

GET THE TRUTH ABOUT CITY AND YOU'LL BUY IT AT HOME, COWBOY TELLS OUR READERS

By THE COWBOY

We say sometimes that it is difficult to do the right thing. But is this, really, a saying rather than a truth? For what is simpler in integrity? It stoops to no trick: it has no devious ways; it is straight on, never swerving to the right or left, but always going to the middle of the road. It is not, really, that we make the right of a right action difficult for ourselves, whereas if we went right along and did what our conscience told us to do we would not be the slightest bit guilty. We lose ourselves in a maze of argument, forgetting that integrity has a wonderful simplicity and travels along a perfectly straight road. A straight action is the simplest thing in the world, sometimes we complicate it and make it seem difficult. Let the advantages that are truthfully present here. Let your straight line be garnished with every pride in your first thoughts be in evidence. Buy here and pride yourself on doing so. Buy elsewhere and you complicate your action; you do not gain, but lose.

The Hanson family, proprietors of Day and Night Garage and tire dealers, are not new to the mysterious cowboy. We first met in Berkeley, where Mrs. Hanson's brother, P. Gall Wetzell, is highly esteemed for his splendid driving service. Mr. Hanson was at that time in the real estate business in Berkeley, and then he came to San Pedro. The cowboy met him, and we meet once in Torrance. Please note that each place Mr. and Mrs. Hanson signified their desire to help the city in which they reside by being in the concerted effort of the cowboy campaign to boost the merchandising assets. The sons are always the same—efficient, polite and everlastingly at hand. There are few more popular merchants any place than are found at the Day and Night Garage. Also there is a world of class service there.

Quality is not an empty word—when you encounter the real thing, the mere name in abstract is a real pleasure in pointing to the community the manifold benefits that accrue from the purchase of quality goods. It pays to buy quality. My inspiration comes from that quality house in El Prado—Paige's Quality Grocery. Paige is the true exponent of quality goods; he makes it the motto of his whole establishment, the front door to the rear of the store. I defy you to find one of inferior class in that store. Best of all, you pay more there than elsewhere in the Torrance.

We have discovered two more reasons—A. W. and J. E. Malone, proprietors of the Torrance Pharmacy were both born at Azusa. Their parents settled at "the end of the Santa Fe trail" Azusa, just half a dozen families, was some years back—count A. W. came here six years and his brother followed three later. Both are immensely popular with the community, thanks to their splendid and all-around service they offer to the public.

The new dollar bill, attached to a car upon which was to be recorded all transactions in which it was used, was recently put into circulation by a mid-western Chamber of Commerce, and returned to that after two weeks. In fourteen that single bill was spent five times in payment of salary, five for tobacco, five times for cigarettes, three times for candy, once for men's furnishings, once for buttons, three times for once for auto accessories, once for bacon, once for washing, once for garters, twice for

shaves, once for tooth paste—31 transactions in 14 days, or at the rate of 80¢ per year! The bill was new and crisp when it started, and dirty and dejected-looking and deformed when it got back, but it was still going strong. Where do you spend your money?

Watch this Austin family for real estate progress. Frank, the husband, is a machinist of old, known by all hereabouts. There are five children in that family, but that does not deter the able Mrs. Austin from getting out and being of great service to the newcomers here who are turning to our best realtors. Mrs. Austin is a business woman of very singular abilities. What she sets out for she accomplishes, and let it be said that she is one of our best boosters. Mr. Austin, also, is now a realtor—after twenty long years at his factory craft.

Torrance may well be proud of the attractive Golden West Restaurant. It is metropolitan, always pleasing to the patron, and a very cheerful and bright environment. Mr. Kovacevich, the proprietor, has had twenty years' experience in this work, and is a man who does things in the one hundred per cent manner. He has, indeed, given the local people a very noteworthy place to dine. One may rely on the best of service there and the most wholesome preparation of foods. E. C. Hatch, the capable manager, is from little old New York, and is a man who has served his time around the Waldorf, the Belmont, the Astor, and other of America's most notable hotels. The Golden West Restaurant is the big town stuff in every respect.

Mr. O. W. Stone, funeral director, who has been at Lomita for more than a year, is making ready to open new and handsome quarters at 1732 Cabrillo, maintaining also his fine establishment at Lomita. Mr. C. W. Myers, the son-in-law of Mr. Stone, will be associated with him in the conduct of the Torrance house. An exceedingly kind and courteous man, Mr. Stone has made many friends for himself since coming here.

Watch this combination of energetic and able partners for things worth while—the Vonthrockwat Building Company, building contractors and designers. All three of the partners are Spanish-American war veterans—W. C. Von Hagen, formerly seven years with the Torrance Window Glass Company; C. T. Throckmorton, builder and designer, who has carried his fine work to the Philippines, where he built almost a score of light-houses for Uncle Sam; and Geo. D. Morton, now eleven years with the Union Tool Company, and the head of the third family to come to Torrance. Here are some regular pioneers and boosters to build for you.

When Top's Bakery is opened, very shortly, Torrance will then be able to claim a baking service that is not to be outdone in other places. Mr. Top is at this sort of work for twenty-six years, having started as a boy in his native Denmark. As typical of his native country, he pays considerable attention to sanitation, quality, and one hundred per cent public service. Torrance people are lucky to have this able baker serve their requirements. You'll find him in the premises of the Paige Grocery Store.

"The Farmer's Worst Enemy—Rats. The Farmer's Best Friend—Rat-Snap." These are the words of James Baxter, N. J.: "Ever since I tried RAT-SNAP I have always kept it in the house. Never fails. Used about \$2.00 worth of RAT-SNAP a year and figure it saves me about \$300 in chicks, eggs and feed. RAT-SNAP is convenient, just break up cake, no mixing with other food." Three sizes, 35¢, 65¢, \$1.25. Sold and guaranteed by Beacon Drug Store and Torrance Hardware Company.

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