## John B. Stetson HATS

2 STORES

SAM LEVY - TORRANCE TAILOR



In starting the garden always make it small enough for your if the worm does turn, it meets wife to finish.

We've reached the season when, it meets either a chicken or a fisherman.

Telephone Manners Are Import

The main trouble with the modern dances is they are out of date before you can learn them.

The wisest citizents are those who know that a newspaper ad is the cash register's best friend.



Quality counts in everything, especially in groceries; because we live on foods and the healthler they are the longer we live.

You can buy only the purest, best foods from us because this is the only kind we place in our store.

FESS GROCERY Torrance

YOU GET REAL SERVICE HERE

## FRANK'S AUTO **SUPPLY STATION**

Mason, Firestone, Pennsylvania, Ajax and Sampson Tires and Tubes; Accessories, Genuine Ford Parts, Gas, Oils and Greases. Free Battery Service. Crank Cases Drained Free of Charge.

Drive In--On the Highway--Between Torrance and Lomita

#### GOODRICH TIRES COMPLETE LINE OF SIZES IN CORDS AND FABRICS AT OLD PRICES

The Quality Standard of every motor vehicle Tire is gauged by its Serviceability. On this fair basis of comparison Goodrich Tires have proven themselves equal to the best—better than most.

ALSO A FINE ASSORTMENT OF

FISK TIRES

SEE US FOR THAT OVERHAULING JOB ON YOUR CAR **JOE'S GARAGE** 

In the Brick Building

LOMITA



VISIT US OFTEN IN

Our New Home Plenty of

GASOLINE, OILS AT LOWEST PRICES

LOMITA FILLING STATION C. M. SMITH, Prop. Free Battery Service We Charge Them

## NOW IS THE TIME

To select your summer suit. The clothes we build for you are made for your individual taste, in any style or pattern you choose.

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# Cleveland Undertaking Parlors

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# Are Important

Who says beauty is but skin Edna Kent Forbes doesn't think so and she ought to know, for she conducts a series of "Beau-ty Chats" which are syndicated to

## **Road Courtesy Helps Safety**

"Courtesy on the road among motorists is akin to safety. We have compiled this list of suggestions

think so and she ought to know, for she conducts a series of "Beauty Chats" which are syndicated to papers all over the country.

Beauty, as Miss Forbes views it, from the standpoint of an expert, is at least voice deep. Discussing "Telephone Personality" in a recent "Chat" she writes:

"If you call a strange number and a disagreeable voice says:
"Hallo huh, what Go you want?' think of the disagreeable impression you immediately receive! That is one way, though, not a very admirable one, of projecting personality.

"How different from the impression received when a pleasant voice gives a courteous answer and you have the feeling of smiling good will at the other end of the wire. Most people do not know how to answer a telephone. The statement applies particularly to the young girls sitting at switch boards in our modern business offices. There may be quickness and efficiency behind the crisp, curt tones, but there is absolutely no personality and no feeling that this firm would go out of its way to be nice to you. In these modern daysyour home or your office is usually visited first by telephone. What sort of impression do you give out when you pick up the receiver?

"I do not know which is worse, the voice which is crisp, curt and impersonal, or the voice which is crisp, curt and impersonal, or the voice which is crisp, curt and impersonal, or the voice which is crisp, curt and impersonal or the voice which is crisp, curt and impersonal or the voice which is crisp, curt and impersonal or the voice which is crisp, curt and impersonal or the voice which is crisp, curt and impersonal or the voice which is crisp, curt and impersonal or the voice which is crisp, curt and impersonal or the voice which is crisp, curt and impersonal or voice and should be overcome. If you put pleasantness and good will into your manner you will give a good impression of yourself over the telephone wire. Remember that the other person has only your voice and words by which to judge you."

About half of the men who can whiste a tune lea

FROCKS IN THE NEW MODE

FOR SUMMER AFTERNOONS



Two frocks with unusual decorative features present themselves here for the benefit of forehanded women who get their summer dresses made before the time for outdooring arrives.

die of the crepe is tied at each side in bows with ends.

A slip-over dress at the right opens to the bust line and fastens with buttons. It has a short yoke, a band col-

who get their summer dresses made before the time for outdooring arrives. There is no good reason why they should not be ready to enjoy a grateful leisure when the good old summer time really lures them to spend their waking hours out of doors, and "the world belongs to the energetic." All the new fabrics are in the shops and the styles are established.

One may copy one or both of the gowns for afternoon wear pictured here, with the assurance that they are not only correct, but distinguished style. At the left a one-piece dress with round neck and split sleeves, depends upon its unique decoration for its distinctive character. It is a braid embroidery in small, horizontal panels that look like hieroglyphics, placed at intervals, two at the front and two at each side of the dress. A narrow gir-

In bows with ends:

A slip-over dress at the right opens to the bust line and fastens with buttons. It has a short yoke, a band colar and an upstanding, plaited frill of lace about the neck. The flaring sleeves are finished with the plaited lace also and there is a narrow belt across the sides and back. The odd trimming is an applique of velvet disks, each one edged with a narrow slik braid. They are in a darker shade than the dress. The combination of cocoa or biscuit-colored crepe with warm brown velvet is very handsome, or of midnight blue with light blue, or white with black applique. But or white with black applique. or white with black applique

ulia Bottom By

OUR ABILITY TO SERVE

OUR WILLINGNESS TO SERVE

OUR ACCOMMODATING WAY OF SERVING OUR REAL HELPFUL MANNER OF SERVING

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-convenient too

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you need good stout shoes as well as stylish looking ones. If you walk a good deal the soles wear through and the heels run down, and of course this makes your shoes look rather shabby. This fault is easily remedied by bringing them to us for quick repair.

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Torrance

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The House of Bargains

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