

The Spotlight on the Progress and Prosperity of Torrance and Lomita

Some Whys and Wherefores Regarding Boosters and Keeping Local Money In The Home Town.

FOREWORD

The progress, prosperity and home welfare of any community depend, for the most part, upon the enterprise and activities of its business men plus co-operation, public spirit and civic pride on the part of all.

No really great city can be built up unless its mercantile establishments and other business interests keep pace with growth along other lines. In this respect the merchants, bankers and professional men engaged in business in Torrance and Lomita are worthy of unstinted praise for expansion during the recent phenomenal progress of these two cities.

To keep up with the wonderful growth of Torrance and Lomita the business men have been under a tremendous strain but they have done their part and done it so well that they deserve and should have the patronage of all who live in this vicinity.

Not only do the merchants carry large and well assorted stocks of merchandise but the prices are as low or lower on the same quality of goods as those charged in other cities.

Anything that directly or indirectly hurts the business interests of a community hurts the individual welfare. Anything that helps business interests helps all. HENCE THE IMPORTANCE OF BUYING AT HOME; OF BOOSTING, NOT KNOCKING; OF PULLING TOGETHER FOR THE COMMON GOOD.

In a word: "BOOST YOUR HOME TOWN, AND YOUR HOME TOWN WILL BOOST YOU."

"HE WHO WOULD GET THE KERNEL MUST FIRST CRACK THE SHELL"

To give added interest to the following short but comprehensive descriptions of the two cities' institutions the following prizes will be given to those guessing most correctly the questions asked.

PRIZES

FIRST PRIZE—Jewelry, "House of Parr Values."

SECOND PRIZE—Thirty Tickets, Torrance Theatre.

THIRD PRIZE—Silk Shirt, Torrance Toggery.

FOURTH PRIZE—Mantle Clock, D. H. Yerlan.

FIFTH PRIZE—\$7.50 in labor or material, O. C. Rapier, White Garage

WHO'S WHO AND WHY

In Honest Values, Honest Service and Honest Prices In Torrance and Lomita.

KNOWLEDGE COMPETITION

Following will be found a number of brief paragraphs bringing out a few of the distinctive features or characteristics of the cities' institutions. There is a query or two in each paragraph. To the person who first answers them nearest correctly in detail will be given the first prize noted above. The next nearest correct answer is to be given next choice, and so on.

In giving addresses, the street number should be given when available and it is available if it is in the directory. All answers must be neat and legible. There is no guessing about these; there is a clue in each one by which the identity may be confirmed.

Any of the parties sketched here are privileged to answer any question you may ask except to tell you they are "it". Answers may be sent by mail or brought to this office any time before Wednesday noon. Next Friday the sequel to this feature will be published.

Keep the issue of this paper so that next week you will be able to discover the mistakes you have made.

The competition is open to everyone except employees of this paper and their relatives.

Address Matthew Bridge, care Torrance Herald or the Lomita News Letter.

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(1) In describing the firms and institutions of Lomita, Torrance and vicinity who, by their business methods, honesty and courtesy have made this section one of the most prosperous in the state and to whom is due the patronage of its residents, no attempt at extravagant praise will be made; merely to note some of the characteristics of the concerns and to point to the advantages offered to "Trade at Home." Chief among the section's assets is the State Bank of Lomita. No institution is so indicative of the business condition of a community as its banks. They are the com-

mercial barometers of the commonwealth and to them and the state of finances, as well as the class of men making up their directorate the newcomer looks for advice before identifying himself with the city. In "The Friendly Bank" of Lomita these conditions are ideal for the stranger, who can seek its advice with the freedom of an old friend and with a feeling of the utmost security, for the cashier, H. V. Adams as well as the other officers and directors are known far and wide as men of vision and experts in their profession. Give the bank a call and then tell us the names of the officers and directors and the amount of the bank's capital.

(2) "Save, Save, SAVE," is the slogan of the J. W. Barnes Co. store in Lomita and the attention of every householder and thrifty housewife in this vicinity is called this week particularly to the great saving that can be made by trading with this firm in the buying of dry goods, shoes for men, furnishings, furniture, floor coverings and gas ranges. Such stores and such prices as the ones referred to are the greatest single factors in carrying out the NEWS LETTER'S slogan "Keep Lomita Money in Lomita." Just why so many think that to save money they must go to Los Angeles, San Pedro or Long Beach when they contemplate a purchase in any of the articles mentioned above, when such stores with such attractive stocks and prices as that of Barnes' is in our midst, is beyond the comprehension of the writer. So desirous of pleasing their customers and of saving them both time and money in their purchases is this firm that in addition to giving S. & H. Green Trading Stamps with each purchase they actually pay the customer's car fare. Could anything be more progressive or courteous? Give them a call and then tell us the name and what they charge for their most popular gas range size 415 M. L., and tell us their special price per yard for the popular Devonshire cloth.

(3) The dealer in lumber holds a high position in the estimation of the community for it is to him that the home-builder looks for the most necessary article that

goes into the new home or business block. "Some punkins" is a good old home expression and originated in the back woods to emphasize something out of the ordinary. The proprietor of the Lomita Lumber & Supply company is a man of push and energy and having been brought up in the lumber business is in a position to make good his slogan of "Service and Quality." In addition to lumber of all kinds and sizes this firm handles cement, sash and doors, shingles, lath, mill work, and other essential products connected with building. They are about to install a full line of paints and varnishes and are prepared to give estimates on any building or painting project in this community. Give this progressive firm a call and then tell us their exact location and what nationally known brand of wall board and roofing paper they carry. Tell us what well known brand of paints and varnishes this firm will handle.

(4) One of the strongest arguments against the residents of Lomita doing their shopping in Los Angeles, San Pedro or Long Beach, was the establishment here a short time ago of the G. A. Carvill electrical store on Weston avenue. If there is anything in the electrical line that is needed by the average householder, contractor or builder that Carvill doesn't carry we failed to think of it yesterday when we visited his handsome little store in his new brick building just off Narbonne boulevard. Seeing the store filled to overflowing and with the usual curiosity of all newspaper men we entered and found that while many of the visitors were making purchases others were enjoying a splendid radio concert given by as fine a receiving set including a magnavox as we have ever seen. From the high ceiling hung scores of the most up-to-date electric fixtures, the shelves were filled to overflowing with electric globes and bulbs in all varieties and sizes and the showcases crowded with electric appliances. Give the firm a call and then tell us what they charge for the new improved Eden Washing Machine and if they are agents for the Johnson washing machine; and what they charge for the Eureka Vacuum Cleaner with attachments. Do they sell these on easy monthly payments?

(5) If L. J. Hunter, the well known realtor of 2902 Weston avenue, is elected Justice of the Peace for the Lomita precinct (and without doubt he will be) he'll be the busiest man in this vicinity. We asked his opinion yesterday of the question of the hour, "Keeping Lomita money in Lomita." "People of a community" said he "that go to other cities than their own for the purchases of either necessities or luxuries, except in very special instances are thoughtless, for they boost the other city and 'knock' their own. The merchants of Lomita carry large and select stocks; are back of every movement for the betterment of this city with their money and time, and deserve the united and consistent support of the residents of Lomita." Give this progressive real estate dealer a call and talk over land values with an expert. Then tell us how long he has been a resident of this section and what especially desirable "buy he has now in a home.

(6) If someone was to come along and offer you one dollar and fifteen cents for a dollar you'd think he was crazy but you would certainly accept his offer, wouldn't you. Well, that's exactly the proposition that the Palos Verdes Service station, located at the prominent corner of Narbonne and Redondo Boulevard is making the public in the selling of a nationally advertised line of tires on which they are overstocked. Just how they can make such a liberal offer is beyond our comprehension but we advise our readers to buy now for probably never again will such an offer be made. This firm has but recently established themselves in business here but have already made a host of friends by their many kindly acts; their straightforward business methods; the quality of the goods they carry; but above all by the SERVICE they render the traveling and auto-owning public. Give them a call and tell us the name of the tire they are selling at the greatly reduced figure of 15 per cent off and what oils they sell. Also tell us the names and initials of the owners

(7) It is the soles of the people he keeps in view, For he is the doctor of boots and shoes; He serves the living and not the dead, With the best of leather, nails and thread. A great many patients come to his door, Worn out, rundown, besides feeling sore; He cures all sick shoes, no matter how ill, Though he doesn't use medicine, plaster or pill. His rubber heels at two bits a pair, Is surely a bargain—for the price is fair. He's always found wearing a cheerful smile, And is a citizen well worth while. His disposition is what the women call "sweet," And his place is located on Narbonne street.

He toils and works at his trade all day, And his money in Lomita he spends—not L. A. For he believes that we should work and strive To make this city of Lomita thrive By spending our money and make it reach The people of Lomita and NOT Long Beach. When you have read and we hope, enjoyed this, tell us the exact location of the shoe hospital and the names and initials of the two proprietors. Why are they called shoe doctors?

(8) "PAY CASH AND SLEEP NIGHTS" is the unique but perfectly true slogan adopted by the latest addition to the business community in Lomita—The Corner Grocery. This grocery, while not the largest in this section is without doubt the most up-to-date, both in its excellent stock of fresh groceries and in its management. A student of human nature, its manager has long since decided that stores that demand cash for their goods are a real benefactor to the human race, for they can not only afford to sell much cheaper than the store that carries a load of indebtedness on its books, necessitating extra help, but relieves the worry of its patrons who can in reality "Pay cash and sleep nights." Cheerful at all times this genial proprietor who is a war veteran, having served three years at the front is one of the optimists of this section and by his business methods will be a factor in "Keeping Lomita Money in Lomita" where it belongs and not letting it be spent in San Pedro or other nearby cities. Give this store the "once-over" and then tell us the proprietor's name; the date on which the store opened for business, and its exact location. Also tell us how many pounds of the very best potatoes they are selling for 25 cents.

(9) When you see the sign of a plumber displayed alongside that of the contractor of nearly every new building in a city showing that the former installed the plumbing in the structure "there's a reason." And in the case of the Lomita plumber we have in mind, the reason is the quality of the material used; the workmanlike manner in which the job is done; the speed with which it is finished; and above all the reasonable price that is charged. If there was ever any excuse for residents of Lomita going to Los Angeles, Long Beach or San Pedro for plumbing work or material, it disappeared with the advent here of the firm of Tullip & Bauman, whose showrooms and workshop at 1113 Narbonne avenue would be a credit to any of the larger cities mentioned. Realizing that to "Keep Lomita money in Lomita" in the plumbing line they must give the residents of this progressive city value received, these energetic artisans have a complete stock of everything that is needed in plumbing fixtures at prices that are absurdly low. Give them a call and then tell us what they charge for a DeLuxe heater, and what kind of gas radiators they carry and also tell us what make of gas heater that fits the open fireplace they are carrying in stock.

(10) "If Yerlan can't fix your watch, throw it away" is a common expression among residents of Lomita when the subject of watch repairing is brought up, for the watch owners of this city have learned by experience that there are few ills of the watch that Mr. Yerlan cannot remedy and that to take the damaged watch to either Los Angeles, Long Beach or San Pedro is a waste of both time and money. We called on Mr. Yerlan yesterday at 2904 Weston avenue and found him one of the busiest men in the city. While he does not carry as large a stock of jewelry as many of the city stores, his selection of clocks, chains, bars and stick pins, silver and gold novelties and many things a thrifty person would want and which is admirably suited to the size of Lomita and why anyone should go to the other cities named for watch repair, is beyond our comprehension. Give him a call and then tell us what he charges for a Columbia 8-day alarm clock and how many years he has been in the watchmaking business.

(11) Messrs. Dolley and Bartlett are becoming known in Torrance, Lomita and the intervening district as the "protectors of homes" from the fact that they write both fire and life insurance in good, strong companies. Service—that small word that means so much in the business world and upon which most successful business men have builded their fortunes, is the slogan of this Torrance firm. These gentlemen give service. The companies they represent make quick and unquestioned adjustments—no delays, no red tape—just Service. In the forefront in matters that affect the welfare of the community in which they live, these insurance men, who also deal in real estate, rentals and collections, are strong advocates of the Herald's policy of "Keeping Torrance Money in Torrance" and not spending it in other cities. "No community can become prosperous if the wage earners spend the money they earn in some other city" say these gentlemen. Give these gentlemen a call and then tell us what insurance companies they represent and how long each has been a resident of Torrance. What splendid bargains in a bungalow home has this firm now listed.

(12) It is the soles of the people he keeps in view, For he is the doctor of boots

and shoes; He serves the living and not the dead, With the best of leather, nails and thread. A great many patients come to his door, Worn out, run down, besides feeling sore; Though he doesn't use medicine, plaster or pill, He cures all sick shoes, no matter how ill. He's always found wearing a cheerful smile, And is a citizen well worth while. His disposition is what the women call "sweet" And his place is located on a prominent street. He toils and works at his trade all day, And his money in Torrance he spends—and not L. A. For he believes that we all should work and strive To make this city of Torrance thrive By spending our money and make it reach The people of Torrance and NOT Long Beach. When you have read, and we hope, enjoyed this, and have learned that this up-to-date shoeman's shop is located in Rappaport's store, tell us his name and what he charges for half-soles a pair of women's shoes. What are the two brands of rubber heels for men and women's shoes?

(13) Here is a firm that makes a lot of noise—legitimate noise—noise that delights the listener if the latter's metal roof is leaking or his heating or hot-water system is out of order. The place we refer to is the Torrance Plumbing Company, located at 1418 Marcella avenue, directly opposite the post office. They have been making a big noise ever since they have been in town and most of the residents of Torrance swear BY them and not AT them when the subject of heating, ventilating or plumbing is mentioned. The expert tinner sheet metal man and plumber is as necessary in a community as a doctor, for they both keep disease away. Much like the latter, when you need him, you want him in a hurry, and it's just here that this plumbing concern shines, for it's always ready even after hours, to render service to its patrons. If you need them you'll find they are the exception and "bring their tools the first time." Call them at phone 60-W and then tell us what floor furnace they recommend, and what they charge for installation. What makes your pipe or faucet rattle? Why should plumbing fixtures be vented?

(14) Ignition troubles? Do you ever have them? Of course you do if you own or operate a car, and it's dollars to doughnuts that unless it is imperative that the work be done at once you drive to San Pedro, Long Beach or Los Angeles thinking that in those cities alone, proper work can be done on your car. If you want your car fixed, and fixed RIGHT, IN A SHORTER PERIOD OF TIME; AT LESS EXPENSE AND IN A WORKMANLIKE MANNER THAT CANNOT BE EXCELLED IN SOUTHERN CALIFORNIA, our advice after looking over the plant is to take it to the Torrance Battery and Ignition-Company or call up Torrance 138. The well known U. S. L. battery with its iron-clad guarantee of eighteen months, is considered by the motoring public generally, the best all-around battery on the market. No matter what make of battery you are using its ills may be cured by this firm whose knowledge of battery making, charging and repairing covers every known make, and they guarantee their work for a period of eight months. Now that we have told you this much, tell us the names of the members of the firm and what they charge for a standard U. S. L. battery (for which they are exclusive agents) fitted to Chevrolet or Ford. How long has this firm been in the battery business here where they established the first complete shop of its kind in Torrance.

(15) It was God who said "Let there be light" and right here in Torrance is a firm that is most diligent in carrying out the Divine mandate. The owner has been in the electric business in Torrance many years and has accumulated not only a store full of wonderful electric appliances but a storehouse of useful knowledge of matters pertaining to his chosen profession. We refer of course to M. W. Smith, whose store in the P. O. building is the center of everything electrical in Torrance. It is a well known fact that this energetic electrician has wired probably ninety-five per cent of the structures erected in Torrance during the last five years. Big or little jobs, they're all the same to Smith who specializes on lighting plants, stores, offices and industrial plants, and of course handles a complete line of fixtures and appliances. "Keep Torrance money in Torrance" by spending it in the electrical line with such energetic Torrance Electric firm as the Torrance Electric Shop. Give them a call and then tell us what family iron, and the price they ask for an electric curling iron and why does this firm handle only the best vacuum cleaner?

(17) If you MUST knock, buy your hammers from Paxman's for they are headquarters for hardware that will stand Hard Wear and the store is the home of better things in builders' hardware, electric appliances, paints, varnishes and one thousand and one useful hardware items that every home needs at one time or another. With two

stores, one in Torrance and the other in Lomita, this firm is one of the most pronounced foes of Mr. Hi Cost O' Living and has done much to keep Torrance and Lomita money at home where it belongs. With a large stock its prices are as low as is consistent with the quality of the merchandise handled. An instance of this is the display of an electric washing machine for \$98 that is ordinarily sold for \$135. Such bargains are common at Paxman's. Give them a call and tell us the name of the electric washing machine they are selling so cheaply. Why should you go to Paxman's for a vacuum cleaner? What is the make of the gas range he carries that is guaranteed to burn ten per cent less gas than any other?

(18) No, dear reader, H. M. Tolson is not contemplating a trip, but his business is of such a nature that it requires moving to be a success. His trucks are here, there and everywhere about the city and vicinity every day in the week—and sometimes on Sunday, conveying household goods, baggage and other articles to and from residences and stores. This up-to-date transfer man assures absolute safety in the hauling of its patrons' goods as well as its security in storage. Lots of "pep" and ginger is their motto and a telephone call at 53-W will bring instant response. Their handling of fine furniture and especially pianos has made them the best known firm in Torrance and you need not go to San Pedro, or elsewhere to get REAL SATISFACTION when you contemplate moving. By practicing as well as preaching the Herald's slogan, "Keep Torrance Money in Torrance" this firm has been one of the greatest factors in the up-building of the community. Give them a call and tell us what make of trucks they use and how long Mr. Tolson has been in business here.

(19) The writer recently spent a delightful evening at the Torrance theatre and at the conclusion of the highly interesting program wondered how any resident of the city could feel the urge to visit theatres in other communities when so splendid a place of amusement is located in Torrance. The feature we enjoyed was the magnificent play, "Beyond the Rainbow," William Christy Cabanne's picture in which the cast included sixteen big motion picture stars. An almost equally good picture followed a day or two later and we now feel that an evening is wasted unless a visit to this playhouse is included. Restful surroundings, harmonious music and a varied program of drama, comedy and educational pictures to suit the taste of everyone, make the house the deserved success it is. Give the manager a call, tell us his name and the title of the picture he is to show Sunday, Aug. 27. How many people can this theatre seat?

(20) Why, we would like to know, does any resident of Torrance or Lomita go to San Pedro, Long Beach or even Los Angeles for their jewelry? The answer is simple. They have not yet visited the "House of Parr Values," the dainty little jewelry emporium located next door to the Torrance theatre. We use the word "emporium" advisedly, for it is just that—a place where almost everything in the jewelry line can be found. When the progressive manager of this establishment opened his store the residents of Torrance were certainly complimented, for with discriminating taste this jeweler purchased a stock that would be a credit to a city ten times the size of Torrance. Believing that to "Keep Torrance Money in Torrance" it was necessary to not only have a varied assortment of the most up-to-date jewelry and novelties, but that his prices must approximate those of his larger city competitors, he is now selling watches, both women's and men's, stick pins and lavaliers, cutlery and silver service sets and an endless variety of novelties in both silver and gold at prices that make a trip to either Los Angeles, San Pedro or Long Beach a waste of both time and money. Give him a call and tell us what his reputation is as a watchmaker. What is he charging for a 36-piece set of 1847 Rogers' silverware; what are the outstanding features of the Burnham phonographs that he handles and are the Swiss wrist watches of the quality that this jeweler would handle, serviceable?

ECONOMIC EFFECTS OF PROHIBITION

In the cities and towns and in the country districts thousands of homes have been built which would not have been built, and millions of women and children have been provided with food and clothes who would have suffered for these necessities if there were no Eighteenth Amendment. Because of the inflation and depressions and of disturbed conditions in general since the war it is difficult to appraise the economic effects of Prohibition. But those who are not influenced by their own appetite or are not prejudiced by the propaganda of the liquor interests are bound to know that except for the absence of the open saloon these days of reconstruction would be attended by conditions which would make much more difficult the task of rehabilitation. It is true that breaking the law has become a sport for some who were previously law-abiding, but it is equally true that many more have become law-abiding who were not prone to be so before the days of Prohibition. To me it is unthinkable that a good American should contemplate or wish for the repeal or modification of any of the laws intended to curb this cursed business.