

**This morning at 9:00 a. m.—When our doors formally open in the History of Drug Merchandising—and marks Torrance's shopping center of this entire area! Greater variety—quicker service!**

# GRAND OPENING OF

The **LARGEST** and **FINEST**

**Cosmetic**  
Department  
in This Entire Area.

... Featuring all of the best known, nationally advertised products:

—DOROTHY GRAY  
—PRIMROSE HOUSE  
—TUSSY  
—COLONIAL DAMES  
—MAX FACTOR  
—POND'S  
—LADY ESTHER  
—ELMO  
—ANATOLE ROBBINS  
—CHEN YU  
—and OTHERS.

This Department will be under the personal supervision of—

**Sallye Stalcup**  
Noted Cosmetician

Who may be consulted free of charge on your beauty problems—She will help you select just the type and shade of Cosmetics most suitable to your personality!

**Special Opening FEATURES**

Regular \$2.00  
COLONIAL DAMES

All-Purpose  
CREAM . \$1

Regular \$2.00  
DOROTHY GRAY  
Blustery Weather  
LOTION . \$1

Regular \$3.00 Jar  
TUSSY

CLEANSING OR EMULSIFIED

CREAM . \$1.95  
(\$1.75 Size . . . \$1)

CLOSE-OUT  
Values to \$4.00  
Popular Fragrances  
**COLOGNES**  
**49c**

Reg. 15c  
**NAIL  
POLISH  
REMOVER**

**5c**

Reg. \$1.50  
PROFESSIONAL  
MODEL  
**HAIR  
BRUSH**  
White Bristle

**79c**

NYLON  
**TOOTH  
BRUSHES**

CHOICE—  
ONLY **12c**

REGULAR 50c  
**COMBS**  
With Leather Case . . . **16c**

ENGLISH STEEL  
**NEEDLES**  
Regular Package . . . **5c**

**SHAVING MIRROR** **49c**  
Adjustable Metal Frame

UNBREAKABLE  
**WASH BOARDS** **19c**  
Priced at Only

ALL-METAL  
**DUST PANS** **25c**  
Get Yours Now!!!

10c BARREL  
**TUMBLERS** 6 for **25c**

MEN'S GABARDINE  
**HATS** **98c**  
Regular \$2.50

REGULAR \$3.98 TO \$5.49  
**TOY TRUCKS** **\$1.98**  
Solid Wood

**WHISKEY  
GLASSES** 3 for **10c**

METAL  
**ASH TRAYS** 3 for **10c**

**JIG SAW PUZZLES** **29c**  
Different Designs

BOXED  
**STATIONERY** **29c**  
Regular 49c

BOX OF 100  
**PAPER CLIPS** **3c**  
For Home or Office

IRONING CORD  
**PLUG ENDS** **10c**  
Made for Service

FOR CLEAN BOWLS  
**PLUNGER** **15c**  
Rubber Cup

**SHOWER SPRAYS** **79c**  
Regular \$1.25

CLOTHES LINE  
**REELS** **39c**  
Very Handy

FOR YOUR TOOL BOX  
**PLIERS** **15c**  
Adjustable, Only

ELECTRIC  
**PLUG CAPS** **5c**  
Replace Your Old Ones

WRIST LITE TYPE  
**FLASHLIGHT** **89c**  
Very Serviceable

IT GETS 'EM  
**MOUSE TRAPS** 2 for **5c**

The economy and efficiency of the self-service idea has been proven in lower prices and quicker service in the purchase of foods . . . now this idea has been applied by DISCOUNT DRUG to bring these advantages to you in the purchase of your drug and sundry items. So we've completely remodeled, increased our front floor space about four times, increased our stock by thousands of dollars and put it ALL out in front where you can see it and get it . . . and last, but not least, reduced prices lower than you ever expected to see! So come in, folks . . . here's the finest and most modern drug store in Southern California! A store we know Torrance will be proud of . . . a store we know we are proud to have in Torrance!

**OPEN DAILY**

— TILL —  
**9 P.M.**

10c  
Metal Pot  
Cleaners  
2 for **15c**

LUX . . . PALMOLIVE  
Lifebuoy . . . Sweet-  
heart SOAP . . . **5c** Bar

Reg. 50c  
DRESSING  
**COMBS** **19c**  
CLEAR LUCITE

**NURSING BOTTLES** . . . . . **3c**

**PURE GUM BABY NIPPLES** . . . . . **3c**

**49c BABY BIBS, Only** . . . . . **11c**

**INFANTS' GLYCERINE SUPPOSITORIES** **11c**

**BABY SWABS, Cotton Tipped** . . . . . **17c**

**PICT  
FRAME**  
New Styles

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**BOX  
OF**

# DISCOUNT SEL

## 1334 EL PRADO