

"Style need not be sacrificed for either Service or Comfort"

Ped-Archo

ARCH SUPPORTING

Combination Last

The carefully built in, light, resilient, tempered steel shank gives

ARCH COMFORT

at

KID **\$5.95** the pair PATENT

PED-ARCHO Shoes are made on specially designed lasts—and we are showing them in the kid and patent leathers and patterns at the moderate price, \$5.95.

SAM LEVY

1311-1313 Sartori Avenue, Torrance

Columbia Congratulates Herald and News

W. Harold Kingsley, Editor Torrance Herald, Torrance, California, Dear Harold:

I wish to acknowledge receipt of the invitation to attend the opening of your new home. At this time I want to congratulate you and your partners on your wonderful progress. It is things like you boys are doing that will help build up our city, and I wish you all the success in the world.

Yours very truly,
COLUMBIA STEEL CORPORATION,
B. W. LANZ,
Acting Plant Manager.

Nifty Cleaners Clean and Press Suits for 50c

The Nifty Cleaners, operators of cash and carry cleaning establishments in the harbor district, this week opened a store in Torrance at 1324 Sartori avenue, opposite Woolworth's. In their opening announcement, the Nifty cleaners offer to clean and press men's suits for fifty cents, and equally attractive prices on other work.

"We are able to do first class work at these greatly reduced prices," said F. W. Krause who with M. S. Mitchell, owns the chain of cleaning stores, "because of the complete elimination of delivery expenses and credit losses."

"Naturally, our low prices bring us a big volume of business, which in turn helps us to keep our prices down and still make a satisfactory profit," Mr. Krause continued.

The Torrance store is open from 7:30 A. M. to 7 P. M., daily, except Sundays.

Indio Man In Fog Drives Into Fence on Torrance Curve

Frank Lee of Indio, wrecked his car when he crashed into the white fence on the Western avenue curve in the heavy fog early Friday morning.

Mr. Lee stated that he could not see the curve in the dense fog until he crashed into the fence. Twenty-five feet of fence was broken down with the impact.

Local Violinist Honored in L. A.

Ellsworth Clark, Torrance school boy, was chosen to play violin in the Junior Symphony of Los Angeles recently.

Friday, the Junior Symphony played for the eminent band master Sousa, and in return were privileged to remain for his concert in the evening.

Ellsworth is 10 years old, and lives at 1515 218th street.

11 Pound Boy Born at 11:11 on 11th Day of 11th Month

An odd chain of circumstances linking the number eleven surrounds the birth on Armistice day of a son to Mr. and Mrs. John Grafe of Cypress street. The young man weighing eleven pounds was born eleven minutes after the eleventh hour on the eleventh day of the eleventh month. It proves his consistency if nothing else. His eleventh year should prove an auspicious one—if you believe in such things.

Elks Chanters on Radio Next Week

Mrs. Ruby Wise Sargent will present another of her interesting radio programs over KGER at Long Beach next Wednesday evening between 9:15 and 10 o'clock. The Elks Chanters from the Redondo Beach Elks lodge will be one of the features of the evening.

Mrs. Mary White and Mrs. Wendell Larsen will entertain with duet numbers. Mrs. Sargent will be the soloist.

Health Center Opens at Keystone

A child health conference for physical supervision of children of pre-school age will be held on the second and fourth Friday of each month in the Domestic Science room at the Carson street school. The purpose of these conferences is to supervise the child's development and give general instruction as to diet and general child care. Sick children will not be treated at the clinic. Dr. Sarah Keiser of the Los Angeles Health Department will be in charge of the conference and will be at the school between 1 and 3 o'clock to examine the children and give instruction. We trust that all of the mothers of the Keystone district will avail themselves of this opportunity to receive the most expert and up-to-date advice on child care, and that soon every babe and child of pre-school age in the district will be registered there. The first conference will be held on Friday, Nov. 19.

Durant Opening Expected to Be Gala Affair

Music, Entertainment and Refreshments to Welcome Public Saturday

An elaborate program of music and dancing, entertainment and refreshments is promised all who attend the gala opening of the Torrance Durant Motor Sales, new business firm, on Saturday night.

According to Mr. Ira Troutman, manager, the dancing program will start promptly at 8 o'clock Saturday night and will stop at 12 o'clock midnight.

This firm is a branch of the Compton Durant Motors where Mr. Troutman is interested with Mr. Lax.

A showing of the new Durant line, which has remarkable sales records everywhere, will be introduced to Torrance motor enthusiasts all day Saturday.

Announcement of the appointment of the company by the Durant Motor Car Company as local representatives is released in today's issue of this paper.



The only gift that has "FOREVER" in it

For centuries, the diamond, love's test of Nature's gifts to man, has been the loveliest of men's gifts to women. For in the eternal fire that sparkles in its facets, there shines a constancy of beauty that Time can never dull. For any occasion, no more delightful gift can be imagined than a diamond. And here we can show you a dazzling display of diamonds of the finest qualities and cuttings... set in the day's modes... and priced as low as quality permits.

The only other gift that can match a diamond for its personal and intimate satisfaction is a watch. May we show you, too, our most complete assortment of the newest models of ELGIN Watches?

BAKER SMITH JEWELER

Opposite Woolworth's

AH, SUCH DELICIOUS FOOD FROM OUR SPOTLESS KITCHEN!

If you're tired of the ordinary fare or wish to entertain friends at a particularly delicious luncheon or dinner, we invite you here.

Earl's Cafe AND COFFEE SHOP

1625 Cabrillo Avenue
(Sunday Dinner, 11:30 A. M. to 9 P. M.)
Seating 100 People Open Day and Night

HOME or just a house?

PRIMITIVE man no doubt called his shelter "home," be it cave or roof of boughs. Today, though, home means so much more than just a house—telephone, radio, hot and cold water and electric lights with convenient outlets, and all those modern conveniences which make for healthful, comfortable living.

Your friends will tell you that EXTENSION TELEPHONES save steps and time and increase the comfort of living far more than the trifling cost involved.

Just call our Business Office and say, "I want an extension telephone."

Hawkins Makes Headquarters at Torrance

Change of Policy Permits Direct Mill Purchases and Lower Prices

Mr. and Mrs. L. H. Hawkins were hosts to the employees in their stores in Southern California at a delightfully appointed dinner in Earl's Cafe, on Armistice evening.

Following the dinner a new policy for the L. H. Hawkins Company was outlined in a business meeting.

Mr. Hawkins stated that hereafter his company would make direct purchases of all merchandise secured from the factories and mills. This direct mill purchase system will enable the Hawkins company to buy at lower prices which in turn will be passed on to the public in the form of reduced prices on strictly new and up-to-

date merchandise. This week's advertisement in this issue features an announcement of this change in store plans.

Mr. Hawkins also stated that the Torrance store will hereafter be the headquarters for the 10 Hawkins Company stores in Southern California; and the central distributing depot for all retail stores in this district.

At the dinner and business meeting the Torrance store was represented by A. J. Jackson, manager; Etta Nelson, Luella Combs, Cora Bohrer, Caroyl Clark, Betty Johnson, C. G. Trent.

The Inglewood store was represented by George R. Gilmour, manager; Mr. and Mrs. R. L. Hawkins, Altha Donoly, Charles Rodriguez, Norma Cooper.

The Compton store was represented by R. J. Collette, manager; Mrs. Ethel Collette, (buyer for the Ten Busy Hawkins Stores), Mrs. Duke.

The San Pedro store was represented by Marion Lindeman, manager and Florence Petz.

The Redondo store was represented by Edna Kuykendall, manager; Mary Lang, Lola Mae Hawkins, Opal Cox, Mrs. Andrews.

Changes in Names of Three Streets Here Recommended

Changes in the names of three streets in Torrance were recommended by City Engineer Leonard to the council Tuesday night.

He said the county had requested that the name of Salt Works road be changed to Weston street, so that the road would have the same name along its entire length. He pointed out that there are two Arlington avenues in Torrance, one in the original townsite and one in Waveria, now called South Torrance. He recommended a change in the name of the street in South Torrance.

To give 190th street the same name along its entire length he asked that Dominguez street be renamed to 190th.

Mr. and Mrs. S. S. Worrell and Miss Doris Worrell drove to Mount Wilson Sunday where they went to see the huge telescope and hear a lecture about it.

We Have Many Attractive Christmas Cards to Offer You

"Aw, Gee, We Were All Kids Once!"

—And this year it's going to be a real CHRISTMAS for boys and girls...

A little deposit will hold any of the holiday merchandise until the "Night Before Christmas."

We are showing a very complete assortment of electrical and wind-up.

Trucks—Trains—Fire Engines
Wagons—Dump Trucks
All such strong and durable Play Things for Boys

See the Splendid Sets of Child Improvement Games
Water Color and Crayon and Stencil

R. F. HOGUE

Party Gifts and Favors—Office Supplies—Stationery—Sporting Goods—Games
1228 El Prado, cor. Sartori Ave. Torrance

Announcement

TORRANCE ELECTRIC SHOP

Now located in our new Store

1419 Marcelina Ave. Torrance