

NEW SILK FROCKS

The Entire Sample Line of an Exclusive Eastern Manufacturer Offered For Friday and Saturday

\$12.75

As An Additional Attraction to This Event, We Will Sell Any Silk Dress on the Rack—Values to \$25.00 for these two days only at \$12.75.

Every Woman Who Appreciates the chic of exclusive creations, the charm of the newest IMPORTED SILK PRINTS and the latest AMERICAN INDIAN PRINTS, as well as the more conservative solid colors with attractive trimmings—will find this event of unusual interest.

THERE ARE NO TWO DRESSES ALIKE AND THIS PRICE IS FOR FRIDAY AND SATURDAY ONLY

SAM LEVY

1311-1313 Sartori Avenue, Torrance

Pioneer Insurance Agency Here Will Broaden Service

Fifteen years a resident of Torrance, A. H. Bartlett this week announced that the Torrance General Insurance Agency which he organized here 13 years ago as the first business of its kind in this city, has taken quarters in a new location at 1320 Sartori avenue. Associated with Mr. Bartlett in the enlarged service to be offered to the public is Ed. D. Black of the National Fidelity Company of Kansas City. Mr. Black for some time has represented this old line company in a large territory comprising all the district between Santa Monica and Laguna Beach. In his new association he announces that he will concentrate his efforts in Torrance.

The service offered by the Torrance General Insurance Agency henceforward will include all types of casualty insurance as well as life and juvenile insurance.

Mr. Black declared yesterday that he decided to concentrate his efforts here because Torrance appears to him to be the most sound and promising city in the Southland. Mr. Black has been engaged in the insurance line during all of his business career and brings to the local agency a wealth of experience.

Mr. and Mrs. Irwin F. Gates and daughter, Constance, and Mr. and Mrs. Karl Vandinski all of Los Angeles visited at the home of Mr. and Mrs. Harry C. Rooque Sunday.

LOW FARES

Now in Effect FROM LOS ANGELES TO SAN FRANCISCO

\$13.00 ONE WAY

ROUND \$17.50 TRIP

Including Meals and Berth

FROM LOS ANGELES TO SAN DIEGO

\$3.50 ONE WAY

ROUND TRIP \$6.00

Including Meals

on the Super-Express Liners **Yale & Harvard** Overnight Service to San Francisco—Every Tues., Thurs., Fri. and Sun. from L. A. Harbor at 4 p. m. Regular Sailings to San Diego—Every Wed., Thurs., Sat. and Sun. from L. A. Harbor at 3 p. m. Through connections via Sunset Stages

LASSCO LOS ANGELES STEAMSHIP CO. 1444 Narbonne Ave., Phone Lomita 26 Torrance Pharmacy, Phone 3-J, or 730 South Broadway, Los Angeles

HOOVER

(Continued from Page 1) who is so able to profit by his successes

SENATOR JIM REED declares that Hoover is pro-British. Hoover's unrelenting campaign against the British rubber monopoly gives this statement the lie. Some industrialists once alluded to Hoover as a radical—a man who would turn industry upside down. But as Secretary of Commerce he has pointed the way to lowered costs for industry and has suggested that lowered costs through eliminated waste should be passed on as a saving to the public—a suggestion which in many cases has not been adopted. Since 1921 the cry against his radicalism has died out—for he has not attempted to force industrial reforms but merely to suggest them and his suggestions have been found good.

THE opposition to Hoover on the grounds that he is a babe in the woods as regards politics can now be considered defunct. The Hoover letter in reply to Borah's prohibition questionnaire was a masterpiece of political diction. The Hoover campaign has been handled so ably that the so-called wise politicians are worried pink. Hoover is no embryo politician.

In the farm belt Hoover is not loved because he is credited with having stayed the rising price of wheat during the war. He is, too, opposed to McNary-Haugenism. He will not be an idol in the country's granary—but we cannot expect unanimity, else it would not be necessary to hold elections.

A man who can profit by his successes—an engineer proved to be a humanitarian—a statistician who makes rapid decisions—a thinker who is also a driving executive—a statesman whose world is not bounded by those horizons—an American who belongs to the world and is beloved all over the globe. What a president he would make.

LET us recount some of the high lights of his career: a farmer boy, orphaned, working his way through school and college. A young man penetrating into unpopulated places in strange countries, wresting a fortune from the earth. A man with a fortune devoting his talents to the unfortunate, turning the brilliancy of his mind to colossal organization during the war—the man whom all sides trusted—who could move into Germany and back to England, into France and from there to Austria while the war was in progress—and who was trusted by all nations because he never betrayed any of them.

A man who loves home and yearns for a quiet life in his later years, but who by virtue of his genius belongs to the public—Secretary of Commerce performing miracles in efficiency, radio control, flood relief, elimination of waste, protection of American interests, promotion of American trade.

A man who has a hard heart and a large heart, an understanding mind, penetrating and analytical—a keen statesman with an international mind—a doer, an achiever.

OBSERVATIONS

(Continued from Page 1) reveal the home-life secrets of the Hollywood stars.

WE advance scientifically but fall backward socially. We create marvelous inventions to perform our many functions but call any man radical who strives to effect reforms which would make for a more even distribution of our great wealth.

Television is at the threshold, but rare is the man who can see things with his own eyes, or understand his neighbor's viewpoint. The X-ray performs wonders, but few men can see beneath the surface of anything.

Aeroplanes soar in the heavens, but how few minds ever are lifted above the rough and tumble problems of the earth. All the civilizations of the past have fallen through social disintegration—because material progress became paramount to social—fallen because men satisfied their desires without regard for the cracks in their social foundations.

We stride forward scientifically. But whether are we going socially? He who knows is a prophet. Most of us can only wonder.

Guy Opens Office; Will Plan, Finance and Build Homes

P. O. Guy, well known Torrance builder, has opened an office at 1320 Sartori avenue and is now in a position to offer a complete home building service, from financing to construction. Mr. Guy has been especially busy at the contracting business for the past few months and found it necessary in order to enlarge his service to his clients to open a general office and arrange to finance construction. He is now able to plan, finance and build homes and buildings. Mr. Guy has been in the contracting business here for five years and owns an enviable reputation as a good builder. His many friends wish him every success in his enlarged enterprise.

Too Late to Classify

Party going to Los Angeles every morning between 6:30 and 7 o'clock will pay regular bus fare for ride. Mary Elizabeth Israel, Gaylord Apt.

The new Nightingales have arrived at Eby's. \$1 a pair—adv.

Miss Ruthie Nahmens, daughter of Mr. and Mrs. George Nahmens spent the weekend with Miss Wagneta Boyd at her home in Long Beach.

DO YOU KNOW THE Torrance Bicycle & Sporting Goods Co. 1341 El Prado PHONE 236-M

Carries a good line of base balls, bats and gloves of all kinds, also Pennsylvania tennis balls and Rea's rackets. Drop in and get acquainted with our goods.

ORDINANCE NO. 165 RECLASSIFICATION OF PROPERTY

The City Council of the City of Torrance does ordain as follows: SECTION 1.—Lots No. 25 and 26 of Block 60 of Torrance Tract are hereby re-classified from Residence District Class II to Business District Class VII for the use of same for an electric power sub-station.

SECTION 2.—The City Clerk shall certify to the adoption of this ordinance and cause the same to be published once in the Torrance Herald, a weekly newspaper published and circulated in the City of Torrance.

Approved: JOHN DENNIS, Mayor.

Attest: A. H. BARTLETT, City Clerk.

State of California—County of Los Angeles—

I, A. H. Bartlett, do hereby certify that I am the City Clerk of the City of Torrance, and that the above ordinance was regularly introduced at a meeting of the City Council of said City of Torrance on the 7th day of February, 1928, and was adopted on the 21st day of February, 1928, at a regular meeting of said council. Dated, this 29th day of February, 1928.

A. H. BARTLETT, City Clerk of the City of Torrance.

(Seal)

Dr. B. B. Braden Here Next Week for Five Nights

Starting next Wednesday night at the First Methodist church, Dr. B. B. Braden, nationally known speaker will lecture each night until Sunday night. His emphasis will be on Bible teaching, stewardship, building the church and the Kingdom of God. All the churches of the city are invited to attend these lectures. The public is urged to come.

Try Our Want Ads

McCALL HOME SEWING WEEK

All Next Week at **Eby's**

Watch for Big Circulars Monday

Issues in Race Are Drawn

(Continued from Page 1) satisfactorily, fairly and without bias or prejudice.

"At the same time we hold no antagonism with any who may not agree with us. We hope that the issue on these matters will be academic and not personal and promise on our part that we shall endeavor from now until election to regard it so. This is a city of hard-working people. All anyone wants is a fair and honest and economical administration of city affairs. What difference of opinion exists is not over the results which are desired but over the manner in which those results are to be obtained and by whom. Let us keep those differences from sending the poisons of hatred into the veins of this wonderful little city which we all love and for the progress of which all of us—candidates and voters alike—are working diligently."

Mrs. Barbara Berry entertained Mr. and Mrs. Harry C. Rooque and family at a dinner party Monday evening. Others present were Roy and Donald Berry.

At Last a Bite

HERE we have been STRAINING our BRAIN and BURSTING a couple of BLOOD VESSELS each week for the past 5 WEEKS trying to EVOLVE some ads that would be INTERESTING to at least a FEW of you TORRANCE folks, and this MORNING in comes a MAN and tells us he READS our little MESSAGE every THURSDAY and ACTUALLY enjoys it, only he WISHES we wouldn't talk so much about OURSELVES and our STORE and what we have to SELL here, but we noticed that he BOUGHT a bottle of NVAL'S Chocolate Coated Cod Liver Oil that we have been ADVERTISING before he went out and that ENCOURAGES us to keep right ON.

Moral: He that tooteth not his own horn, verily his horn shall not be tooted.

"GEORGE."

PROBERT'S TORRANCE PHARMACY

The Nyal Drug Store Carson and Cabrillo

MRS. GERTRUDE BOYLE

Will Start a Meissner Melody Way Piano Class

ASSISTED BY MRS. MEERS

SATURDAY, MARCH 3rd

Price 50c an Hour for Beginners

Ten in One Class

The People of Torrance

NOW HAVE AVAILABLE A COMPLETE INSURANCE SERVICE Which Usually is Only Found in Our Larger Cities

A. H. Bartlett with Ed D. Black, General Agent for the National Fidelity Life, is in a position to render coverage for every insurance need in this community.

INHERITANCE TAX, MORTGAGE INSURANCE, LIFE, AUTOMOBILE, ACCIDENT, GUARANTEED COLLEGE EDUCATIONAL INSURANCE and SPECIAL BUSINESS MEN'S INSURANCE WILL BE FEATURED.

STANDARD POLICIES FOR CHILDREN (the same as we would write for dad) as LOW AS \$5.72 PER YEAR.

We offer a Special Service of Analysis and Counsel without charge or obligation.

Come and talk over your insurance problems with us and inspect your oldest Torrance insurance agency in its new home,— 1320 SARTORI AVE.

TORRANCE GENERAL INSURANCE AGENCY

Must Sell

I must raise cash this week. Will sacrifice the following

USED CARS

- 1923 Ford Roadster\$45.00
- 1924 Ford Touring 45.00
- 1922 Ford Coupe, Ruxtell Axle 55.00
- 1919 Dodge Sedan 60.00
- 1922 Light Six Studebaker Touring 85.00
- 1922 Willys Knight Touring 75.00
- 1923 Reo Touring 55.00
- 1923 Jewett Touring 100.00
- 1922 Jewett Touring Enclosed 150.00
- 1922 Buick Touring 115.00
- 1924 Vellie Coach 165.00

Torrance Auto Wrecking Co.

Western Ave. 1 Block from P. E. Station

It's Neff's Treat

Saturday, March 3

Formal Opening—CALPET STATION

Corner Arlington and Carson

FREE

Balloon for the Children

Spring Oiling Job

FREE!

With 5 Gallons of Gas

We do this with a Special Pressure Gun which forces the oil to every part of the springs. Here's a good chance to get the squeaks taken out of the car without cost. Just buy five gallons or more of CALPET, and say, "How about that spring oiling job?"

FREE

Pencils for the Grownups

FREE—10x14 Photograph of Yourself FREE with every \$10 worth of Gasoline. Ask for Registration Card to keep record of purchases on. As soon as you spend \$10, you can sit for your picture.

W. J. NEFF

100% CALPET STATION

Arlington and Carson

Torrance