

Torrance Herald

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THE HERALD'S PLATFORM FOR TORRANCE

- 1—Ornaamental Lighting System. 2—Interchange of Freight Between P. E. and Santa Fe. 3—Western Avenue Bus Line. 4—Hollywood - Palos Verdes Parkway. 5—New School North of Carson St. 6—Aviation Field. 7—Co-operation of All Torrance People, Firms, Industries and Other Agencies, to Induce Torrance Workmen to Live in Torrance. 8—The conduct of All Local Affairs in a Spirit of Neighborly Friendliness and Constructive Co-operation to the End That the Peace and Prosperity of All May Be Encouraged by an Alert Civic Consciousness and Patriotism.

WALL STREET AIDS FARMER

In February of this year, Wall Street broadened its field of operations to include farming, and at low interest loaned Sun-Maid Raisin Growers of California \$5,500,000.

This step indicates the dawn of a new era, an era of co-operation between big money and big farming as exemplified by co-operative organizations.

When Wall Street (the accumulated savings of the nation) loans money to any organization it must have a sound business set-up.

In the case of the raisin growers they had a co-ordinated organization with every unit working in harmony and efficiency, to sell raisins. In other words successful marketing is the keystone of co-operative success and Sun-Maid in creating its selling organization, Sunland Sales Co-operative Association, applied the business principles of outstandingly successful non-co-operative, commercial enterprises.

Buyers of the bonds to care for this farming situation satisfied themselves that this farmers' organization could sell the product its members produced.

Without this ability to sell, demonstrated by unflinching repetition, the thousands of acres of fertile land with their millions of grape vines, their score or more of receiving and packing plants, among them the largest raisin packing plant in the world, and their 15,000 co-operating farmers would have offered no allurements to investors all over the nation.

As soon as farmers, collectively or individually, begin to put their production and marketing problems on a sound business basis, they will find the money reservoirs of the world opened to them.

This is a practical application of applying modern business methods to farming. The fact that this farmers' organization could borrow \$5,500,000 in this manner, indicates that some farm problems are being solved along practical lines.



Easter Neckwear Flowers Lace Ribbons Underwear, etc. At Eby's

How to Play BRIDGE A new series of lessons by Wynne Ferguson Author of 'PRACTICAL AUCTION BRIDGE'

ARTICLE No. 25 Many players, good, bad and indifferent, seem to favor the no-trump over the suit bid and in many ways their inclination is sound.

There is another type of hand that should not be played at no-trump if in any way avoidable. Suppose the dealer bids one diamond and you have a good all around hand but only one stopper in the diamond suit.

At spades, A-B could score four odd, losing only one spade and two heart tricks. At no-trump, A could score only two odd, losing four diamond and one spade tricks.

Answer to Problem No. 27 Hearts—A, K, 10, 9, 7 Clubs—A, Q, 8, 7, 5 Diamonds—Q, 10, 9, 5 Spades—6

No score, first game. Z dealt and bid one heart, A one spade and Y four hearts. B bid four spades, all passed and Y opened the queen of hearts.

All the Oklahoma people in Southern California, resident or visiting, are invited to the big annual picnic reunion all day Saturday, April 23, 1927, Sycamore Grove Park.

Our Want Ads Bring Results Three great southwestern states, Nevada, Arizona and New Mexico, will hold their picnics all day Saturday, April 23, in Sycamore Grove Park, Los Angeles.

SHOES We are showing you today by far the largest and lowest priced stock of shoes in this city and one of our strongest features—every pair has been paid for.

- Men's Shoes \$1.00 to \$5.45 Men's Boots \$3.95 to \$11.95 Women's Shoes \$1.00 to \$5.45 Boys Shoes \$1.00 to \$3.95 Misses' Shoes \$1.00 to \$3.25 Children's Shoes \$1.00 to \$2.29 Infants' Shoes 39c to \$1.98

Our stock of shoes is not a lot of odds and ends of one and two pair lots. Special factory purchases in 60-, 72-, 84-, 96-, to 180-pair lots bought on the same basis as the wholesale houses buy their shoes.

We save you money on every pair of shoes. Our prices are not up one day, down the next. When we lower the price on a lot of shoes, as we often do when a purchase is made at a lower figure, we average the cost and you get the benefit.

Chain Store Co. Shows Big Gain In Business Piggly Wiggly Stores Are Serving Trade in Vast Area

Six years' of business under the "serve-see" cash plan has been followed by a tremendous expansion in the chain of stores operated by Piggly Wiggly Western States Company.

The business which was originally established in 1919, in Southern California, had in one year increased to the operation of 12 stores, with a net sales record of \$1,117,924.29.

At the close of 1926 this number has been expanded to 113 stores, with a net sales volume of \$8,074,949.97.

One hundred thirty stores are now being operated in Los Angeles and thirty-five Southern California cities including Glendale, Burbank, Lancaster, Van Nuys, San Fernando, Monrovia, Alhambra, Pasadena, South Pasadena, Long Beach, San Pedro, Whittier, Pomona, Glendora, Wilmington, El Monte, Hawthorne, El Segundo, Torrance, Sherman, Venice, Santa Monica, Culver City, Sawtelle, Inglewood, San Bernardino, Riverside, Redlands, Anaheim, Fullerton, Santa Ana, Bakersfield, Taft, Covina, Bell, Montebello, Redondo Beach, Orange, Upland; also Salt Lake City and Ogden.

Since 1921 the company has increased the number of stores over 500 percent, the annual volume of sales about 430 percent, and the annual net earnings 671 percent.

This remarkable growth has carried the company into a dominating position in retail food distribution. 1927 sales are expected to reflect the store expansion which took place in the latter part of 1926.

Modern merchandising methods including self-service have so revolutionized the retail grocery business that large sales volume and smaller margin of profit per sale have become imperative.

The management which has successfully operated the company in the past remains unchanged. Mr. A. C. Jones, president, who controls the company, has been in active charge of its affairs since 1921.

Mr. and Mrs. Richard S. Flaherty took the Santa Fe "Chief" Saturday for the Buick Motor Company factory at Flint, Michigan, where they will secure a new Buick car for the remainder of their trip in the East and the return trip to Torrance.

The local Buick dealer and Mrs. Flaherty plan to visit their friends and families at Pittsburgh, Pa., and Mrs. Flaherty's brother in Virginia.

Legal Advertisement NOTICE INVITING SEALED PROPOSALS PURSUANT TO STATUTE, and to the RESOLUTION of the BOARD OF TRUSTEES of the City of Torrance, California, directing this notice, the said Board of Trustees hereby invites sealed proposals or bids for doing the following work in said city, to-wit:

The construction of cement concrete walks and curbs on portions of Madrid Avenue and portions of other streets, as more particularly described in Resolution of Intention No. 323, introduced and adopted by said Board of Trustees on the 8th day of March, 1927, and on file in the office of the City Clerk of said City.

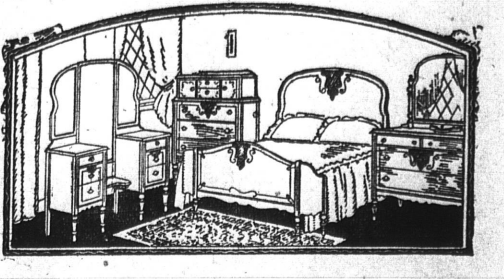
Reference is hereby made to said Resolution of Intention for a description of said work and for a description of the District to be assessed for the costs and expenses thereof.

Reference is also made to plans, profiles and detailed drawings for said work on file in the office of the City Engineer of said City, and to Ordinance No. 19 on file in the office of the City Clerk of said City.

Bonds will be issued to represent assessments for the cost of said work or improvement as provided by law and set forth in said Resolution of Intention.

For further particulars reference is hereby made to said Resolution of Intention. All proposals or bids shall be accompanied by a check payable to the City of Torrance, California, certified by a responsible bank, for an amount which shall not be less than ten per cent (10%) of the aggregate of the proposal, or by a Bond for said amount and so payable, signed by the Bidder and two sureties, who shall qualify before any officer competent to administer an oath.

JUST RECEIVED—LARGE SHIPMENT Genuine American Walnut Bedroom Furniture Bought at 75c on the Dollar To Be Sold at Corresponding Reductions Buy Now and Save 1/4



This Beautiful Suite Is a Fair Example of the Values Throughout the Entire Line

Table with 2 columns: Item Name and Price. Includes Dresser, Vanity, Chest, and Bed with regular and our prices.

We Carry a Full Line of ROBERTS' SANITUF MATTRESSES AND DE LUXE SPRINGS Choice of 20 Other Genuine American Walnut and Enamel Suites—All at Like Savings 10% Discount for Cash—Terms If Desired

Huddleston Furniture Co. 1317 Sartori Ave. Torrance

CANDY For the Whole Family on Easter Day

We've filled baskets for the children with big and little Easter eggs in fascinating pastel tints and filled them with luscious marshmallows and cream centers.

- Bulk Eggs 25c lb Boxed Chocolates \$1.25 to \$3.00 Bishop's Milk Chocolate Rabbits 2 for 5c

DOLLEY DRUG CO. The Retail Drug Store El Prado at Sartori Torrance Phone 10