birthday Sale Price 19c

PURETEST COD LIVER OIL (Norwegian) — Vitalized in every drop. Nature's substitute for sunshine. The proper tonic for infants and invalids. Full Pint. Birthday Sale Price 79c

PURETEST ASPIRIN TABLETS — Puretest Aspirin Tablets dissolve immediately in water; therefore they give almost instant relief from pain, headache, neuralgia, rheumatism, etc. Bottle of 100. Birthday Sale Price 49c

REXALL Orderlies — A pleasant and effective laxative. Gentle in action but absolutely sure. Ideal for children, invalids and aged people, as well as for robust persons. Box of 60 Tablets. Regular Price 50c. Birthday Sale Price 39c

DEPTONA — Our best tonic for run-down condition. Enriches the blood, improves the health generally. It is an ideal tonic and strength builder. Pleasant to take. Full Pint. Regular Price $1.00. Birthday Sale Price 79c

REXALL LAXATIVE SALT — A refreshing effervescent laxative. Relieves biliousness, sick headaches and indigestion. Pleasant to take. Regular Price 50c. Birthday Sale Price 39c

REXALL CHERRY BARK COUGH SYRUP — Soothes the irritated membranes. Relieves congestion. 4-ounce Bottle. Regular Price 50c. Birthday Sale Price 39c

ELECTREX FLAT IRON — A 6-lb serviceable iron. Guaranteed. May be used on any 110-volt lighting circuit. Birthday Sale Price $2.49

SYMBOL HOT WATER BOTTLE — 2 Quart. Regular Price $2.00. Birthday Sale Price $1.49. $2.00 Symbol Fountain Syringe 2-quart Size $1.49

CARA NOME PERFUME — Miniature Bottle GIVEN AWAY FREE With every box of CARA NOME FACE POWDER. Birthday Sale Price, both for 2.29

JONTEEL VANISHING CREAM — A refreshing snow-white, greaseless cream; keeps the skin soft, velvety and youthful in appearance. Regular Price 60c. Birthday Sale Price 39c. Also 60c Jonteel Cold Cream 39c

JONTEEL TALC — An exquisite talcum for use after a shave or bath. Soothes and dries the skin. Perfumed with the wonderful Jonteel odor. Regular Price 25c. Birthday Sale Price 19c

Jonteel Cold Cream Face Powder — Scented Face Powder with the new cold cream base; blends with the complexion perfectly; all tints. Regular Price 50c. Birthday Sale Price 39c

JONTEEL SOAP — A large cake of quality soap. Lathers freely. Keeps the skin in healthy condition. Regular Price 25c. Birthday Sale Price 19c

KLENZO SHAVING CREAM — Produces a thick creamy lather. Will stand up on your face throughout the shave. May be used with either hot or cold water. Regular Price 50c. Birthday Sale Price 29c

REXALL SHAVING LOTION — Soft and smooth with its sweet fragrance. Ideal for use after shaving. Regular Price 50c. Birthday Sale Price 39c

KLENZO DENTAL CREME — The daily use of Klenzo will keep your teeth white and sparkling—your gums healthy and your breath sweet and clean. Regular Price 60c. Birthday Sale Price 39c

QUALITY TOOTH BRUSHES — During this sale we offer you an assortment of styles that will satisfy the requirements of the entire family. Good quality white bristles. Regular Price 35c. Birthday Sale Price 19c

GAUZETS — Made of cellulose tissue and antiseptic gauze. Rolled edges prevent irritation. Birthday Sale Specialty Priced

LANCORA STATIONERY — Fancy finish high quality paper and envelopes in white—one quire. Birthday Sale Price 59c

Lord Baltimore POUND PAPER and ENVELOPES — The quality and style of this stationery will suit the most exacting critic. Box of 72 sheets and 50 envs. to match. Birthday Sale Price, both for 98c

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