FROM SACRAMENTO

Mr. and Mrs. Bert Guess and daughter returned from Sacramento the first of the week, where they visited with friends, for a month. They found everything had been stolen from their cottage on South Arlington avenue, Torrance, where they had left their household goods, and expected to rent it furnished.

A LITTLE HISTORY

Whoever thought of Robinson Crusoe as a successful advertiser? Yet he was, as history proves. He knew what he wanted—a ship—and he put up an ad for one. He flung a shirt on a pole at the top of his island, that, in the language of the sea, was plain to every seafaring man.

The circulation was small—there was no other medium—but Crusoe kept at it, despite the fact that he got no inquiries for a long time. He changed his copy—as one garment after another was frayed out—and in the end got what he wanted.

But had he taken down that signal after a time and declared "advertising doesn't pay," where would Crusoe and his story be today?

FORD SLASHES PRICES OF ALL HIS CARS

Third Reduction In Twelve Months Ranges From $45 to $100

DETROIT, Mich., Sept. 8.—Edsel Ford, president of the Ford Motor Car Co., today announced another reduction in prices of all models of Ford automobiles and trucks. This is the third reduction in twelve months, and the new prices, which are effective immediately, average $70 lower than before, even those of 1917. Slashes range from $45 for runabouts to $100 for sedans and coupes.

List of prices f. o. b. Detroit are now as follows:

Chassis	$295
Runabout	$325
Touring	$355
Truck	$455
Coupe	$595
Sedan	$660

A statement issued says in part:

"We are taking advantage of every known economy in the manufacture of our products in order that we may give them to the public at the lowest possible price, and by doing that we feel that we are doing the one big thing that will help this country into more prosperous times.

"The production of Ford cars and trucks for August again broke all records, reaching 117,696. This is the fourth consecutive month in which our output has gone over the 100,000 mark, the total for the four months being 463,074, which has gone a long way in making possible the present reductions.

"No reduction has been made in the price of the Fordson tractor, and none is contemplated."

TORRANCE LODGE NO. 447

F. & A. M.

Meetings at Lomita Hall

Friday, September 9, 1921, 7:30 p. m., three first degrees.

LOMITA NEWS ITEMS

Mr. and Mrs. Chas. Drumm are the owners of a new Chevrolet.

* * *

Mr. and Mrs. Jerome Lewis were Redondo Beach visitors Labor Day.

* * *

Fred Dawson of San Francisco visited his father, L. E. Dawson, Thursday of last week.

* * *

Mrs. L. B. Clark of Bell was the guest of Rev. and Mrs. E. E. Clark on Tuesday.

* * *

Miss Laura Thomas and Miss Irene Mills will teach in Torrance next school term.

* * *

Several car loads of Lomita residents motored to Long Beach last Friday night to see the burning gas well on Signal Hill.

* * *

Mr. and Mrs. R. T. Greene of South Pasadena were the guests of Rev. and Mrs. E. E. Clark over Sunday and Labor Day.

* * *

Mr. and Mrs. Chas. Arkells of Redondo Beach were Lomita visitors one day this week. They were pioneer residents of Lomita.

* * *

Mr. and Mrs. L. J. Hunter motored to Los Angeles Tuesday, returning with friends for a few days visit.

* * *

J. B. Jordan of Manhattan Beach visited his daughter, Mrs. Lynn last week. Her sister, Mrs. Florence Sparks, was a week-end visitor.

* * *

Mrs. Hong of Beverley Hills spent a part of last week with her parents, Mr. and Mrs. H. Phillips, of Miller street.

* * *

The lumber for reflooring the Chamber of Commerce Hall is on the ground. It looks like that Lomita is to have community dancing again.

* * *

Mr. and Mrs. H. M. Hostek of San Diego, cousins of Judge Hunter are visiting Mr. and Mrs. L. J. Hunter for the week.

* * *

Mr. Stump is the new agricultural teacher for the Lomita school He will move with his family into one of Mr. Young's houses on Star street.

Mrs. Mayne Sinclair of Fullerton spent the past week with her sister Mrs. A. Martin, of Palm street Mrs. Martin also entertained her brother, H. G. Lawrence and family, of Fullerton over Sunday.

* * *

Mrs Beaulah Johnson Wilson of Dallas, Texas, and Mrs. Emma L Horton of San Bernardino are visiting at the home of Mr. and Mrs. Walter Tappin, Sr., of South Narbonne avenue.

* * *

Born—Sept. 2, 1921, to Mr. and Mrs. Mat Kerber, an eight pound boy, James Albert, September 2, Mr. Kerber's birthday. Both mother and babe are doing nicely.

* * *

Mr. and Mrs. James Fryer and children of Brethren street were week-end guests of Mr. Fryer's sister and husband, Mr. and Mrs Boyston of Whittier.

* * *

Miss Boneta Barror, neice of Mr. and Mrs. Chas. Wentz of Eshleman street, has returned from New Mexico, where she visited her father and brother this vacation.

* * *

Mr. and Mrs. Verna McAnaney of Tucson, Arizona, were in Lomita visiting friends last week Mrs. McAnaney owns the property directly across from the Lomita school, and she is planning to build a two-story brick building on her property.

POLL TAX CAUSES 1335 TO SEEK CITIZENSHIP

California's alien poll tax law has been a huge success from the viewpoint of federal officials in charge of the naturalization bureau. In the thirty days' registration period, in which all aliens in California were required to pay the poll tax of $10, or apply for citizenship, 1335 subjects of Great Britain, Germany, Italy, France and other eligibles took out their first citizenship papers in the office of Naturalization Examiner Frederick Jones.

PACIFIC FLEET WILL GET "WELCOME HOME"

Plans are being made by the Chamber of Commerce to hold a big public welcome for the Pacific fleet, which is due in Los Angeles harbor Friday, September 9. It is expected that the fleet will remain in the harbor for a number of weeks owing to the fact that it is scheduled to participate in the celebration of Cabrillo Day, to be held on October 14, 15 and 16.

Mr. and Mrs. J. Cowman and children of Long Beach visited at the home of Mr. and Mrs. J. A Smith Monday.

LOMITA NEWS ITEMS

Miss Ella Whitney of Moon street visited friends in Wilmington Monday.

* * *

Miss Thalia Bucks of Western street visited friends in Los Angeles last week.

* * *

Mr. and Mrs. C. E. Wells of Almond street visited with relatives in Long Beach Sunday.

* * *

Mr. and Mrs. L. E. Dawson and family were Long Beach visitors Monday, Labor Day.

* * *

Mrs. Roy Raiff of Pepper street, who is very ill at her home, is reported improving.

* * *

F. Zirkel of San Francisco, a cousin of the Walb, was a guest over Sunday of Mr. and Mrs. Wm. Walb.

* * *

Mr. and Mrs. E. Wilson and children were Point Fermin visitors Labor Day.

* * *

Miss Rhona Gladhill of Los Angeles is a guest for two weeks of Mr. and Mrs. Mark Francis on Flower street.

* * *

Anna McDougall has accepted a position in Mr. Mason's law office in the Perl Building, San Pedro.

* * *

Miss Ruthanetta Cockran of Los Angeles was a guest of Katherine Hunter last week.

* * *

Mrs. Chas. Barnard of Los Angeles was a guest of Mr. and Mrs J. A. Smith Sunday.

* * *

Rev. Beal of Omaha, Nebraska visited Mr. and Mrs. Joseph White last Friday. They are old friends.

* * *

Mrs. Maddox of Eshleman street entertained her sister, Mrs. Goulin of Hemet, last week.

* * *

Born—To Mr. and Mrs. D. G McDonald, an 8-lb. girl, Alice Dean August 30, 1921. Both mother and baby are doing nicely.

* * *

John Hislop of Los Angeles was a Lomita visitor one day last week looking after his avocado orchard here.

* * *

John Woods is building a large addition to his home on Pennsylvania street and shingling the outside. He will have a six-room modern home when completed.

* * *

J. M. McPhearson, wholesale vegetable dealer of Lomita, is doing a large business in watermelons, disposing of as many as 10,000 lbs. in one day at the San Pedro harbor.

John Archer returned home Sunday from the hospital, where he has been confined for a month. He is feeling very well and improving

* * *

Frank Ynch of Harbor City, formerly of Arizona street, Lomita and chief petty officer in the navy has been stationed at Denver, Colorado, for a number of months.

* * *

H. F. Schmidt left Saturday night at 2:00 o'clock for Paso Robles and visited Mr. and Mrs. Henry Erkel for three days, returning Tuesday night.

* * *

A Dodge and a Ford car collided at the intersection of the San Pedro and Wilmington Blvd in South Lomita Monday night about 9:30 resulting in badly demolishing both cars. One man was taken to the hospital. One of his ears was almost amputated in the accident.

* * *

A large crowd of Lomita residents and friends picnicked at Pt Firmin Monday. Mr. and Mrs. D O'Quinn, Mr. and Mrs. Burgeois Mrs. J. Wilkinson, Mary and George, Leila and Beaula O'Quinn, Wallace and Merle Richey, Evaline Mack and Rhoda Gladhill were there.

* * *

Mrs. Julia Autry sold the L. E Dawson property on Pennsylvania street to Mr. and Mrs. E. Cook of Imperial Valley. They will take possession at once and make their home here.

* * *

HONOR GUEST AT SHOWER

The home of Mrs. L. J. Hunter was the scene of a prettily appointed shower party for Mrs. E. M. Lively last Thursday afternoon, the home presenting a very attractive appearance with merigolds and green ferns. Refreshments of ice cream and cake were served to the following guests: Mrs. Logan, Mrs. Hunter, Mrs. Shriver, Mrs. Richey, Mrs. Gustavson, Mrs. Lee Wilson, Mrs. Eva Davis, Mrs. Tonkin, Mrs. Brumpton, Mrs. White, Mrs. Carveil, Mrs. Gamby, Mrs. Liepold, Mrs. Francis, Mrs. Pickering, Mrs. A. B. Davis, Mrs. Clark, Mrs. Aber, Mrs. Willacy, Mrs. Donnegan, Mrs. Bischkey, Mrs. MacDonald, Mrs. Brown, Mrs. Fryer, Mrs. Smith, Mrs. Thomas Wilson and daughter Helen and Catherine Hunter and Merle Richey. Merle and Catherine played and sang to entertain the guests. A very enjoyable was had.