



For the freedom of the knees...

HOLEPROOF KNEE-HIGH

U.S. Pat. 1,850,222 Trade mark reg.
with knit-in "Lastex" garters

As advertised in
McCall's . . . Good Housekeeping Ladies' Home Journal

Once you slip into a pair of Holeproof Knee-Highs, you'll wonder "how you ever got through a summer without them." For this highly styled knee-length stocking actually does—and does beautifully—all that women ever hoped to do by "rolling."

Come in and see its many advantages. Shown in two comfortable lengths to assure you correct fit . . . in Shadowless Chiffon or Service . . .



This seal on every pair certifies to the tested excellence of Holeproof Hosiery

79¢

SAM LEVY
1311-1313 Sartori Ave., Torrance

Survey Shows Center of Steel Industry Gradually Moving West

Westward the course of empire takes its way is an old saying which applies in these modern times as in earlier and one of the striking examples of the truth of the assertion is the westward march of an industrial empire, steel. Many years ago the steel industry centered in Pennsylvania, but gradually this center has been moving west until now new surveys recently completed show the "center" to be located well in Ohio, with feelers leading into Indiana and as far as Chicago in the middle west.

Pacific coast developments in steel in the past decade or more have been increasing until this section of the country is now an important factor in the industry, with a promise of eventually becoming the leading territory for the western half of the continent. Various reasons are given as the cause of the rise to prominence of further west steel centers over Pittsburgh and the Pennsylvania mills. Natural causes, such as the shifting of the population center, with attendant demands for building materials, nationally enacted laws, constantly advancing developments in chemistry, through which inferior grades of coal from other regions can be used, the opening of western ore fields, expansion of the automobile trade centering in Detroit, and freight rate increases, are some of the more important.

Pittsburgh is expected to retain its hold on the eastern markets, but the development of the steel industry in the middle west and on the Pacific coast will divide the business according to regional requirements with a consequent shift in importance to these newer locations.

Latest Type Lubricating Is Provided

Smith's Super Service Installs Efficient New System

Pictured elsewhere in this issue is the latest equipment known to science for the efficient lubrication of automobiles, and recently installed by Smith's Super Service Station, 2172 Torrance boulevard. It is a high pressure system by which greases and other lubricants are forced under terrific pressure into nooks and crevices that are difficult to reach by ordinary greasing methods. Only the very highest grade Mobil lubricants are used by the Smith Service corps of service men, and automobile manufacturers' recommendations are followed explicitly.

"We have installed this new Mobil lubricating equipment at considerable expense in order that our patrons may have full protection for the investment they have in their automobiles, and while the improvement represents a considerable outlay of capital, we have not increased our prices," stated Joe McNabb, manager of the station.

Poultry Show Held This Fall At Pomona Fair

Greatest Exhibition of Feathered Stock Ever Offered In State

Attention and interest of both fancier and commercial poultrymen of the nation will center on Pomona, the latter half of September. At that time there will be held, in conjunction with the 14th annual Los Angeles County Fair, what promises to be one of the greatest exhibitions of feathered stock ever assembled at an agricultural show. Already enjoying the distinction of being one of the six major poultry shows of the country, the event this year gives every indication of setting an all-time record for entries and attendance. Further indication of its success, it is said, is contained in the announcement that Paul E. Kennedy, one of the best-known poultry showmen of the country, will again act as superintendent.

Last fall over 2,500 birds representing 201 varieties, were shown. This year it is expected that the number will run far in excess of that. Special attention of prospective exhibitors is being called to the fact that while the fair opens on Friday, September 13, and continues through Sunday, September 29, the poultry show will occupy the last half only, opening on Sunday, September 22, and continuing through the end of the exposition.

An additional inducement is offered to the exhibitor in the way of thousands of dollars in prize money to say nothing of beautiful trophy awards and merchandise specials.

Cosmetics Made From Petroleum

"Ladies will be surprised to learn," says G. F. Olsen, manager of process laboratories of General Petroleum Corporation, "that many of her best beautifiers are made with ingredients of petroleum. Besides cosmetics petroleum is the source of many other products, although we usually think of it as merely the source of gasoline, kerosene, and lubricating, fuel and road oil. As a matter of fact, petroleum is on the way to replacing coal tar as the nation's primary raw material for organic chemical manufacture. Scientists visualize it as the source of food, clothing, dyes, drugs, paper, detergents, explosives and numerous other products."

Linch Tells Why His Used Autos Sell So Rapidly

Walter G. Linch, Dodge and Plymouth dealer at Redondo Beach, when asked how it was possible for him to merchandise so many new and used cars in what would appear to be a limited market, said: "It is true that we have found new homes for more than 300 new and used cars so far this year, but to say just what brought this all about would take more space than you could give us in your valuable sheet. A few factors that had some bearing can be enumerated.

"First, the absolute necessity of working out a plan to dispose of the used cars was essential, so we started on the idea of giving the finest service possible. To do this we had to equip our shop, at great expense, with the latest and most up-to-date equipment. Then came the problem of getting the right kind of mechanics. We found that customers did not like to have a 'mechanic work on their cars every time they came in. So when we got a mechanic who was a specialist in his line we just naturally hung on to him. Our shop foreman, Glen Gunderson, for instance, has been with us for four years, and most of the other mechanics three years or more.

"We have endeavored to make our used car lot attractive with courteous salesmen to take care of the trade day, night or Sundays. Harvey Ingram has charge of this department.

"As our volume of business steadily increased we were enabled to make excellent connections with the best finance companies and we passed the savings along to our customers as our finance rates were lowered.

"Due to a low overhead we have always sold our used cars lower than the market. Having over 3,000 satisfied customers has been a great help. The confidence the public has in us has been an asset."

Walter G. Linch is celebrating his 13th year in business by staging a "Lucky (for you) 13th Sale" of his \$13,000 stock of new and used cars at his salesrooms, 312 South Catalina avenue, Redondo Beach. Some of the sensational bargains being offered in this mammoth 13th anniversary sale are listed in a full page announcement printed elsewhere in this issue. A special invitation is extended by Mr. Linch to the people of Torrance, Lomita, Walteria, Gardena, and neighboring communities to come to Redondo Beach and learn further details of the most attractive offerings.

Big Reduction In Taxes Granted

Valuation on the improvements on the Torrance Post American Legion property was reduced 90 percent following appearance of Donald Findley before the county board of equalization late last week.

Improvements originally assessed at \$2,250 were cut to \$220 upon motion of Supervisor John R. Quinn. The property, at 2040 Carson street, could not be used for any other purpose, it was stated, such as a theatre, hotel or commercial building, since the floor is considerably above ground level.

VACATION AT CATALINA
Mrs. O. W. Hudson and son, Norman, 1753 Andreo avenue, arrived at home Wednesday after a week's vacation at Catalina Island.

No Down Payment

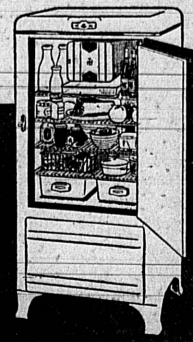
F.H.A. TERMS Now Available to Renters and Home Owners

FLASH!...

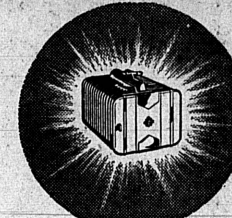
The Most Liberal Terms In the History of Credit Finance For Those Who Act NOW...

and buy

THE **FRIGIDAIRE '35**
— EVERY MODEL HAS THE SUPER FREEZER



- ★ No Down Payment
 - ★ No Payment at all for 30 Days
 - ★ 3 Years to Pay
 - ★ Payments as Low as \$3.00 A Month
 - ★ Lowest Interest Charge
 - ★ No Red Tape - No Delays
- We Make All Arrangements



Why . . . 4,000,000

Are Buying **FRIGIDAIRE**

1. Amazing economy of operation. (1/2 to 3c per day operating cost)
2. Safe as an electric lamp.
3. Genuine Frigidaire. (The General Motors Refrigerator)
4. Fast Freezing. (For making ice cubes and desserts)
5. Frozen Storage. (For meats and ice cream)
6. Extra Cold Storage. (For keeping a reserve supply of ice cubes)
7. Moist Storage. (For vegetables and fruits)
8. Normal Storage. (For foods requiring dry, frosty cold)

There is no longer any need to delay buying . . . Your ice bill and food-saving will more than meet the monthly payments.

The STAR Is Headquarters for Refrigerators

GENUINE FRIGIDAIRE	\$87.50 up
O'KEEFE & MERRITT'S	\$124.50 up
KELVINATORS	\$129.50 up
HOTPOINT REFRIGERATORS	\$89.50 up
GIBSON'S	\$89.50 up

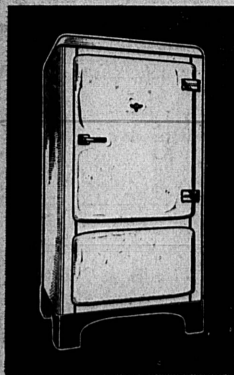
Star Furniture Co.

1273 Sartori Ave. Torrance Phone 620
"WE CHALLENGE CITY PRICES"

An Opportunity You Have Been Looking For . . .

STEWART WARNER Safety-Zone REFRIGERATION

Family Size, No. 605
6 Cu. Feet



- ◆ Porceloid Exterior Finish.
- ◆ Super-Sensitive Temperature Control.
- ◆ Porcelain Interior Finish.
- ◆ Automatic Temperature Regulator.
- ◆ Pure Aluminum Freezing Trays and Grids.
- ◆ Double-Sealed Insulation.
- ◆ Variable Freezing Control.
- ◆ Constant Air Circulation.

No. 605—6 Cubic Feet

All These Features, and Many More, For Limited Time

Only **\$144⁵⁰** Plus Tax

LIBERAL TERMS As Low As— **\$4⁶³** Per Month

No Down Payment, 3 Years to Pay Under FHA Plan—Now Available to Renters As Well As Home Owners.

Torrance Furniture Co.
SAM LEVY, Proprietor

1334 El Prado Phone 37-W

Delicious Home-Made ICE CREAM

Costs Less Than

10¢ A Quart

When Made With

Magic Ice Cream Powder.



Easily Made In Automatic Refrigerator or Hand Freezer Merely add Whipped Cream, Half Cream and Milk, or Fresh Evaporated Milk.

Sherbets, Ices, Desserts and Beverages may also be made, using canned milk, cooked milk, dry milk, half milk and water, or water alone.

Magic Ice Cream Powder . . . 10c pkg.
(Enough for 4 quarts)

ALSO, Cans containing enough to make 40 quarts of Ice Cream . . . 40c

REMEMBER . . . the Beacon is also . . . EXCLUSIVE AGENT For the Following Famous Products:

- BISMA-REX** An Anti-acid of Great Effectiveness. . . . **50c**
- NORREM** Emulsion of Essential Minerals. Large Bottle. . . . **\$1.00**
- SEN-LAX HERB TEA** Splendid System Regulator. . . . **\$1.00**
- VENUS REDUCING TABLETS** **\$1.00** Per Pkg. AND V-76 LAXATIVE



The *Beacon* Store

Leslie L. Prince

1519 Cabrillo Ave., Telephone 180. Torrance, Calif.

Authorized Ticket Agency for the Greyhound and Union Pacific Bus Lines.

Torrance Merchants' Saturday Super-Specials

Sensational Bargains—Good Any Time During Business Hours On Saturday, July 18

PENNEY'S 1269 Sartori Ave. Torrance

Two-Way Stretch LASTEX GIRDLES

Beginning Saturday . . . **49c** each
BANDEAUS of Panne Satin, Net and Batiste, 10c.



at **Torrance Furniture Co.** 1334 El Prado Phone 37-W
SAM LEVY, Proprietor

Repeated By Popular Demand:— THROW RUGS

Nice Assortment 27"x54"
Values to \$3.50 Saturday Special— **\$2.29** Beautiful Patterns In Axminster and Imported Velvets

at **STAR Furniture Co.** 1273 Sartori Ave. Torrance

SOFA PILLOWS

KAPOK FILLED
\$1.39 Values Saturday Special **98c** Good Assortment of Colors New Style Patterns

at **SAM LEVY'S** 1311 Sartori Ave. Torrance

Women's and Children's **White Sandals**
Clean-up of Our Higher Priced Lines
Saturday Special **\$1.39**

CLEAN-UP OF Enna Jetticks AND PUMPS White Oxforfs
Saturday Special **\$1.88**