

hrpald
With Which is Consolidated the Lomita News Published Every Thursday
CROVER C. WHYFE, Editor-Pub GROVER C. WHYTE, Editor-Publisher
1336 El Prado, Telephone Torrance 444
 THE "BUY IN YOUR COMMUNITY" IDEA A perfect illustration of what happens when residents
of this distriot fail to practice the "Buy In Your Community" theory can be had by a straight fact report of the past week-end. Los Angeles merchants advertised special bargains for
what they callied "Down Town Day" last Saturday. They
held out many money saving inducements to draw the held out many money saving inducements to draw the
housewives into downtown Los Angeles from all neighboring towns.
Shoppe
Shopperk by the thousands forsook their own neighbor-
hood merchants and fought the jammed store crowds and bargain shatchers to buy the advertised bargains. bargain snatchers. they buy the advertised bargains.
Thed buses, or wor the discomforts of crowded street cars,
aneir way along car-filled streets in heir automobiles. They fought for parking spaces or paid
for parking priviloges in corner lots.
They tramped through the thronged sidewalks, jammed hemselves tramped through the thronged sidewalks, jammed
elbows with frenzied buyers at tores; fought and pushed
ene counters. They snatched parcels and went through the same inconveniences and discoomforts of getting home.
In many cases examination of their purchases in the
quiet and peace of their homes resulted in disappointment. quiet and peace of their homes resulted in disappointment.
The merchandise was not just what they thought it was,
俍 perhaps. The quality was comparable with the bargain
price and no better, in many. instances. It was impossible
to carefulty examine the goods in the stores, because of the to carefultly examine the goods in the stores, because of the
jostling hurrying buyers who were constantly grabbing at
what they sought on the display racks. In the meantime the steady, reliable, patient, friendly
neighborhood merchant in hundreds of communities adja-
cent to Los Angeles sat regretfully in eent to Los Angeles sat regretfully in his store, watching
the well filled street cars and automobiles wend their
hurried way into the downtown district. hurried way into the downtown district.
His shelves and display counters were filled with the
very same merchandise these housewives went to such very same merchandise these housewives went to such
discomfort and annoyanice to obtain at their downtown The quality of the neighborhood merchants goods was
of best, his prices of the lowest. There was ample the best, his prices of the lowest. There was ample
parking space in front of his store or in a special free parkHis customers are never hurried into decisions as to
Sizes or styles, quality or colors. They trade in comfort
with their friend, a man of the neighborh with their friend, a man of the neighborhood, a man known
to those dealing with him for his fairness and dependability.
Merc
Merchandise purchased in the community stores is
guaranteed by the seller. He puts the stamp of his repu--
tation on each sale with return privileges if tation on each sale with return privileges, if satisfaction is
not 100 per cent with each package which leaves his store. But despite the fact that he has this merchandise on
his shelves ant these fair price tags on his goods, his cus-
tomers, in thoughitless fashion, flocked into downtown Los Angeles, going right past his door.
"Distant fields look greener" and fan away bargains
look more enticing. The great Americã weakness for look more enticing. The great American weakness for
"something for nothing" attracts the masses to trade amid
the the hustle and bustle of the crowd while the long suffering
and patient neighborhood merchant sits by waiting for the public to learn the lesson of what he has to offer.
Conditions of this sort have led the Torrance Herald to repeatediy urge residents of this district to "Buy in
Your Comununty." The advantages of such a policy are
so self-evident, it is hard to understand why they are not so self-evident, it is hat
automatically sought.


