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nb iewels in their silent kind, more than quick words do move a woman's mind." Thus spaké William Shakespeare; and beautifully true are his words. What could be more fascinating to a lady's fancy than a display of rare and precious gems!

ce prehistoric times, and in most pieces of jewelry today stones, se of their rarity and color, play the principal part and are ally the central feature around which is the setting of orna-

nimity with which all races of mankind have selected gold as the first and chief representative of value is remarkable nd in the water, in the ice of Alaska, in the sands of South Africa, and at many other remote places. Gold was used at a very early period for the construction of personal ornaments, as the savage found it easy to beat out the pure ore into circles to adorn the limbs. The universal use of gold in preference to all other metals is due to its many properties; its color and lustre: its malleability and its indestructibility.

There is a universal demand, therefore, for the skilled crafts-manship of the jeweler. Torrance enters into the scheme with admirable effectiveness—the very work and its dazzling results are no place better exemplified than in the famous "HOUSE OF PARR VALUES"—that little gem within a gem, that quiet, refined workshop and display center that carries on in Cabrillo street. With small stocks, Geo. D. Parr has fulfilled every ramification of his trade. There is no need to look away from home for the jeweler's wares while one can turn to the "HOUSE OF PARE VALUES" and always be sure of procuring what is wanted.

Mr. Parr is a native son, having been born in the region cast central California. He has followed his profession for alm ten years and has plied his trade in remoter places. Three ye ago he came to Torrance, and the attractive little jewelry s in Cabrillo street is the result.

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