

CLASSIFIED ADS

CLASSIFIED ADVERTISING RATES - INFORMATION

Rates Quoted on Per Issue Basis

(5-line minimum)

1 Time (per line).....12c
 2 Times (per line).....16c
 3 Times (per line).....20c
 4 Times (per line).....24c
 5 Times (per line).....28c
 6 Times (per line).....32c
 7 Times (per line).....36c
 8 Times (per line).....40c
 9 Times (per line).....44c
 10 Times (per line).....48c
 11 Times (per line).....52c
 12 Times (per line).....56c

Multiple Time Rates effective ONLY if no change of copy ordered—otherwise open rate of 12c per line will be charged.

Ads may be cancelled after any insertion. Rate earned will be charged and money refunded for space not used.

Not responsible for more than ONE incorrect insertion of any ad ordered for more than one time.

1. Announcements

Torrance Upholstering Co., 1513 Border Ave. Overstuffed furniture repaired and remodeled. Rugs cleaned and sized. Free estimate. Satisfaction guaranteed. Phone 225.

3. Card of Thanks

We wish to express our thanks for comfort given us during the sickness and death of our father and grandfather.
 Mr. Chas. McFarlin,
 Mrs. Anna McFarlin & Family,
 Mr. and Mrs. E. Falk & Family.

5. Lost and Found

LOST—Diamond ring with Tiffany setting. Reward for return to 1724 Arlington.

6. Business Directory

OFFICIAL BRAKE SERVICE
 Wheel and Axle Alignment
 J. M. HARRISON
 500 South Catalina Phone 3552
 Redondo Beach

FOR EVERY KIND OF INSURANCE, including Life Insurance in the A. O. U. W. with membership in Torrance Lodge No. 33. Call Wallace H. Gilbert, phone 420.

REST home, convalescent and aged. Battle Creek treatments. 2688 W. Carson. Phone 130-W.

11. For Rent: Houses, Furnished

COMPLETELY furnished 4-room house and bath. Call 1758 Andros.

FIVE-ROOM furnished house. 2749 E. 25th St., So. Torrance.

ATTRACTIVE four-room house; two bedrooms, large living room; well furnished. Fenced in yard with fruit trees and flowers; desirable location on west side. \$35.00; water paid. REMCO, 1815 Post Ave.

FOR RENT—Four-room house, furnished, with garage. 2032 1/2 Andros.

THREE-ROOM nicely furnished house and garage. 1819 Gramercy.

VACANT Nov. 10, 1/2 duplex; 2 bedrooms, garage. Call 1752 Andros Ave.

12. For Rent: Houses, Unfurnished

FOUR-ROOM HOUSE with acre ground. 3042 W. 235th street, So. Torrance.

3-ROOM house with bath. Chicken and rabbit equipment. Brock, 3840 Ellis Ave., WALTERIA.

13. For Rent: Furnished Apartments

A LIMITED Number of Singles Are Still Available in the NEW

GRAMERCY APARTMENTS

Those who demand the ultimate in living comforts will be more than satisfied with all the new and luxurious furnishings. Electric Ranges and Refrigeration. Tile Kitchens and Baths and other exclusive features rarely found in Reasonably Low priced apartments.

Corner Gramercy and Cabrillo Aves.
 Phone Torrance 43-W

THREE-ROOM apartment. Inquire 21900 Western avenue.

CLEAN 2 and 3-room bungalows, \$12 and \$14, including lights and water. El Prado Court, 1100 El Prado.

15. For Rent: Rooms, Furnished

NICELY furnished rooms, private bath. 1533 Marcelina.

15. For Rent: Rooms, Furnished

NICELY furnished rooms, private home, with garage. 624 W. 161 St., Gardena.

COMPLETE COVERAGE—All Torrance Herald ads run in the Tri-City Shopping News without extra charge.

18. For Rent: Stores and Offices

HALL suitable for lodge or club meetings and dances. 1951 Carson. Phone 392.

24. For Sale: Poultry and Pet Stock

FAT ducks and geese for sale. Inquire 2061 239th St., Lomita.

CORN-FED turkeys, dressed on order. E. D. Grabel, 1445 149th St., Gardena.

25. For Sale: Miscellaneous

FOR SALE: Used Radios, reconditioned and guaranteed. \$9.95 up. Modern Appliances, 1279 Sartori. Phone 888.

29. Employment Wanted

Van's Window Cleaning
 House Cleaning
 Floor Waxing
 2804 Gramercy - Phone 667-W

30. Wanted to Buy

RESIDENCE lot in Torrance. Inquire Simmons, Central Garage. Phone 81-J.

THREE-bedroom house in Torrance. Owner only; no agents. Must be well located and in good condition. Write Box 5, Torrance Herald.

33. Real Estate: Improved

Why Pay Rent? Buy a Home!

\$2950
 Buys good 5-room stucco on Acacia. Garage, fruit trees, shrubs. This is a real buy. Only \$400 down and \$25.50; 6%. Less than rent.

\$2250
 For 5-room, frame bungalow. Hardwood floors, tile sink. A good buy. Easy terms.

FOR SALE

Grocery, Fruit and Meat Market. Good location. A money maker. Come to office for information.

\$1750
 Buys 4-room frame house. Garage; lot 75x202 feet. Terms.

\$4750
 Buys one of the best houses on west side. This is a beautiful stucco home. Five rooms, breakfast room, tile sink, tile shower and bath, real fireplace. Terms.

BUILDING LOTS

\$250 - \$300 - \$400 - \$500
 \$750 - \$1000
 All Good Locations

Torrance Investment Company

Phone 176

COMPLETE COVERAGE—All Torrance Herald ads run in the Tri-City Shopping News without extra charge.

FOR SALE

Go to 1313 Acacia and see five-room stucco. Modern, full tile roof, lot 50x140; no bonds. Call Pleasant 5048. Key at 2063 Carson St.

JOHNSON

7225 So. San Pedro St., Los Angeles

36. Moving and Storage

M & M Transfer, 1513 Cabrillo. Phone 645. We haul anything, anywhere, anytime. Loads insured. Also storage and packing.

39. Musical Instruments

\$15 BUYS Majestic Low Boy radio. Inquire at fountain, Dolley Drug.

40. Swaps

EXPERT Radio Repairing on all makes of radios, or we will swap your radio for a Re-Conditioned radio. Pay the difference on easy terms. 1307 Post Ave., Torrance.

Read Our Want Ads!

STAGE BEAUTY WEARS DACHE'S NOVEL "CIGARETTE-HAT"



Nancy McCord, glamorous singing star of the recent Broadway hit "May Wine," and former prima donna of the American Opera Company, wears a hat designed by Lily Dache's famous New York designer, and christened the "Viceroy." This stunning model here adds a run of so-called "diplomatic" fashions, and is a particularly flattering adaptation of the new trend toward high crowns and deep backs. The trimming of black and white crepe satin rolls made in imitation of cigarettes—emphasizes the daring peaked crown.

Nebraska Pioneer Passes Away At General Hospital

John McFarlin, Early Day Settler, Succumbs After Long Illness

John McFarlin, 81, who had resided for the past ten years at the home of his daughter, Mrs. Edna Falk, 1341 1/2 Plaza del Amo, passed away Sunday at the General Hospital, Los Angeles, after a lingering illness. Mr. McFarlin had lived in California for 11 years, coming from Nebraska where he had been a pioneer farmer.

He was born in Springwater, N. Y., in 1854, and lacked but a few days of being 82 years old. At the age of 21 McFarlin went to Nebraska and took up a homestead, being one of the earliest settlers of that far western territory.

He leaves three daughters, Mrs. Hattie Fidler, of Plattsmouth, Neb.; Mrs. Mazie Henderson, of Comstock, Neb.; Mrs. Edna Falk, of Torrance; three sons, Ray McFarlin, of Elba, Colo.; Dick McFarlin, of Brush, Colo.; Charles McFarlin, of Sawtelle; 23 grandchildren and seven great grandchildren.

Funeral services were held Monday, Oct. 26, from the McMillan Mortuary, at Gardena, Rev. L. B. Reynolds, pastor of the Hermosa Gospel Tabernacle, Redondo Beach, officiating. The remains were shipped to Palmer, Neb., for interment.



"I'll just call her now."

THAT TELEPHONE in your home brings friends, shops and markets nearer to you...and an extension at some convenient point puts the telephone itself closer to your hand. For instance, in the bedroom. This hand set, shown here, is only one of several types that are available at little cost. We shall be glad to tell you more about it.

SOUTHERN CALIFORNIA TELEPHONE COMPANY
 1266 Sartori Avenue Telephone Torrance 4600

★ BUSINESS DIRECTORY ★



Histories In Brief of Business Directory Advertisers

C. J. Rhoads, owner and manager of the Torrance Gift Shop at 1322 Sartori, came to California in 1925. Four months after he arrived on the Pacific Coast at the age of 18 he had been made manager of the R. & S. chain of Malted Milk Shops.

After serving three years in this capacity Rhoads returned to the east and took a position with a similar firm, the Nedrick Hatch Luncheonettes, which operated out of New York. At the end of a year with this company he took up practical nursing and remained employed in this line of work until six months ago when he had the opportunity to buy his Torrance establishment. Since his arrival in town Rhoads said he has found business good and continually increasing.

The ad for the Torrance Gift Shop will be found below under Gift Shops

AUTO TOP REPAIRING

AUTO TOP SHOP
 Tops • Upholstering
 Slide Curtains • Seat Covers
 Car Covers • Floor Rugs
 George G. Gill, Manager
Virginia Garage
 15314 S. VERMONT
 Phone Gardena 3971

AUTO ACCESSORIES

TORRANCE AUTO WRECKERS
 • New and Used Parts
 • Windshield and Door Glass
 • We Buy Mistake
 1001 TORRANCE BLVD.
 Phone 336

AUTO ELECTRICAL

Torrance Auto Electric Service
 F. C. Morgan, Prop.
 Authorized Service for
 United Motors, Auto Lite,
 Carter and Stromberg
 Carburetors
 We Tune Up Motors
 1320 Cabrillo Phone 498

BARBER SHOPS

Tansey Beauty and Barber Shop
 1623 CABRILLO
 Phone 580
 Prices Reasonable
 Expert Service

CARPENTERS

OPPORTUNITY KNOCKS AT TORRANCE!!!
 • Climate and Central Location.
 • Build NOW!
 • Remodel or Repair
 • New Homes.
F. O. Winchester
 1815 ARLINGTON AVE.
 Res. Ph. 146; Bus. Ph. 251

CLEANERS & DYERS

NIFTY CLEANERS
 It takes first rate work at a fair price to assure quality, results and satisfaction.
 CASH AND CARRY PAYS!!!
 1324 Sartori Ph. 174

REFRIGERATOR SERVICE

Does Your Refrigerator Need Repairing?
 CALL
C. E. ELMER
 REFRIGERATOR SERVICE
 Domestic and Commercial
 Used Boxes Bought, Sold and Reconditioned
 207 BERYL ST.
 REDONDO 3796

PLUMBERS

SAVE \$38.00 on Hoyt STORAGE AUTOMATIC WATER HEATERS
 With Everdur Copper Tanks
DAVID JACOBS
 1908 222nd Street Phone 358-W

DRESS SHOPS

Stone's Specialty Shop
 MOJUD HOSE Service Weight
 Chiffon and Thigh Mold style 79c to 89c
 Join Our Stocking Club 15th Pair FREE
 Hats Remodeled Mending Alterations Dresses Aprons Night Wear
 Slips, \$1 to \$1.95
 Corsets, \$1 to \$5.95
 1333 El Prado Ph. 430R

GIFT SHOPS

TORRANCE GIFT SHOP
 C. J. Rhoads, Prop.
 Magazines - Gifts
 Rental Library - Novelties
 Canaries - Pet Birds
 We take subscriptions for all periodicals and newspapers.
 1322 SARTORI

INSURANCE

Make Us Your SERVICE STATION
 for...
Automobile Insurance
 Let Us Check the Points of Your Protection Today
Howard G. Locke
 Dependable Insurance
 Fire - Automobile
 1405 Marcelina Ave.
 Phone Torrance 135-M

NEWSPAPERS

Subscribe Today!
 TORRANCE HERALD
 3 Months, 50c
 6 Months, \$1.00
 1 Year, \$2.00
 Delivered by Carrier Boys Every Thursday
 Call 444

Now What's Going On now Thy Neighbor's Affairs!
 now Torrance's Progress!
 now Torrance's Industries!
 keep Up With the Town!
SUBSCRIBE TODAY TO THE TORRANCE HERALD!
 Less than 4 cents per week!

THE FAMOUS Chili Shop
 24-Hour Service
 Call Any Time For a Lunch to Take Out
 1437 MARCELINA Ph. 37-J
 CALL 444 FOR AD SERVICE

ROOFING

SANDERS BROTHERS
ROOFING
 Phone Redondo 7204
 24410 Neece Ave.
 WALTERIA

Oregon Roof Co.
 Roofing and Repairing
 T. W. CONLEE, Mgr.
 1936 Lomita Blvd.
 Phone Lomita 502W

SERVICE STATIONS

Hammond Motor Service
 Hancock • Quaker State
 Richfield • Hyvis
 Shell • Esso
 GAS and OILS
 We Give S & H Green Stamps
 2053 Torrance Blvd., Ph. 387

BUY
 EXTRA SAVING

Goodrich Electro-Pak
 The Super-Power Battery
Dunham's SERVICE & GARAGE
 Shell Products
 Economy Gas
 Quaker State Oil
 Goodrich Tires and Tubes
 1403 CARSON Ph. 691

EXPERT AUTO REPAIRING

MULLIN'S Complete Auto Service
 2053 Torrance Blvd. Ph. 320

LATEST TYPE LUBRICATING EQUIPMENT

We Use Factory Recommended Oils and Greases

SMITH'S Super Service Station
 Phone 212
 Torrance Blvd. at Portola

SHOE REPAIRING

TURNER'S Shoe Repairing
 The Oldest Shoe Repairing Shop in Torrance
 Shoes Repaired and Rebuilt for every need.
 All Work Guaranteed
 1501 Cabrillo Avenue

SAVE TIME! SAVE STEPS!

Call Upon Directory Advertisers! They Can Fill Your Needs!

Buyers find it convenient and advantageous to patronize Business Directory advertisers.
 Sellers find it profitable and exceptionally inexpensive to advertise in the Business Directory.