ROBERTS SEES PUBLISHING BUSINESS FROM OTHER SIDE OF THE FENCE AS REALTY MAN

is great. Demand for all property is brisk. Buyers r Southern California are investments in Torrance That I have been able nate several transactions weeks I have been in the business is due, I believe, that I believe in news- tising and practice what so long as a publisher." s C. P. Roberts, former the Torrance Herald and s Letter, and now a real er, attribute his success dvertising. Since entering nate business Mr. Roberts space extensively in the ch he used to own. He n satisfied with the re- races several transactions s put through directly to ing in this paper.

ng does not pay unless it is constant. The business man who advertises only spasmodically should not expect to get the maximum of results. If a business man has a real service to offer or real bargains for the public, he should regard advertising as an investment. He should not expect to do a thousand dollars' worth of business on a dollar ad, either.

"An advertisement must attract attention. And small space, though better than none at all, does not attract as readily as a larger ad properly set up.

"I preached the value of advertising as a publisher. Now I'm on the other side and am buying space. And I can honestly say that my experience as an advertiser has proven to me that I wasn't enthusiastic enough over the advisability of advertising when I was a publisher."

VIDOR FILM, SHOWING NEW STAR, OPENS WEEK AT TORRANCE

good picture is Gold- version of Austin Strong's stage play, "Three Wise which comes to the Torrance Sunday and Monday. directed by King Vidor his feeling for actuality in tion, in atmosphere and ground.

is that of three old bach- agree to take charge of daughter of the girl who the love of all three of their youth. Comedy com- ensue fast and furiously become interwoven in a matic incidents which are for all concerned after been jailed on a charge and abetting three criminals out of prison. "Three Wise almost everything in it most jaded fan could wish romance, reality, thrills ular moments.

is of the kind that Gold- accustomed picturegoers to Eleanor Boardman, who into screen fame with her the role of Remember Sted- Rupert Hughes' "Souls for the girl—the "three wise Claude Gillingwater, Crane and Alec Francis. also includes John Sainpolis, Shaw, Fred Esmelton, Haines, Lucian Littlefield, Pitts, Martha Mattox, Craig Creighton Hale and Ray- Hatton.

Here's a Question

girls! Suppose your reported to be bankrupt would you be able to earn living and hold your family as does Marion Davies in Paramount-Cosmopolitan production, "Adam and Eva"?

As Eva King, Miss Davies' only worry is how she can spend her dad's money as fast as he is able to provide it. Then comes the shock of her life. Her father "loses" his entire fortune. What does she do—sell her jewels and live in comfort in an uptown apartment? She does not. She equips a farm in the country, the only piece of property left of the once magnificent King estate, and makes it pay. Then a strange thing happens—but what, the picture itself, which will be shown at the Torrance theatre next Tuesday and Wednesday, will disclose. T. Roy Barnes plays the leading man's role.

Fairy Story Filmed

The underground castle of Bluebeard—he of the many wives whose story for countless years has caused shivers to chase up and down human spines—has been immortalized in motion pictures.

For vision scenes in "Bluebeard's 8th Wife," a Sam Wood production for Paramount which comes to the Torrance theatre next Thursday and Friday, a replica of the story book castle, with underground caves and dungeons, was constructed at the studio. Big, heavy doors, bound with steel and locked by strong padlocks, block long, narrow passages. Miss Swanson and Huntley Gordon, her leading man, are the only two characters appearing in this sequence of the picture. Both wear costly costumes of heavy material, bejeweled and hung with valuable ornaments.

One of the most exciting scenes ever photographed is that of the wife's discovery of the Chamber of Horrors, where hang the dead wives of Bluebeard. But while the scene gives one a thrill, it is in no sense grewsome.

EXPECT 5000 AT S. S. MEET IN WHITTIER

Nov. 7, 8, 9 Are Dates of Big Religious Conclave

The thirty-fourth annual convention of the Southern California Church School Council of Religious Education will be held in Whittier Friends' church November 7, 8 and 9. All of Southern California will be represented.

It is expected that 5000 persons will attend the sessions of this convention. The program, according to Hugh C. Gibson, general secretary, is the strongest the committee has ever offered. Sixty or more outstanding Sunday school workers are to have part and place on the program.

The one person who will feature the program is Dr. Hugh S. Magill, the new international general secretary. He was a member of the Illinois senate, 1911 to 1914. He was field secretary for the National Education association January, 1918, to August, 1922. During that time he increased the membership of the National Education association from 10,000 to more than 100,000. He has a passion for a continental co-operative program. He is recognized as the leader of the religious movement among the evangelical people of the continent.

You can sell "it" through Herald Want Ads.

NOTICE: FOR SALE

Notice is hereby given that on the 5th day of November, A. D. 1923, at 10 o'clock A. M., at the place of business known as the Day and Night Garage, situated on the southeast corner of Wells and Cabrillo streets, in the City of Torrance, State of California, the vehicle hereinafter described will be sold at public auction to the highest bidder. The said vehicle is an Oakland Touring Car, License Number 545664, with Motor Number C-60677.

Dated, November 5th, 1923.

B. M. ANDERSON,
City Marshal.

N1

NOTICE OF ASSESSMENT

Narbonne Ranch Water Company, No. 5, Lomita, County of Los Angeles, California.

Notice Is Hereby Given, That at a meeting of the directors of said corporation, held on the 8th of October, 1923, an assessment of $3 per share was levied upon the capital stock of said Corporation, payable immediately to the Secretary of this Corporation, at the office of the Company, viz: Pump House of said Company, at Lomita, Los Angeles County, California. Any stock upon which this assessment shall remain unpaid on November 5, 1923, will be delinquent and advertised for sale at public auction, and unless payment is made before will be sold on December 10, 1923, at 12 o'clock noon, to pay the delinquent assessment, together with costs of advertising and expenses of sale.

A. F. WELTON,
Secretary.

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Are You Getting This Paper?

GOOD MAXWELL MAKES HIT IN THIS DISTRICT

Long Drive By California Folks Offers Evidence Aplenty

"The good Maxwell" is making a wonderful reputation among its owners. Hardly a day passes but that some owner drops in to Crane & Warye Motor company to tell them what good service they are getting from the "good Maxwell." Charles Fix drove a Maxwell coupe from Pittsburgh, Pa., to Redondo, Calif., a trip of 3180 miles, at an average of better than 20 miles per gallon of gas. This trip was made in 15 days by Mr. and Mrs. Charles E. Fix. Mr. Fix, being an old automobile man, was so well pleased with the performance of his Maxwell, he has taken a position as salesman with the Crane & Warye Motor company.

Fred Warye drove a Maxwell sport model from Detroit to Redondo Beach, a total of 4400 miles, with an average of better than 23 miles to the gallon of gas. Mr. Warye, after having driven various other makes of cars over the same trip, says the "good Maxwell" performance was far superior to any of the other cars he had driven. Mr. Warye also states that, after being in close touch with the Maxwell factory for a number of years, and knowing that only the best of material goes into the "good Maxwell," and with that assurance and the great performance it gave him, he is now a partner in the firm of the Crane & Warye Motor company of Redondo Beach.

Mr. Joe Powelson also states that he made a trip of 30,000 miles through the New England states, covering a period of one and a half years, in a "good Maxwell" touring car. Mr. Powelson says the Maxwell has given him better service, at practically no cost for repairs, than any other car he has ever owned.

Harry Aikin, formerly of San Pedro, who has sold many cars in this territory, is now with the Crane & Wayre Motor company, Maxwell dealers of this territory. Those who know Mr. Aikin know that he is a conscientious salesman of considerable experience. Mr. Aikin states that Maxwell sales are easy, as he can assure purchasers of the "good Maxwell" wonderful service from the Crane & Warye Motor company.

HERALD WANT ADS BRING RESULTS

Children Surely Are Hard on Their Shoes

It's disappointing to find that Billy has scuffed out a pair of soles in a couple of weeks, but he surely can do it. But don't be discouraged. We have soling material that is almost as tough as iron. It's just the thing for shoes of boys who are in the habit of kicking through them in a few days' wear. Don't throw Billy's shoes away because the sole wears through. Bring them to us.

BE THRIFTY—
HAVE 'EM REPAIRED

HOFFMAN'S
SHOE AND REPAIR STORE
Across Street From Masonic Temple

Van Ess your hair

This marvelous new way massage stops falling hair and is guaranteed to grow new hair.

We sign the guarantee. You get hair, or money back.

Notice the flexible rubber massage cap on each bottle. You rub the bottle over your head and the hollow nipples feed hair-growing medicine into the scalp without wetting your hair.

One minute a day in your own home will secure you an abundance of new hair, and the gloss and luster that come with perfect health.

Buy Van Ess today and Van Ess your hair tonight.

Beacon Drug Store
No. 7 Torrance

Why People Buy Rat-Snap in Preference to Rat Poison

(1) RAT-SNAP absolutely kills rats and mice. (2) What it doesn't kill it scares away. (3) Rats killed with RAT-SNAP leave no smell, they dry up inside. (4) Made in cakes, no mixing with other food. (5) Cats or dogs won't touch it. Three sizes, 35c, 65c, $1.25.

Sold and guaranteed by Beacon Drug Store and Torrance Hardware Company.

AUTO REPAIR SHOP
1038 213th St.
Just Off Border

WE SPECIALIZE IN
STARTING
LIGHTING
AND IGNITION
For All Makes of Cars
Phone 31-R
W. J. MacLellan C. M. Seemann

KEYSTONE BOOSTERS' HALL
HARBOR BLVD.
One Block South of Carson
Keystone, Calif.

FOR RENT
For Entertainments, Dances, Parties, etc. Well lighted. Piano furnished. See
Chas. LeBoeuf
First National Bank, Torrance

Smith & Trotter
2610 Redondo Blvd.
SOUTH LOMITA

Experts in—
Auto Repairing and Welding
All work given our personal attention.
Our Work is Guaranteed

Auto Supplies, Tires and Accessories
Pennsylvania Vacuum Cup Tires
Have Sold My Filling Station.
C. M. SMITH
Lomita Narbonne and Weston

YOUR CAR
Should be kept in A-1 condition at all times in order to get proper mileage.
See Us—We Are the Boys Who Can Do This Little Thing Right
JOE'S GARAGE
1170 Narbonne—In the Brick Bldg.—Lomita

ANNOUNCING A REAL
24-HOUR ELECTRIC SERVICE FOR OIL FIELDS

Just Whistle—We'll Come
MacDONALD'S ELECTRIC SHOP
1176 Narbonne Ave. Lomita, Calif.

JUST A REMINDER

Only
48
Shopping Days
UNTIL
Christmas

Mr. Buyer—Do you realize that you waited until the very last moment last Christmas and found a crowd ahead of you? Your buying was anything else but pleasant.

Don't wait this year. **Buy Early**

Mr. Merchant—The people of our community want to know what you are going to have for Christmas. They have all decided to buy early this year.

TELL THE HERALD ADVERTISING MAN. HE KNOWS JUST HOW TO GET THIS BUSINESS FOR YOU

THE HERALD And NEWS LETTER
Go Everywhere
PHONE 1-J
or
C. Ray

BUSINESS DIRECTORY

Lomita Garage
Member United Auto Club
Wilmington-Redondo Boulevard
We assure you personal service in Repair Work of All Kinds.
GASOLINE AND OILS
Complete Stock of Ford Parts
TOW CAR SERVICE
Phone 177-J-11 Lomita
W. A. King, Prop.

FUNERAL HOME
O. W. Stone
Embalmer and Funeral Director
C. F. MEYERS, Assistant
Auto Hearse Equipment
1204 Narbonne Av. Lomita

W. D. LOCKHART
THE DRAIN BOARD MAN
Phone 33-W, Lomita
1557 Oak St. Lomita, Cal.

Architectural Designing
Wynkoop, Hodge & Law
524 W. Tenth Long Beach, Calif.
Phone 625-378
Torrance Ref.: Gilbert & Hanson

Phone Torrance 1-J
For Space
In This Directory

ALICE B. SPRINGER
Public Stenographer
Notary Public
Phone 166
State Exchange Bank Building
TORRANCE, CALIFORNIA

FRATERNAL

Triple City Lodge I. O. O. F.
No. 333, Lomita, Cal.
Meet every Tuesday Night.
Initiatory Degree first Tuesday of each month.

Torrance Review No. 37 Maccabees
Meets 2d and 4th Friday
7:30 p.m., in Catholic Hall.
MRS. MARTHA McCAFFREY
Commander

Torrance Council
No. 2445 K. C.
Meets Every Tuesday Eve.
at 8:00 o'clock
Torrance Catholic Hall

WANTED Oil Royalties
Land Owners Only
WILL PAY BEST CASH PRICE
Taylor 524 E 15th
Long Beach, Calif.

CESS POOLS Dug and Repaired
SNYDER
Harbor City, Calif.
Phone 349-W

Auto Stolen
IF YOUR AUTO WAS STOLEN WHO WOULD BE THE LOSER?
You
or the
Insurance Co.
ARE YOU INSURED?
If not see
L. J. Hunter
Agent
Lomita, Calif.