

COWBOY TELLS TALE OF NEW DOLLAR BILL; IT HAS MORAL

(By THE COWBOY)

A new dollar bill, attached to a regular 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 chamber after two weeks. In 14 days that single bill was spent five times for payment of salary, five times for tobacco, five times for cigarettes, five times for candy, twice for the man's furnishings, once for collar buttons, three times for meals, once for auto accessories, once for bacon, once for washing powder, once for razors, twice for shaves, once for the paste—31 transactions in 14 days, or at a rate of \$66 per year! The bill was new and crisp when it was issued and deformed when it got back. It was still going strong. Where do you spend your money?

From the famous Northwest Mounted Police of the Dominion of Canada to a leading furniture merchant in this new and thriving city of Torrance, is the record of an estimable E. W. Huddleston. Born in Mississippi, this furniture merchant carried at home a short time and wanted experience and a few dollars in life. All such things came to him later. Now it is all over the experience—that prevails at an admirable shop in Sartori street and used furniture is to be found there in splendid assortment.

W. R. Lee, the Torrance Market man, is keeping right along with Torrance in the remarkable growth of both city and merchant. His store in Cabrillo is the shopping place for many a particular housewife, for all prudent buyers. He, by birth a Mississippian, has lived in Southern California for practically all his life. He was raised in Santa Ana, and when working here about nine years ago, worked for others in this city. A well-fledged merchant now, he is leasing a large clientage with his five-acre shop.

Buy it all in Torrance. What a mean, buy it all in Torrance? Everything from Newcastle coals to Jamaica ginger. It is all here, including Paris garters, Swiss cheese, Mocha and Java, Eskimo soap, the real Peruvian doughnuts, Chinese noodles, Italian sunsets, Russian caviar, African marigolds, English Walnuts, Norwegian sardines, Danish butter, Hungarian goulash, Irish stew, French bread, Turkish Trophies, Arabian nights, India Ink, Swedish matches, Australian jams and the Universal hints.

Chas. V. Jones, genial manager of the Consolidated Lumber Co., has indeed, been "through the mill." He made his start with this company about seven years ago, and since has passed on through every branch of the industry. Under his managerial abilities and the splendid system he represents, Torrance may be assured of a lumber service that will always be found to be no less than 100 percent perfect.

Did you know that the Torrance Plumbing Co., had "plumbed" about one-half of Torrance. That in itself is some work, but that is scarcely the start of what they will be called upon to "plumb" in the days to come. Mr. Parks, the proprietor, is the plumber of longest standing in this community, and others his trade a service that is not to be outtrivalled in other sections.

I can illustrate, very strikingly, the efficiency of Torrance service, when I refer you to the fact that the La Plante Studio is, perhaps, the only house of its kind in the whole district that offers its clients service in aerial photography. There is an increasing demand for such work, and when the able Joe Mountain, aviator and photo art master, goes aloft in the employ of Mr. La Plante, it may be taken for granted that a perfect bird's eye view will be the result. No house is better equipped for portraiture, finishing, framing and stationery.

Communities, like individuals, must receive more than they spend, else they will be habitually in debt and in distress. The prosperous town attracts people, and there is a pronounced disposition to shun towns which are not prosperous.

One sure way to hurt Torrance is to spend your money elsewhere. One sure way to help it—and to help yourself—is to be loyal to local institutions. You Mr. and Mrs. Buyer, are stockholders in the corporation that calls itself Torrance. If you want your company to succeed patronize Torrance merchants. If you would have it fail, do your trading elsewhere. The choice is easily determined, and the result, one way or the other, is certain.

When speaking of industry and the home plants, do not overlook the modern laundry, a great mechanical plant, with a large payroll. Such is the well regulated Torrance Laundry Co., the only laundry in the city. Rebuilt, modernized, improved and rejuvenated about a year ago, this fine institution under the able leadership of Messrs. Rojo and Barlow, is taking good care of the community's requirements.

Geo. D. Parr, able jeweler, and pleasant gentleman, conducts, as you know, the "House of Parr Values." Let me assure you, too, that the store of Mr. Parr is a place of "preferred stock." A little shop, it is never the less, a place of complete service, nothing being overlooked in the aim to please the public with the full share of those things most desired. Mr. Parr is a most courteous man to transact business with, always being mindful that the public is entitled to the utmost of consideration.

The Torrance Cleaners and Dyers is conducted by a proprietor who has had 15 years experience in this work. Mrs. E. L. Fenner took over the business in recent times, and her modern equipment and efficient means of serving the public is now gaining for herself a large and satisfied trade. The Torrance Cleaners and Dyers do all of the work in their field, everything from personal clothing to household articles.

"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 \$3.00 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, 35c, 65c, \$1.25. Sold and guaranteed by Beacon Drug Store and Torrance Hardware Company.

NOTICE OF AWARD

Notice is hereby given that: The Board of Trustees of the City of Torrance did in open session, on the 21st day of August, 1923, publicly open, examine and declare all sealed proposals on bids for doing certain street work in said city, under and in pursuance of the Improvement Act of 1911, the names of the Streets and Avenues proposed to be improved and the location and character of said proposed work being described in Resolution of Intention No. 129 of said Board of Trustees adopted July 17th, 1923, which Resolution of Intention is hereby expressly referred to for further particulars.

The said Board of Trustees did thereupon reject all of said proposals on bids except the next hereinafter mentioned, and did award the contract for doing said work and improvement to the lowest responsible bidder, to-wit:

H. G. Feraud, at the prices named in his bid.
By order of the Board of Trustees.
ALBERT H. BARTLETT,
City Clerk.
Dated August 22, 1923.

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