

I bank with a heart and a backbone

FINANCIAL INSTITUTION can be successful in the truest sense of the word unless its personnel is willing to serve the public with sincerity and human consideration. The executives of the Bank of Italy wish to have the institution renowned for its cordiality and "human-ness" as

well as for its great financial strength. It is the policy of the executives here to give friendly treatment to everyone in the community irrespective of position or financial rating.

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TORRANCE BRANCH

1205 El Prado James W. Leech, Mgr.



Oven Heat Regulation

BY having a range equipped with a Lorain Over.
Heat Regulator, it is possible to have a fixed and constant temperature in your oven. Gas burns only until the oven reaches the desired temperature. This means perfect cooking of the food and the saving of gas.

Clark Jewel Gas Ranges, equipped with the Lorain Oven Heat Regulator, are on sale at all branch offices of the Southern California Gas Company.

SOUTHERN CALIFORNIA GAS COMPANY

Corner Post and Cravens





The equipment is the last word in car building. An all-Drawing-room Pullman, of course; an Observation Pullman, and Compartment and Section Pullmans. A Club car, too, and Fred Harvey Diner.

On The Chief also are many.

On The Chief also are many new features—ladies lounge and ladies maid, barber,

B. C. HIGGINSON, Agent



THE STORY

would be a vital gain.

CHAPTER V

E moon had risen and hung at the edge of the sky. Ilke a read with the edge of the sky. Ilke a read with the edge of the sky. Ilke a read with the edge of the sky. Ilke a look, a look was pushing out the edge of the chearth of the edge of the sky. Ilke a look, so were the edge of the sky. Ilke a look, so were the learning surface of the chearth of the chearth of the sky were cries in men's were cries in men's was and Stokes' answer bell-sky. In the sky will be sky with the sky will be sky will

Wake up and Hear the Birds Sing

We are told every day by some luke-warm brother that business is poor—so-and-so—could be better. The records of our Redondo store tell a different story. Our sales are all for the Saturday after Easter for each year:

1823.

1823.

1926 \$556.79
1927 \$045.48

This business is done in two rooms with frontage of less than 35 feet, by 40 feet long. Two girls on Regular Pay Roll, one man-one extra girl on Saturday.
Our-policy of doing business is different. We figure along these lines: If we can get more dollars to roll down Diamond Street and Pacific at Redondo we stand a far better show of getting our share of it than if only one dollar rolls along, and if we see that we can't get it we would kick it so far no one else could get it either. Our plan is help make all the towns where we have stores better trading enters. Always remember a knocker is put on the outside of a door, not inside.

YOURS FOR MORE SALES AND SMALLER PROFITS

THE SAMPLE STORE

Hawkins & Oberg 1319 to 1321 Sartori, Torrance 106 to 108 Diamond St., Redondo

ant till his head was close to near
and whispered:
"Bear up, Thank God this can't
ouch you in any way."
Her fingers pressed an answer
ut she said nething.
Shine cannet toward them. "Those
eliers were lucky who got off this
atternoon. I might have gone with
hom if rd had the sense."
Anne answered this time:
"Yes, they were more fortunate
han we are."
Mrs. Cornell, between sobs, spoke

portentous silence. Sime shouted, pointing out at the channel:

"The tide's falling fast. They can't get into the dock here. How will they make a landing?"

Bassett answered:
"In a cove at the upper end of the island. They've a dock there for low water. They have to make a detour, that's all."

Flora, who had been sitting with her hand over her eyes, dropped it and sat erect. Her breath came from her in a loud exhalation that was almost a groan. Every pair of eyes shifted to her, watchtul, questioning, apprehensive.

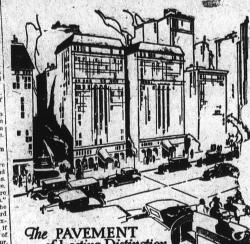
"Do you feel ill, Flora" said Bassett, moving to her side.
"No--no," she looked wildly about. "But this waiting—it's so awtil."

LUTO MOVIES By Stapelfeld Tire & Rubber Co.



YOU'D say that the man who brought you back home after a long auto trip was a pretty good fellow wouldn't you Well that's exactly the sort of service you get from an extra tire. Get it here and get it

PHONE



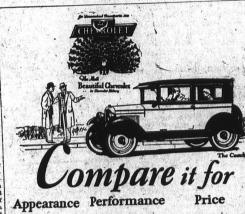
of Lasting Distinction THE BEAUTY of clean, gray portland cement concrete pavements is permanent! For fashionable residence sections and busiest commercial districts alike, concrete is the ideal paving material. It is rigid, and therefore remains true and even-surfaced. It requires the least maintenance—and is the safest pavement wet or dry.

wet or dry.

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127

COST

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the wharf, there's Below the water there steps cut in the rock that lead QUALITY AT LOW (Continued on Page Seven)