Every Day is an Excellent Day to Shop in this Modern Store Monday or Thursday, Wednesday or Saturday ... whatever day Monday or the woek you come to Long Beach for goods which your home merchants do not handle, you will find selections sat isfactory and prices attractive at The WISE Co
For more than a quarter of a century, this store has continued to serve a steadily groving number of customers with a policy of providing, each day of each week of each month, the finest merchandise which skilful buying can obtain at the lowest prices which efficient modern merchandising will permit


## Torrance RELIEF Society

## Drive for Funds Now Being Made!

President. Hoover says every community is expected to take care of its own relief problem. The TORRANCE RELIEF SOCIETY is the recognized relief organization in Torrance, Make your contribution NOW and mail or I
Chamber of Commerce


## Give As Much As You Can!

Every Penny Subscribed Goes
TO ACTUAL RELIEF WORK! No Paid Workers . . . No Overhead Expense!

## First National Bank

