

# STATE MERCHANDISE SURVEY REVEALS MANY IMPROVEMENTS

### N. Goodnow, of U. S. C., Points Out Value of Constant Display of Goods in Advertising Space

Plans of improving retail conditions in California are being advanced in a merchandising survey of the state just made public by the Journalism department, University of Southern California. The report was written by Marcus Goodnow, Journalism field representative, after numerous conferences in different parts of the state, conditions which point to better conditions in trade also point to greater competition from chains, only because of chain-store expansion but because of chain-store expansion. There is every indication that these developments, however, in the mid-west Pacific areas, and along with it will no doubt cause a rise in prices up to \$10 for many of the multiple organizations that have sold merchandise for \$17, Goodnow reports.

Most new fields of merchandise are untouched by the chains, and it may be expected that research and experiment will lead these same organizations into improvement of price, merchandise, and customer relations. This can only mean greater necessity than ever for independent merchant to expand and intensify his service, to control, improve management and protect his operations from new fields through local newspaper advertising. In practically every instance where this has not been done the independent had nothing to fear from any competition.

The relation between lack of display and reduced inventory is very close and definite one which can be proved in innumerable instances. Independent merchant who have cut down on their advertising schedules have discovered a narrowing and for goods which they formerly carried. Without the constant display of goods in advertising space their patronage in various lines of merchandise has fallen, directly affecting still other lines on which even greater profits have been possible. In the face of this suggestion, consumers are urged to show other merchandise or other interests to attract their attention and win their share. Goodnow's report concludes.

## Harbor Group Holds Meeting At Wilmington

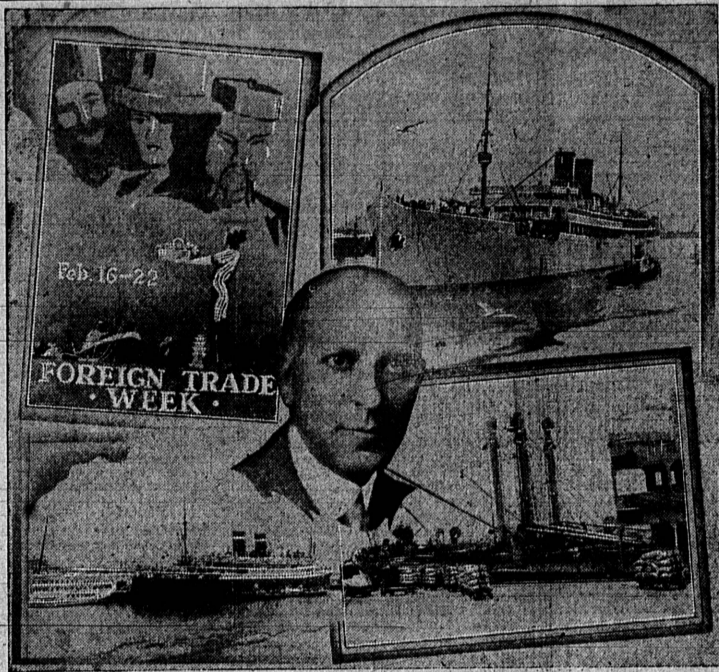
### Next Session to Be Held At Compton on March 19

One hundred and thirty persons attended the Harbor District Chambers of Commerce meeting at the South Coast Yacht club in Wilmington Thursday night. In the absence of Carl Hyde, Alfred Gouderier acted as secretary. W. Rufus Page was appointed to the important chairmanship of the industrial committee, and George E. Preston, Harbor City, will assist Page as secretary. Other committee appointments were: J. W. Weishaupt, Wilmington, Harbor affairs; Ray Baldwin, chairman; Loren Howe, highways; W. G. Partridge, Redondo Beach, public utilities; Frank Walton, Compton, sanitation and flood control; Loren Howe, Hawthorne, playgrounds, parks and beaches; Fred Plinkie, Southwest, finance and taxation; William McQueen, Long Beach, historical; Charles Bland, Long Beach, transportation; and J. L. Liggett, Watts, publicity.

A resolution, introduced by the highway committee, was passed, requesting that no highway project be abandoned until a survey had been made by a committee from the Regional Planning Commission, County Road department, county surveyor's office and the county counsel, and then not until 30 days' notice had been given.

A motion was passed to endorse Senate Bill 22, an amendment to the Pomeroy act, giving the Metropolitan Sewer District authority to sell treated water for agricultural and industrial purposes, and to construct pipe lines and necessary equipment for treating same.

## Southland Looks To Distant Horizons



Upper left, poster symbolic of Foreign Trade Week; upper right, ocean freighter in the Los Angeles-Long Beach harbor; lower left, export liners at dock; lower right, loading exports for foreign markets; inset, F. A. Sumption, executive chairman of Foreign Trade Week committee for Southern California.

That Southern California has become "export minded" is seen in the indicated aggregate attendance of at least a half million that will attend the 50 meetings that will be held in the south part of the state during this, the Foreign Trade Week, which ends February 22, according to a statement issued by F. A. Sumption, executive chairman of the Foreign Trade Week committee of Southern California.

The public is especially invited to the Harbor Day celebration at the Los Angeles-Long Beach Harbor, Saturday, February 21. Harbor Day will be turned into a veritable fiesta. There will be free boat rides through the Los Angeles-Long Beach Harbor area.

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### NEW PHONE CIRCUITS TO SALT LAKE CITY AVAILABLE

Two additional telephone circuits connecting Southern California and Salt Lake City are now available for transcontinental service, with the completion and opening of a new long distance office at Las Vegas, Nevada, by the Southern California Telephone Company. Three more similar circuits are being installed during the middle of February and another three about the first of March; and, with later additions, a total of 17 through circuits will be in service over this route between Southern California and points east before the end of 1931.

## Bears Defeat Teams Sunday

### To Play L. A. Centrals At Pueblo Next Sunday

Continuing their winning streak, the Torrance Bears, pueblo nine, defeated the Columbia Steel team, 17 to 11, and the Lawndale nine, 13 to 2, last Sunday on their home lot.

Next Sunday, February 22, the Bears will play two teams representing the Los Angeles Centrals, games to start at noon. There will be music by the pueblo orchestra and a hat collection will be taken.

### NYLANDER'S NEW JOB COVERS LARGE TERRITORY

Sig Nylander, former coach at the Torrance high school, has been appointed supervisor of physical education for Inyo county and will take an active part in directing the Junior Olympics for that territory. Nylander's field covers the lowest point in the United States, Death Valley, and also the highest elevation, Mt. Whitney.

### IOWANS CALLED TO ANNUAL PICNIC RALLY

From every part of the west the Iowa association is calling the Hawkeyes to the mammoth annual Southern California picnic rally February 23. The picnic will go over one week if rainy. It will be held in Lincoln Park, Los Angeles.



## "SHE NEVER USED TO MENTION MY SHIRTS"

SHE WAS too polite. But she does—politely still! Because they are Sanforized-Shrunk, they KEEP ON FITTING—laundering doesn't change the perfect fit of the finest shirt in the world. We GUARANTEE that every shirt we sell will fit or your money back.

Trump for instance, at ..... \$1.95

## SANDY and SCOTTY TORRANCE

Read Our Want-Ads Read Our Want-Ads

## "Dollar Days" For Fares Is New S. P. Plan

Adapting the "dollar day" enterprise of the mercantile world to transportation, the Southern Pacific Company announces plans for the greatest travel bargains ever offered in the West.

Scheduled for two successive days, February 20 and 27, the special sale of roundtrip transportation at the rate of approximately 50 cents per mile for the San Francisco-San Diego route, the company's long-range Pacific system, it was announced here by J. C. Newton, sales ticket agent for the railroad.

The "dollar day" tickets will be valid on all trains, both coach and Pullman. Newton announced that the sale will be for five days, the limit being Tuesday midnight following the day of sale, emphasizing the great reductions in the "dollar day" plan. Mr. Newton pointed out that the round trip tickets will cost \$10.25, whereas the regular fare is \$22.75.

## A. A. Program To Honor Old Members

Next Tuesday afternoon, February 24, will be "homecoming" for the former officers and members of the Torrance elementary school Parent Teachers Association. J. C. Hitchcock will preside at the business session beginning at 2 p. m. and will introduce Harry M. Schaffer, assistant superintendent of the Los Angeles city schools, who will give a short talk.

A solo by Mrs. Tom Ulrich will precede the play, "A Month of Maydays," to be given to the second, fourth and fifth grade pupils. Eileen Maskrey will give character impersonation. A silencing for Founder's day will be taken up.

## CHURCH 100 YEARS OLD

By the United Press BERLIN CENTER, Ohio.—The Methodist Episcopal church here recently celebrated its 100th anniversary with special services.

## His Gold Mine Handy

WINTHROP, Wash.—S. A. Hekkas has a handy mine. It is with talking distance of his home. Gold, silver and copper have been recovered from the property.

## EARN 6% ON WHAT YOU SAVE

Torrance Mutual Building & Loan Association Auditorium Building

## The Hardware Man Says...

"We must vote FOR the Metropolitan Water District—it's our salvation. Without water we can't raise anything. We've got plenty of water to raise our seeds this year and next—so plant seeds and reap the benefit."

"Now's the time to kill weeds. You must have good tools to work with, though. Last week I told you what to spray with."

"Don't forget to VOTE Saturday for the Metropolitan Water District for Torrance."

## S. S. Worrell

1517 Cabrillo Ave. Torrance

## Rexall Birthday Sale

We join with the ten thousand Rexall Drug-gists throughout the English Speaking World... in recognition of the 28th successful year of the Rexall idea... by offering these unusual values.

**SAVE WITH SAFETY 500 AT 600**  
The Rexall Store

<b>COMBINATION SPECIAL</b> 59c Purest Rubbing Alcohol, 16-oz. and 39c Kleenex Shaving Cream Sale Price, Both for <b>69c</b>	<b>Full 2-Quart REINFORCED HOT WATER BOTTLES</b> Pastel Shades Sale Price <b>98c</b> Regular \$2.00 Orchid Brand \$1.98 Last Long Fountain Syringe with all attachments <b>98c</b>
<b>COMBINATION SPECIAL</b> 59c Purest Rubbing Alcohol, 16-oz. and 59c Mi-31, 16-oz. Antiseptic Solution Sale Price, Both for <b>69c</b>	<b>\$1 Jar Cara Nome Vanishing Cream</b> GIVEN AWAY with each purchase of a <b>\$2.00 Box of CARA NOME FACE POWDER</b> Choice of Powder Shades Both for <b>\$2.00</b>
<b>Full Pint Bottle Pure Concord Grape Juice</b> LIGGETT BRAND Sale Price <b>18c</b> Sold in Any Quantity Packed 24 Pint Bottles to the Case	<b>Purse Size Bottle Shari Perfume GIVEN AWAY</b> with each purchase of a <b>\$1.00 Box of SHARI FACE POWDER</b> Choice of Powder Shades Both for <b>\$1.00</b>

<b>Rexall Standard Remedies</b>	<b>Rexall Purest Products</b>
.50 Dyspepsia Tablets <b>39c</b>	.25 Epsom Salt, 16 oz. <b>19c</b>
.25 Corn Solvent <b>19c</b>	.20 Soda Bicarbonate, 16 oz. <b>17c</b>
.25 Little Liver Pills <b>19c</b>	.25 Glycerine and Rose Water <b>19c</b>
.95 Beef-Iron Elixir <b>79c</b>	.40 Camphorated Oil <b>33c</b>
.25 Laxative Cold Tablets <b>19c</b>	.25 Castor Oil <b>19c</b>
.50 Syrup Figs with Senna <b>39c</b>	.89 Norwegian Cod Liver Oil, 16 oz. <b>79c</b>
.50 Cherry Bark Cough Syrup <b>39c</b>	.39 Extract Witch Hazel, 16 oz. <b>33c</b>
.50 Hygienic Powder <b>39c</b>	.25 Glycerine Suppositories <b>19c</b>
1.00 Peptonia Iron Tonic <b>79c</b>	.69 Aspirin Tablets, 100s <b>49c</b>
.29 Cascara Tablets, 5 grain, 100s <b>23c</b>	.79 Mineral Oil, Russian Type, 16 oz. <b>69c</b>

## Dolley Drug Company

The Rexall Store TORRANCE Phone 10

# PIGGY WIGGLY All Over the World

**Ask 'em to Come Along!**

If anybody says you can't do better on dependable merchandise at Piggy Wiggly than you can anywhere else in Southern California, just invite them to come along with you, to any of our stores, and see for themselves. Our prices are plainly marked and the labels tell their own story. Piggy Wiggly is setting a new mark in savings and we want every home in this section to get its share. Come and see.

### Friday and Saturday Features February 20th and 21st

<b>Libby's Pears</b> No. 2 1/2 Can <b>17c</b> (Limit 2 Cans)	<b>Harvest King Corn</b> No. 2 Can <b>10c</b> (Limit 2 Cans)	<b>Piggly Wiggly Flour</b> Deep Cut Prices No. 5 Sack <b>17c</b> No. 10 Sack <b>29c</b> 24 1/2-lb. Sack <b>59c</b>
<b>Del Monte Tomatoes</b> <b>12 1/2c</b> Fine Quality Solid Pack. Limit 4 cans. No 2 1/2 Can		
<b>Eastside Malt Syrup</b> <b>\$1.00</b> 3-pound cans. Limit 3 cans. 3 Cans		
<b>Sunset Gold BUTTER</b> High grade Creamery. Guaranteed. pound <b>30c</b>	<b>Breakfast Gem EGGS</b> U. S. Extras Large size Every egg guaranteed. dozen <b>20c</b>	
<b>DeLuxe String Beans</b> <b>17c</b> Young tender whole beans. (Asparagus pack) No. 2 Tin		
<b>Feature Bread</b> <b>7c</b> White or whole wheat. Large 24 oz. Loaf		
<b>Lucerne Ice Cream</b> A delicious treat. Greatly reduced prices. Pint Pkg. <b>15c</b> Quart Pkg. <b>29c</b>	<b>Canned PEAS</b> No. 1 Tins Any of the following brands: Evergreen, Leafy Alcoa, Morgan, Sego, Snowkap, Spring Garden. <b>2 cans 15c</b>	
<b>Fruit and Vegetable Department FRIDAY AND SATURDAY FEATURES</b>		
<b>Potatoes</b> U. S. No. 1 Idaho Russet <b>25 lbs. in cloth bag 43c</b>	<b>Bananas</b> Firm, yellow fruit. <b>5 lbs. 25c</b>	
<b>Pippin Apples</b> From Watsonville, finest quality. <b>5 lbs. 15c</b>	<b>Celery</b> Large, white stalks. <b>Stalk 4c</b>	

1315 SARTORI AVE., TORRANCE  
912 PALM AVE., GARDENA 118 N. PACIFIC AVE., REDONDO