

Continental Stores

SPECIALS
Oct. 23 to 29

Torrance Stores:-
1639 Cabrillo Ave.
2223 Redondo Blvd

Economy Prices for Thrifty People. Did you ever see Prices so Low?

Ben Hur Coffee **29^c**
Friday and Saturday ONLY
Limit 2 lbs.
Through specialized study has been developed as to instantly release all its delicious flavor. 1-lb. can

Post Toasties Double-thick corn flakes Triple-wrapped to guard their crispness **6^f**

SEAL NUT Margarine Sweet—Wholesome—Pure **25c**
3 lbs.

P & G Soap The White Naptha Soap. So popular because it's a better soap **8 bars 25^f**

Larchmont Bread
Cash in on this special price this week. Bread is the staff of life. Let the children eat plenty of it. Several varieties. Sliced or unsliced. **4 24 ounce loaves 25^f**
Friday and Saturday only

Scottissue "Soft as old linen" **3 rolls 23^f**

Avalon Jams Fruit or Berry Large 38-oz. jar **37^f**

Royal Gelatine "Five Pure Fruit Flavors" **3 pkgs. 23^f**

Seal Tomatoes 3 large cans **29^f**

String Beans Larchmont brand, fancy asparagus style pack, medium **19^f**

Heinz Soup CREAM OF TOMATO 3 small tins **23^f**

Leslie Salt 2 3 lb. bags **13^f**

CAMEL "FOR A PLEASURABLE SMOKE" 2 pkgs. 25^f. Carton of 10 pkgs. \$1.15

SPRING MAID PEAS 2 med. cans **25^f**

MIXED Vegetables Seal Brand, These are fine for soup and stews **3 No. 2 cans 35^f**

PEACHES Standard Yellow Cling large cans **15^f**

Borden's Milk 6 small tins **22c**
3 tall tins **22c**

Meat Specials

For Friday and Saturday

Lamb Shoulders Whole or Half **1b. 17c**

Lamb Stew 1b. 10c | **Lamb Chops** 1b. 23c

FANCY SHOULDER

Beef Roasts per lb. 18c and 16c

Round Steak 1b. 28c | **Hamburger** 2 lbs. 35c

Country Sausage Freshly Made in Our Own Shop, Mild and Delicately Flavored—PER LB. **25c**

Rock Bottom Meat Market
IN CONTINENTAL STORE, 1639 Cabrillo Ave. L. OTT, Proprietor

Great Family Retains Honor

New Phone Directory Has 712 Local "Numbers"

The Smiths hold their own! Ever since there was a telephone book the great family of Smiths has occupied more space in that much-consulted volume and the Torrance directory is no exception. There are 11 Smiths named in the new brown-covered "phone" who's who" delivered to local subscribers the latter part of last week. The new book contains 712 Torrance names, an increase of 21

more than the directory which now goes into discard. The Adams Garage, at 1401 Border avenue, heads the list with V. L. Zaver, of 2313 Andrea avenue, ending the Torrance portion of the book. There are 25 firms listed with the name of the city heading their titles. That other great family of Mac's have 16 representatives here and four Jensens are mentioned. A diligent search for the shortest name in the Torrance section of the directory reveals that four names are tied for that honor—each of them having three letters in the last name. They are Joe T. Day, 2075 Redondo boulevard; Mr. J. Fix, 1023 Coia avenue; P. O. Guy, 1023 Annapola avenue; and L. Ott, 1639 Cabrillo avenue.

for your convenience...

In order that the workingman or woman may have the benefit of good dentistry without the expense of missed wages, we are open from 6 to 9 p. m., Mondays, Wednesdays and Fridays. Take advantage of this saving.

Free Examination!

Special Offer
October 16-31

Gas for Extractions
\$3.00



X-Ray Gas Given

Dr. R. A. Bingham
Edison Building
Just West of Postoffice
Torrance, Calif. Telephone 198-J

"Good Dentistry at Reasonable Prices"

Close Out Sale!

FOR LESS THAN WE PAID FOR THEM

Brand New **Gas Ranges**
\$49.50

Regular Retail Prices \$90 to \$100

Just Three Left

A CLARK JEWEL RANGE

A BUCK RANGE
With "In A-Drawer" Broiler

A PREMIER RANGE


All have Oven Heat Control and Service Drawers under top covers. They are heavy full enamel outside and inside. These are all standard makes of first-grade stoves. There will be no more after these are gone. Terms are strictly cash, as we are offering them for less than they cost us.

Ripple Furniture Co.
1220 El Prado Torrance

PIGGY WIGGLY

All Over the World

Clean as a Whistle



Cleanliness is absolutely essential in the handling and displaying of the foods we eat. At Piggly Wiggly, cleanliness fairly shines from the front to the rear of the store. And quality rules . . . just as you would expect it to . . . in such an atmosphere.

FRI. & SAT. SPECIALS, Oct. 24 & 25

Laundry Soap

Here's three popular soaps . . . take your choice . . . at this exceptional price!

Argo Gloss Starch An old favorite 12-oz. Package **7¹/₂c**
3-lb. Package **29c**

Camay Toilet Soap For even the most delicate complexions. **3 Bars 19c**

6 Bars 17^c Limit 6
CRYSTAL WHITE WHITE KING P & G

Canned Milk

Small Can Alpine—Libby's Carnation—M & M Pet **3 1/2c**

Tall Can **7c**

Don't fail to take advantage of this special price. You can always use canned milk. Limit 12 Small or 6 Tall Cans

A-Y Bread All Kinds LARGE LOAF Limit 2 Loaves **6c**

Coffee Piggly Wiggly **1b. 23c** 2 for 45c

Flour Piggly Wiggly **24 1/2-lb. Sack 67c** Limit 1 Sack

Pickles Palmdale Salad Chips **14-oz. 17c**

Tomatoes Del Monte No. 2 1/2 Can **2 for 25c**

Corn Harvest King No. 2 Cans **2 for 25c**

Peaches Lady Alice Halves No. 2 1/2 Cans **2 29c**

Catsup Del Monte 14-oz. Bot. **12 1/2c** 1/2 Pint Bottle **10c**

Corn Meal Quaker Fancy Eastern Yellow Full 24-oz. Pkg. **10c**

Petite Wafers Bishop's 1-lb. Pkg. **15c**

Butter Sunset Gold **1b. 38c**

Eggs Guaranteed—Large Extra Quality **Doz. 36c**

Walnuts Emerald—No. 1 Pound **23c**

Ginger Snaps P.C.B.Co. **Lb. 15c**

Jelly Beans Jumbo Size Black and Orange for Hallow'een **1b. 15c**

Free!

FRUITS AND VEGETABLES

Potatoes Burbank **12 lbs. 21c**

Apples Bellefleur **8 lbs. 17c**

Sweet Corn **6 ears 17c**

Lima Beans Young and Tender **3 lbs. 15c**

Apples Washington Jonathan **5 lbs. 23c**

Popcorn Both 43^c

1315 SARTORI AVENUE TORRANCE, CALIF.

Current Trade Report Stresses Suggestions To All Business Men

Advice to increase advertising appropriations, made recently by Roger W. Babson, business statistician, has already been reflected in retail lines in California, according to a report on current trade conditions just made public by the journalism department of the University of Southern California. With continued expansion by chain stores, Mr. Babson's advice is considered especially significant for independent merchants by Marc N. Goodnow, journalism field representative of Southern California, who wrote the report.

"Perhaps, the two most important things that face the independent retailer today," says Mr. Goodnow, "are competition from the chain stores and the necessity of getting his message consistently before a larger body of people. Not only are the chains growing in number of outlets, but a number of them are increasing their advertising appropriations.

Advertising Percentages

"One of the largest of the mail-order chains (Sears, Roebuck & Company) will spend this year \$4,250,000 for advertising in 544 newspapers, an increase of 25 per cent over 1929. This appropriation is about 1 per cent of gross sales. One of the largest dry goods chains (J. C. Penney) is continuing its expansion policy, and maintaining its customary appropriation of 1 per cent of gross sales for advertising purposes. Others of the five-and-ten chains have merged and, under new management, are conducting aggressive

ment or hysteria, or that undermines the sound economics of legitimate business, tends to destroy the entire economic fabric of the community, reacting upon other business houses, banks, newspapers, and even residents themselves. Organizations, movements or policies that affect the well-ordered processes of distribution not only unsettle buying conditions but make any return to normalcy even more difficult—and expensive.

"Proof is to be found in many cities in the state of California that merchandising and advertising opportunities still lie ahead of the independent dealer. He may identify himself with nationally-advertised brands; innumerable types of service to customers are open to him; the quality features of his merchandise have been and always will be strong in their appeal; above all, the personality of both the independent merchant and his store has been and still is one of his strongest assets.

Newspapers Are Invaluable

"Factors, such as the above have only to be emphasized in a consistent advertising program; to become profitable to the merchant. The fact that the national chain stores recognize the value of local newspaper advertising should mean much to the independent merchant. With the same medium of advertising at his command, he still has a different message to publicize—one that is local and personal in nature. With merchandise that meets the quality test, together with all the service features which he may offer, the independent merchant is by no means limited in his advertising or his merchandising by any form of competition," concludes the director of the Southern California Bureau of Field Work.