THURSDAY

## FINANCIALLY RESPONSIBLE **BUSINESS MAN** WANTED IMMEDIATELY!

We want an aggressive, level-headed man to be our authorized builder in this territory. . . . Here is a bona fide opportunity to get in business, backed by the resources, experience and enviable reputation of the largest homebuilding organization of its kind in America. No homebuilding experience necessary. We train you to do business successfully from the start. We provide complete organization plans, reinforce your selling efforts with an extensive advertising service— in fact, give every kind of intensive co-operation. If you have business ability, integrity, ambition and a nominal amoun: of capital we want to hear from you immediately. . . . 66 responsible business men through-out California and the southwest are earning sub-stantial incomes as builders of Pacific Ready-Cut Homes. Many of them are making from \$4,000 to \$10,000 a year.

Write or phone today for an appointment

Pacific Ready-Cut Homes, Inc.

1336 So. Hill St. Phone, WEstmore 1011 Los Angeles, Calif.

The Proof

Salesmen for this product are instructed and

buyers encouraged to *telephone* their orders. Buying or selling, telephone service is the quick, reliable and economical method of reaching just

Among the many new and practical uses of Long Distance you will find some applicable to your business. These will be cheer fully discussed with you upon request to the business office of the Telephone Company.

the market or person desired.

COVER MORE SALES TERRITORY

AT LESS COST BY LONG DISTANCE

of the Pudding

-is in the eating"

that ... she is a Swede and from the same town th or the town is Little Fa is a funny place for "me from. Probable" for a aviate to the town is a funny place for "me from. Probable" to the town is a funny place for "me from. Probable" to the town is aviate town is aviate town is aviate to the town is aviate over to the Dolla a Swede and sl

she that the

THE proof of a sales method is in the results obtained. The successful experience of a Pacific Coast manufacturer of fruitcakes, sold nation-wide, prompts this strong endorsement; The Bus. n "Long Distance Telephone Service is the only method of transacting business speedily and efficiently,"

.n An ...mbled. mgr. had a good it. He saw The moving picture fe of Christ sh atre own

A little touch of movies make he whole world kin. Lou Deininger he says

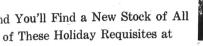
to the barbecue Mrs. Dar a notel her a steel roller d her sheets ironed in smart woman



**NEW SHIRT** 

And You'll Find a New Stock of All

1224-26 El Prado



RNES

MEN'S STORE

Harry says dy et 76 san ady et 76 sandwicnes which olks has come up and got b. Bill he tells D. H. about D. H. says why these is st ones I have had. So I the boys in Torrance ain' b when it comes to getting about 3 o'clock Bob Deinin

OWNE

ALKE

"Just for Fun"

By RAS BERRY Down to the Columbia Steel m barbecue where Harr

was putting out the ys that D. H. Botchf

Bill Booth and asks H wiches for Mi

TORRANCE HERALD

Rates in Trial

Acting on its belief that a lower s or the maximum lighting rate users of electric service would imulate sales for household pur-ses and thus reduce service costs, 9 Southern California Edison mpany, after consultation with 1 Railroad Commission ornia Edison ultation with sion of Cali-ul conference

cided this Ballard, executive

use on the lines of the Edison charges on connection inver company in Southern California is and the expenses of meter re 6½ cents per kilowatt hour. Under the experimental plan this will be reduced to 5.6 cents, a reduction of 14 per cent. In the San Joaquin Valley territory the present 7-cent taking 60 or more kilowatt These reductions will apply to all of the company's 365,000 domesic, agricultural and industrial con-sumers. It'is proposed to try the plan for one year, after which a careful check will be made to see if the estimates made by the Rail-road Commission have proven cer-rect.

few years ago electr in residences only the increased use of

help you plan

**NIN SOCIETY** NEWLYWEDS ARE GIVEN SHOWER

10 k th as )watt i the i electr. the com-



Newest, Loveliest Models Imaginable. Special Showing for Memorial Day

The style centers of the Coast were searched by our buyers in selecting these dresses. In nearly every instance, we have chosen each dress with some particular customer in mind,—come and let us show you the one we have picked for you.

STREET AND HOUSE FROCKS || AFTERNOON AND EVENING DRESSES \$1.95, \$2.95, \$3.95, \$4.95, to \$7.50 TUB SILKS-FLAT CREPES AND GEORGETTES

> **NEW MILLINERY** for the Memorial Day

Outings **Regular \$6.00 Hats** 

\$3.95



ALL SILK CHIFFON HOSE, including hem, Full Fashiened. Pair .......\$1.85 Materials are Horse Hair Braid, Cro-chet, and Taffeta and Braid Combina-tions. Truly exceptional values. Buy them this week.

STORE CLOSED ALL DAY MONDAY-MEMORIAL DAY

RNES

\$9.65 to \$22.50

HOSE TO MATCH THE NEW DRESSES

AT SPECIAL HOLIDAY PRICES

(3 Pairs for \$2.69) DURE SILK FULL FASHION HOSE, in Service and Chiffen Weights. 2 pairs for-

(2 Pairs for \$3.50)

Buy here and save 250 a pair and get a better quality, too.

PURE SILK and RAYON AND SILK The Rayon and Silk include the hems.