

These Firms Bring Advantage to Living in Torrance

Humpty Dumpty, New Factor in Low Cost Of Living



Humpty Dumpty's New Building in Torrance

—Photo by La Plante

The newest addition to the business life of the Torrance community is the new Humpty Dumpty Grocery Store, located next to the Torrance Theatre.

This store, which occupies one of the most commanding locations in the city, is a fitting one, both in appearance and in the stock carried, to occupy the position of prominence which it does.

The Humpty Dumpty Grocery Department is the last word in self-service store facilities. The Torrance store is one of a large chain of stores now operating in the coast cities district. These stores are the outgrowth of a most humble beginning in 1914 in the opening of the first self-service store at Santa Monica by Mr. D. E. Stanton, who was the originator of this style of merchandising.

The Humpty Dumpty stores were recently incorporated in order to facilitate the handling of the very large volume of business that

has been developed in the sale of foodstuff. This move also made possible the more rapid expansion of the already large business. The stock of this corporation has never been offered to the general public but is owned by the employees of the stores. This is a feature which contributes to the interest taken in store conduct by the store employees as joint owners.

This system of stores has reached the volume of business that puts them in the car-lot-purchasing class and gives them the advantage of the very lowest wholesale prices and other economies that volume business makes possible. The system of cash merchandising and store conduct makes it possible for the Humpty Dumpty stores to pay their customers cash dividends in the form of lowered prices on all purchases of goods. In conjunction with the grocery department a modern meat market department is also run. The meat department is equipped with the most modern

and approved facilities for the sanitary handling of meat products. A modern cooler and ice-making machinery have been installed, and their meats are displayed in refrigerated supply glass cases. The market handles only the best grades at a most economical price; in fact, the cost of the best meats at this market is recognized as the lowest by the patrons. It costs no more to have the best when bought here than is charged for other grades ordinarily.

The Torrance Humpty Dumpty store is under the personal charge of Bob Richhart, one of Torrance's progressive young business men, who has a host of friends in the Torrance community.

A very complete fruit and vegetable department is conducted by Otho Romine and his son Harold and daughter Vera, where they are pleased to serve their many Torrance friends with the best in the market at the most reasonable prices.

Palmer and Fix Gas Stations Do Rushing Torrance Business



At Cabrillo and Border—Drive In Either Way

—Photo by La Plante

In enumerating the important business establishments of the Torrance community in a special edition of this kind the firm of Palmer & Fix must be given prominence, not alone because it is a leader in its line but for the further fact it is one of the most progressive business firms in the community.

This firm opens and operates two of the most popular service stations, number one being located at the corner of Cabrillo and Border avenues, one of the most prominent and centrally located corners in the downtown business district; number two is located at Carson street and Arlington avenue, another of the more prominent corners of the city. These two corners are referred to by the motoring public of the community as the "super-service" corners. The service rendered the motoring public at these stations is of the very highest order and is a service that is a personal one. This firm handles a well selected line of gasoline, oils and greases, and can service an

automobile in such manner as returns to their customer the highest efficiency which the serviced automobile is capable of.

In addition to the two fine service stations operated by this firm, it is the representative in the Torrance community for the Reo automobiles, one of the world's highest class moderate priced automobiles—the automobile that, once driven, will always be recommended for its superior sturdiness, dependability, and the fact that it needs but little attention to be always ready to give dependable service.

Palmer and Fix also own and operate the Torrance Truck Tire Service and have in use the only truck tire press in this district.

This is one firm which shows in service and attention it appreciates the business of its customers. Fred Palmer and Millard J. Fix are two of Torrance's citizen assets. They believe in Torrance and are always ready to assume their part in every movement that is for the good and betterment of the city and its people.

Torrance Pharmacy Feature Is Service



Here's Busy Drug Store at Cabrillo and Carson

—Photo by La Plante

One of the most up-to-date drug stores in the community, where service in all departments counts much, is the Torrance Pharmacy, owned and operated by Dick Malone and George Probert, located at the corner of Carson street and Cabrillo avenue, one of the prominent business corners of the city.

On entering this store the customer is impressed with the arrangement of the up-to-date fixtures and light lunch counter and soda fountain, which are most pleasing in appearance and, of the most sanitary kind.

This store as a prescription drug store is a leader. Both of the proprietors are licensed pharmacists. They are always extremely careful to see that prescriptions are compounded exactly as the doctor dictated, and it is said that a bottle of medicine bearing the label of the Torrance Pharmacy is a safe guarantee of its preciseness.

This store handles all the usual accessories to be found in the best

drug stores of the present day, such as perfume, toilet articles, stationery, leather goods, thermos goods, water sets, fountain pens, candies, rubber goods, etc. A large stock of Kodaks and films is always to be found here.

All kinds of package medicines are carried in stock.

Customers of the Torrance Pharmacy always get a service that is eminently satisfactory. The customer will always get at this store the goods that he calls for. This establishment carried no goods known as long shots to put off on the public. The goods carried at this drug store are all such goods as have demonstrated through test their value for their purpose. The majority of the stock of goods offered at this store is what is known as nationally advertised goods, goods that are known practically the world over and that are backed by reputation and well known manufacturers. In fact, everything is carried here that will be found in a first-class drug store.

In line with the effort of this store to extend to their customers service that is beyond adverse criticism; they have inaugurated a special delivery system that brings this big drug store and its entire stock as near to you as is your telephone. An order received from your doctor or direct from the customer is attended to as promptly as if you were in the store in person. The new delivery service covers the entire community and is absolutely free.

A department that is most popular is the one carrying cigars, cigarettes and tobaccos. Here will be found all the desired brands, kept in such condition as to be at their best. Whatever your taste may be, the Torrance Pharmacy has the goods to suit you.

Taking it as a whole, there is no more up-to-date store in the community, and the gentlemen who own it are two of the community's best citizens, who are always doing something for the advancement of the Torrance community.



Well Arranged Humpty Dumpty Interior Makes Buying Easy

—Photo by La Plante

Sales Backed by Best Ford Service Have Built Schultz, Peckham, Schultz Business



The Home of the Ford and Service

—Photo by La Plante

The authorized Ford products dealers' establishments have become recognized the country over as among the greatest assets of the communities in which they are located, and in no community is this more true than in the Torrance community, where the progressive firm of Schultz, Peckham and Schultz are the authorized Ford products dealers. This firm maintains one of the best down-to-the-minute automobile sales and service organizations one will find in any community similar in size.

The building which is occupied by the Ford agency is a modern one which was designed and constructed to handle the exceedingly large business which the agency now enjoys. The display room is one that is light and of ample size to permit not only displaying the automobiles but to allow room for customers to inspect the machines.

The parts department is also a large one and is stocked with a complete line to take care of every need of the owner and user of any of the Ford products.

The garage and service department is in keeping with the sales and parts department. The

service department is a modern daylight factory working plant. The lighting equipment is such as to also make night working conditions practically as convenient for the workers as daylight working conditions. Every bit of equipment that will tend to make the work output better or make the handling more economical has been provided. The mechanics employed in the shop are all men who have specialized in Ford products work; practically all of them have received special training either at factory plants or under factory-trained specialists. This assures the patron here work that is properly done and at the lowest cost experience and equipment have made possible.

The Ford company from its very start assumed a position of leadership in the production of a good automobile at a price which everyone realized as a reasonable one. The Ford car is selling today at a price lower than ever before. The continued improvement of the Ford automobile and the constant lowering of its selling price has not only made it the universal car, but has influenced the quality and price of

all automobiles, and the Ford automobile stands out today as one of the greatest values at its selling price that has ever been produced.

Another of the Ford products that is a pronounced leader in its line is the Fordson tractor, the little tractor with the big accomplishments. The ready adaptability of the Fordson to all kinds of tractor work, its low original cost, together with its power and sturdiness and its low cost of operation and upkeep, have made it the leader of the tractor industry.

The newest of the Ford products, the Lincoln automobile, is in its class outliving even the popularity of its companion products. The Lincoln is the last word in high class automobiles and is meeting with such buying demand that the sales under the Ford management have increased to such an extent as today to be beyond the factory output.

In concluding this brief reference in our Special Edition to this worth-while establishment and its genial and popular proprietors, it is done with a wish for a long continuance of the business success and growth they are so deservedly enjoying.

White Garage, Noted in Area For Expert Automobile Work

The new location recently announced of the White Garage brings one of the most complete automobile repair establishments into a more accessible location that can not fail to be of benefit not only to the business of the establishment but to its every customer as well. The garage has entrances on both Border avenue and Cabrillo street.

The White Garage, under the efficient management of its owner, Ed Little, is one of the best equipped, both in machinery and special appliances and in its personnel, of the automobile repair establishments in the district. Mr. Little, a practical and experienced mechanic, has taken advantage of the best and most modern equipment such as may aid in turning out better work or assist in the handling of work at a more economical cost to the customer.

Mr. Little has taken advantage of his own experience as a workman in selecting his force of assistants, in that he has built up a competent force of mechanics who are largely experts in their particular lines of work. This in turn means better work for the customer of this establishment, and in the majority of cases is resulting in lowered cost to the customer.

This garage is the authorized Raybestos brake lining station in

this district. It is also the official sales and service representative of the Exide battery line, and is the official service station of the California Automobile Club.

Though this garage does give special attention to ignition work, it does not specialize on this line of work at the expense of its general repair work.

All kinds of repair work and reconditioning of all makes of automobiles is handled here to the complete satisfaction of its large and growing list of customers. The history of this garage verifies their claim that they know automobiles, and further, know how to make any automobile render its most satisfactory service at the most reasonable cost at which this is possible.

We will not make the statement that this garage renders perfect service, but we feel we are within bounds when we say the customers of this garage agree that the service they receive here and the charges they are asked to pay are always the most satisfactory. Mr. Little asks the automobile owner of the district that, when your repair job is the most difficult, before giving it up as too expensive or difficult, you bring it to the White Garage; or if "she won't run," telephone 161 and learn what service backed by thorough knowledge can do for you in your difficulty.

Paxman's Stores Aid Greatly In District's Development

The stores of C. A. Paxman, located in Torrance and Lomita, have been important factors in the growth and development of the community. Mr. Paxman, who is one of our most loyal citizens, has always been in the forefront in all work and movements that give promise to advance the community or to make this a better home and business district.

The two big stores operated by Mr. Paxman are conducted on a cash basis. The large stock of goods carried is priced at reasonable selling figures, such as is possible only under a cash selling basis. Mr. Paxman has developed a large business that gives him a rapid turnover of the capital invested that permits the earning of a fair return on the investment with goods sold at a close margin of profit.

The stock carried by these stores covers a complete line of hardware, paints, kitchenware, gas ranges, chinaware, and general electrical goods. The line of sporting goods carried is a very complete one. These stores are referred to as headquarters for fishing tackle, the kind that gets the big ones.

Mr. Paxman has established a reputation for his stores as the headquarters for quality radios. He handles a selected line of radios and radio appliances that are of

ferred to the trade at the most reasonable prices.

Mr. Paxman may be referred to as one of the older business men; that is, in point of the length of time he has been in business in the community. He is not only a leader in the business life of the community, but is as well an outstanding leader in our civic life. He thoroughly believes in the future of this community and is one of the men who are constantly working for those improvements that will best foster the growth and home development of the community.

In addition to the big retail business done by Mr. Paxman, he is active in the real estate line, being a licensed real estate dealer. There is probably no man better posted in realty values and the trend of growth and development in this community than C. A. Paxman, and in handling real estate transactions his clients have the benefit of his wide knowledge to help him in securing not only properties that meet their requirements but properties that are most sure to increase in value.

We are pleased to take this opportunity in our Special Edition to accord this recognition of worth to our worthy business man and citizen, C. A. Paxman, and hope for him a long continuance of worth-while success.

Individuality in Dress Is Lepkin Aim



Lepkin's Store Presents Attractive Appearance

—Photo by La Plante

Torrance has one establishment catering to the pleasing and attractive appearance of her citizens, male and female, that is in every respect one of the most down-to-the-minute establishments of its kind that one will find in all Southern California. J. Lepkin, a finished workman, devotes his business energy entirely to the conduct of a merchant tailoring establishment that has built not only a reputation for itself in the class of work turned out but is building a reputation for the stylish appearance of the people of our community as well.

Mr. Lepkin carries a stock of goods covering the best in weave, coloring and novelty combinations for his customers to select from. In making clothing for the cus-

tomers of his establishment Mr. Lepkin has demonstrated his ability to so build garments as to not only give real fit and comfort, but such as will bring out the best of the individual character and advantages possessed by the customer. He considers it not enough only to make clothing that fits, but feels satisfied with his output only when it produces individuality that makes for distinction.

That old aphorism, that clothing doesn't make the man, may be true in the main; but it is a known fact that the man cannot make the most of his opportunities without the essentially right clothing. At the cost of real high class tailored-to-measure clothing as produced by J. Lepkin one can have the great

help of proper clothing at a cost that is too slight for any man to neglect to give himself the feeling of satisfaction and ability to impress his associates and superiors in the business world with his good judgment and preparedness to meet the conditions advancement always imposes on personal appearance.

Though the bulk of the trade of this establishment comes from the men of the community, Mr. Lepkin enjoys the same reputation for successful creations in women's tailored garments as he does in producing clothing for men.

We believe we can say the self-respecting citizens of the community can not better expend money than in spending it for clothing such as is produced by J. Lepkin.

Mr. Woodson maintains an efficient delivery service so that his plant is at the command of his patrons by their simply calling telephone 94. The telephone secures the same prompt and conscientious attention that is given in taking care of your wants as a result of a personal call at the plant.

This plant takes care of every want in the cleaning and dyeing line. If the work is possible it can be satisfactorily handled through Mr. Woodson.

We are most pleased to embrace this opportunity in our special edition to accord this recognition of worth to Claude Woodson and his efficient business establishment.

Shadday Cleaning And Dyeing Concern Has Brisk Business

Prominent among the business establishments that are helping to increase the popularity of Torrance as a desirable trade center in the community is the J. E. Shadday cleaning and dyeing establishment located at 1339 El Prado. This establishment is under the efficient management of Claude Woodson, who recently took over the management of the establishment. Mr. Woodson has been with the establishment somewhat over a year

previous to taking the active charge of the plant.

This is a well equipped cleaning and dyeing plant that will stand most favorable comparison with plants of this nature in any community of like size in the state.

Every piece of modern equipment that will aid in turning out better work or that will contribute to the more economical handling of the work has been availed of. So that this plant can be said to be prepared to properly take care of the needs of the people of the community in every branch of this line of work. The customers of this establishment not only say their work is done in a most satisfactory manner but that the cost of the work is always found to be most

reasonable, and the work is always returned at the time it is promised.

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