FRIDAY MORNING

ATTEND BIG EASTER HUNT

Of all the good times enjoyed by kiddies, Russell Harris little Vista Highlands spent one day of pleasure in Lafyette Park in Los Angeles on Saturday, April 15, where there were hundreds and more litele kiddies enjoying the big Easter hunt given by the Juvenile Protective Association of Los Angeles. There were lots of beau tifully colored eggs to be found, dancing, games and music; even to a grand march, led by "Peter Rab-bie," who displayed much amusebie," ments all around and about the park

As it was the first Easter hund little Russell ever attended, we might as well say that it was much curiosity to him as well as an enjoyment.

POSTAL IMPROVEMENT WEEK.

May 1 to 6 has been designated a "Postal Improvement Week" throughout the United States and all postal employes are urged by the department at Washington to carry out the spirit of that week to every detail of the service in the postoffice.

Postmaster Gourdier is in receipt of extensive data that it is hoped every office will acquaint themselves and do everything to improve their office A great part of this literature was submitted to the Herald for publi cation but its scope is so exhaust ing that only excerpts here and there were gleaned for the issue. | Even since "Bill" Hays was appointed post master general the spirit of improve ment of postal facilities throughout the United States has been impressed upon this who were in charge of mail all over the country. To acquaint the people wth the intricies of mail distribution and its problems with the idea of improvement is one of the chief objects.

Membership in Civic Organization Offer Opportunity for Postal Edu cation, Says Third Assistant. By W. Glover.

I appreciate the opportunity of com municating with postmasters and oth er postal workers through the Posta Bulletin in this somewhat, unusual way. To depart from the regular rou tine notices published from day to day which are, of course necessary, is indeed a pleasure, and I hope to be per-mitted the further pleasure of speak ing to many of you personally in the future. My experience since becoming a fellow worker with you has en-hanced my hitherto high estimation of the loyalty and efficiency of the service as a whole. This has resulted from the knowledge acquired during the past year of the magnitude and many ramifications of the postal establishment. I have been particular ly impressed with the multiplicity of duties required of postmasters and other postal workers, and am convinced the the manner in which they are performing these varied duties is constantly improving, and that better service to the public is being rendered today than at any time in the past. From observations during the past year I have no hesitancy in saying that I am sure this high standard of progress will be maintained. But what can we do to increase it? What can we suggest to ourselves and to each other that will result in a better postal service? It occurs to me that at least two methods should be given consideration: 1. To avail ourselves of every op-

portunity to acquaint the public with postal facilities.

2. To spare no effort to improve ourselves in the performance of our

CASCADE LINEN

One pound in a package. We also have envelopes to match. If it is true that the good taste of a person is *cf* pressed by the your taste will be established with your friends.

Standard Price 1 pound 50c

This Sale, 2 pounds 51c

REXALL

SHAVING CREAM

SHAVING CREAM

Produces a thick creamy lather. Will stand upon your face thru-out the shave.

Standard Price, 1 Tube 30c

This Sale, 2 Tubes

31c

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**Bouquet Ramce Talcum** 

Powder

A delightful preparation. Made of the finest Italian Tale, double bolted and purified. It contains the combined perfumes of rose, heliotrope, jasmine and lilac. Standard , pree, one can, 50c. This Sale, Two Cans 51c

1c

SALE

Where Your Pennes do the Work of Dollars

\$

\$ \$

I shall not make any extended state ment as to how we can educate and acquaint the public, nor in what way we can improve ourselves in perform ing our various duties. Later issues of this bulletn will contain detailed suggestions in these respects. In a general way I desire to say that all of us who come in daily contact with the public while on duty can accomp lish much in the way of acquainting the public with postal facilities. Those of us who enjoy membership and other organizations h we many opportunities to further the inter ests of the postal service and such opportunities should be taken advanof for that purpose. Let us also be vigilant at all times to see that we conduct ourselves in the perform ance of our duties in a way which will curtail complaints and citicisms form the public. We can not, of course reach the stage of perfection. We can, however, bend every effort to reduce complaints to minimum and by so doing our action will result in pos-tal improvement. Moreover, good results thus obtained will serve to act as a stimulant for further efforts in other directions to improve the serv May Postal Improvement Week ice. increase our enthusiasm for greater progress.

Patronize Our Advertisers

BIRTHDAY PARTY

A very pleasant event took place at the home of Mr. and Mrs. F H. Clark of 1731 Andreo street on Saeurday evening, when their little daughter, Hazel, entertained a number of her friends in honor of her twelfth birthday. The invit-ed guests were Vivian Beckwith, Nellie Middleton, Dede Barnard, Lois Zuver, Lucile Marks, Maxine Roberts, Olive McKenzie, Vera Davis, Johanna Neelands, Blossom Voris, Harwood Clark and Alice Foley. The evening was spent in the form of a "talent party," each little guest being requested to show her talent laong some line. Prizes were given to the two receiving the most applause. There were recita-

Nellie Middleton second prize for a recitation. Vera Davis won the prize for finding the most eggs in the Easter egg hunt. At 9:30 the printing business, got slightly jolly young folks sat down to a the printing business, got slightly table and were introduced to a peeved at a letter from a doctor who birthday cake and other dainties, wanted bids on several thousand let-Much fun was enjoyed hunting for ter heads, different sizes, different hidden away in the cake Mrs. T. L. Foley assicted Mrs. Clark

Mr. and Mrs. L. B. Collins of South Cypress street will leave on April 23 on a three months' camp-ing trip through California. Ore-gon and Washington. They plan to leave Senttle about June 15 for tions, piano solos and duets and Skagway, Alaska, going through market for an operation for gall-fancy dancing. Lois Zuver receiv-id first prize for fancy dancing and turn to Lomita about August 1. the extra expense of cutting." It seems queer to think of a two stolen hors the cut of the transformation of the two stolen hors is the store at that time and want to save when the news was circulated in March, 1648.

ed the printing form held standing.

"Am in the market for one operasound, want quotation to include put-

"HARDWARE" CONVENTION. The ratail hardware dealers' conven tion will be held in the Masonic building of Hollywood April 25-26. Governor Stephens will be present and will precede a host of other brilliant speakers in dealing with conditions throughout the state that confront the retail merchant, and will probably offer suggestions that will be er prices on hardware. Price conditions will be one of the important

of the officers of the organization. THE FIRST NEWSPAPER

wholly by word of mouth. The first formal change in the circula-tion of news came with the appearance of news-letters. The ear-liest of these is said to have been the Acta Diurna (Daily Happenings), issued at Rome in 691 B. The latest is claimed to have appeared nearly twenty-four centuries later in a land which only a little more than two centuries before had been a howling wilderness before the Boston News Letter issued by John Campbell in 1704 at Boston, Boston Historical Society. The first newspaper printed in ink from type was called the Gazette and was published at Nuremburg, Bavaria, in 1457. The first newspaper ad-vertisement—a reward offered for

two stolen horses—was printed in the London Impartial Intelligencer

the dime, thimble, button and ring grades and different colors, and want-T. L. Foley assicted Mrs. So Charley took his typewriter in helpful in adoptoing a method to low-in entertaining the little hand and wrote: er prices on hardware. Price condifolks. WISH WE WERE GOING, TOO The incison-with or without at lower costs will consume much of which are in the collection of the Mr. and Mrs. L. B. Collins of nurse. If appendix is found to be the meeting's consideration. Hurum,

R .Reeve will be present and is one

Opeko Coffee This is a blend of High Grade Coffee,.. roasted and packed by the latest machinery. A superb drink and a wonderful value Standard price, 1 pound, 55c This Sale Two Pounds 56c THURSDAY-FRIDAY-SATURDAY, Apr. 20, 21, 22 LIGGETT'S Symonds Inn Cocoa ореко теа What Is a 1 Cent Sale It is a sale where you buy an item at the regular price-The standard price of Rexall Tooth Paste is 25c. You buy a tube at this price, and by paying 1c more, or 26c you get two tubes. Every article in this sale is a high class standard piece of merchandise just the 山市电力 same as we sell you every day at regular prices and have sold for years. A New Way of Advertising sums of money in other ways to convince you of the merits of these goods, they are spending it on this sale in permitting us to sell you a full size package of high standard merchandise for 1c. It costs money to get new customers... The loss taken on this sale is well spent if the goods please you. Carrier 10 Made from the pure cocoa beans Unexcelled in quality. Without 200 Cups of Tea for 1 Cent Formosa Oolong, Orange Peko. Mixed black and green. Stan-dard price, package ½ lb., 65c. any adulteration. Standard Price one Package 30c SYMPHONY LAWN BOXED PAPER This Sale Two Packages **OLIVE OIL** This Sale, 2 Packages Liggetts Chocolates Liggett's Imported Virgin Olive Oil. Full 12½ oz. tall hand-some bottle. Highest quality Regular price \$1.00 per bottle. During this sale 31c 66c Bordered Edges The Orange and Gold Package Highest Grade Stock **Household Remedies** The chocolates with th ewonder-ful centers. Regular price per box, \$1.00. **Stationery Sundries and** and Toilet Goods This Sale, Two Boxes \$1.01 Household Needs 2 for Only \$1.01 Standard Price 1 full lb. Box \$1.25 \$1.00 Symphony Lawn pa per and envelopes 2 for \$1.01 65c Floreine Fabric (pa-per and envelopes)..... 2 for 66c This Sale Only, 2 for \$1.26 **Goodform Hair Net** REXALL This net is of highest quality and carefull selected. Standard price of net, 10c. 60c Lord Baltimore (pa-per and envelopes)....2 for 61c SHAVING STICK **Klenzo** Liquid Metal box. Handy package. Superior quality. Standard price This Sale Two Nets 10c Writing Tablets ....2 for 11c Antiseptic 11c **30c** This Sale, Two for This Sale, Two Jaws 10c Erasers ... .....2 for 11c Nationally Advertised Has many uses and is needed in every household. Standard price, 4-oz. bottle, 25. TOILET WATER oz. 10c Compound Licorice pow-2 for 11e 31c Beautiful packages of high grade toilet water, each contain-ing the odor of the flower whose name it bears. Standard price one bottle, \$1.00. This Sale, Two Bottles Only **26c** 20c Cream of Tartar, 2 oz. 2 for 21c **Rexall Cold Cream** This Sale Two Bottles 2 for 16c 35c Cream of Almonds 2 for 36c 45c Shaving Lotion 2 for 36c 50c Blood Making Pills 2 for 51c 25c Carbolic Healing Salve 2 for 26c 2 for 26c 2 for 26c 2 for **Maximum** Fountain \$1.01 Syringe Maximum quality; maximum workmanship; maximum good looks. Guaranteed for 1 year. Standard price, one syringe, 15c Soda Mint Tablets 2 for 16c TOILET GOODS Rexall 25c Violet Dulce Soap 2 for 26c 25c Violet Dulce Talc. 2 for 26c Salve \$1.00 Dyspepsia Tab-35c Cascara Tablets .... 2 for 36c Old Gream 

 50c Crastar A fabrics
 10r 56c

 19c Cream of Tartar Sul-hpur Lozenges
 2 for 20c

 55c Effervescent Soda phosphate
 2 for 56c

 60c Zinc Oinment
 2 for 31c

 35c Metholated Throat tablets
 2 for 36c

lets 2 for \$1.01 50c Milk Magnesa 2 for \$1.01 50c Rheumatic Tab-lets \$2.25 This Sale, Two Syringes Only \$2.26 25c Rexail Tohlet Soap 2 for 26c 25c Tar Shampoo Soap 2 for 26c 25c Medicated SkinSoap 2 for 26c 25c Rice Powder 2 for 26c A delightful skin cream. TOILET GOODS Standard Price, 1 Jar OTHER ITEMS ON DISPLAY IN OUR 30c This Sale, 2 Jars 31c 25c Liquir Rouge ......2 for 26c 50c Syta Face Powder 2 for 51c \$1.50 Bouquet Ramee Toilet Water 2 for \$1.51 25c Peroxzone Cream 2 for 26c STORE MANY OTHER ITEMS NOT LISTED HERE MAXIMUM HOT **Brushes and Sundries** Violet Dulce Face 2 for 51c **ON SALE** 50c Vio. Powder Brushes and Sundiries \$1.50 Hair Brush. 2 for \$1.51 \*Ladies' Style Rubber Cushion \$5c Hair Brush. 2 for \$6c 65c Cloth Brush. 2 for \$6c 40c Tooth Brush. 2 for \$1.26 10e Drinking Cups. 2 for 11c 5c Pencil Clips. 2 for 6c 10e Erasers. 2 for 11c WATER BOTTLES

Powder 2 for 51c 50c Violet Dulce Vanish-in Gream 2 for 51c 50c Violet Dulce Cold Gream 2 for 51c

**Bouquet Ramee** 

**Complexion Powder** 

Exceptional high grade face powder. Adheres to the skin and contains the combined per-fumes of rose jasmine, helio-trope and lilac. Standard price, one box, \$1.00

This Sale, Two Boxes

\$1.01

**Dolley Drug Co.** 

THE REXALL STORE

**TELEPHONE 10** 

Torrance, California

NOT LISTED HERE LADIES' BROWN TONE

DRESSING COMB Coarse and Coarse and Fine Regular price, 75c. This Sale Two for

76c

The price everywhere is \$2.25 each. Full 2-quart capacity. Guaranteed for one year. Stan-dard price for one, \$2.25

This Sale Two For \$2.26

lc

SALE

Where Your Dollars do Double Duty for You

\$

\$ \$

ASPIRIN TABLETS These are the genuine article. Each tablet contains 5 grains. Made in America by Americans. In boxes of one dozen. How many times do you wish you had Aspirin tablets in the house? Ours are pure. Put in a much. The constant age had Aspirin tablets in the house? Ours are pure. Put in a supply. The standard price for one 1c more for another. Also in larger sized packages. FAMOUS JONTEEL FACE **POWDER COMPACTS** Nationall advertised. Large box. All tints. Standard price, each \$1.00.

This Sale Two For \$1.01

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APRIL 21, 1922

PRINTER WAS PEEVED.