

Cash Prices vs. Credit Prices
Chain Prices vs. Regular Prices
Sample Store Prices vs. High Prices

Our sales so far in Torrance have been close to \$40,000.

This amount has been very satisfactory to us—and we believe that all of you have gotten value received.

Every dollar received has been put back into the business, less our low overhead. We know as well as you do that the next 30 days puts an extra load on the ordinary man and his family, and we try all we can to make it a bit easier by offering you our best values of the year—right now—when you need the goods—not by waiting until January 1st, when part of your funds will be spent—and the merchandise not of so much worth to you.

Every dollar's worth of goods offered you in this advertisement is new standard goods, never offered you before. Everything is at a cut price. All we ask is try and duplicate it if you can.

- 1500 yards of 27 inch White Daisy Cloth, 6 yards \$1.00 **19c**
- 500 yards of 27 inch Blue Outing, Cooper special, 6 yards \$1.00 **19c**
- 36 dozen Men's Heavyweight Knit Union Suits, long and short sleeves, 36 to 46, \$1.50 value, 2 for \$2.00. A suit **\$1.19**
- 10 dozen Men's Heavy Work Suspenders, 2 for 95c **49c**
- 10 dozen Boys' Suspenders 2 for 45c **25c**
- 30 dozen Men's Fiber and Cotton Sox, 35c value **25c**
- 44 dozen Mens' Fancy Bordered Handkerchiefs, fast colors, 35c value, 5 for \$1.00 **19c**



- 61 dozen Men's Fancy Bordered Handkerchiefs, 35c value, 5 for \$1.00 **25c**
- 50 dozen Men's Plain White Handkerchiefs, 12 for 55c **5c**
- 30 dozen Men's Plain White Handkerchiefs, 15c value, 3 for 25c **10c**
- 40 only Boys' and Girls' Imitation Leather Jackets, size 8 to 16, 2 for \$6.00. Each **\$3.29**

25 dozen Sample Sheets used by local jobber in display rooms.

Every sheet is in good condition. You pay the flat wholesale price, the same as retail dealers have paid for their stocks.

Every one is marked with stickers—single sheet or dozen price. Sizes 54x90 to 81x106.

All High Grade Lines Hemmed and Hemstitched. SAVE WITH US.

Flowers at Cut Prices

- Factory made and hand made. We offer you 1 gross of factory made Flowers, wholesale price \$2.00 dozen. Our cut price **15c**
- 6 1-3 dozen hand made Flowers. A Spanish girl in San Diego made these at home. 50c values **29c**
- A factory lot of Flowers, 50c values **29c**
- 25 dozen Bias Tape, the usual 15c kind, 3 for 25c **10c**

SILKS

When we buy full pieces of staple silks in black and other colors, the silk mills ask us what we are going to do with such large pieces in a city the size of Torrance. As we have an \$8,000 to \$9,000 business in Redondo to fall back on, we should worry. The best part of it we are able to sell the goods right here.

- 9 pieces of Black Satin, \$2.00 value. 3 for \$4.00 **\$1.39**



- Several hundred yards Flat Crepe, good colors, yard **\$1.49**
- Black Satin Crepe, yard **\$1.98**
- Satin Back Crepe yard **\$2.29**

THE SAMPLE STORE

Hawkins & Oberg
 1319 to 1321 Sartori, Torrance
 106 TO 108 DIAMOND ST., REDONDO

Fashion Prescribes Gay Leather Coat for the College Girl

By JULIA BOTTOMLEY



One way of acquiring membership in the smart set at college is to own a modish leather coat. So in fitting this season's budget of clothes expenditure for the schoolgirl, make sure that a generous allowance be provided for a handsomely lined, short-length leather coat.

Mark the reference to "handsomely lined" for clever figures are giving a new appeal to the latest leather coat models. Not only do moving, well-lined, especially kashmir lined, models and plain, in-lined, lined models of color into the picture, but also unique effects of color printed in repetition and in different places present the student with a new and interesting idea.

Some of the coats are taking on a new and more varied way of construction. The burlesque style, which was in vogue in the past, is being discarded.



Now! visit this scenic wonderland

Above the Clouds. Reached by a World-Famous Incline Railway

AMERICA'S most spectacular trolley trip takes you to Mt. Lowe—far-famed as Southern California's all year mountain resort.

A mountain tavern and cottages provide good food and comfortable beds for those who stay over night.

Riding, hiking, tennis and other sports supply new thrills to sport lovers who enjoy the beauties of the vast open spaces.

The two hour trip is crowded with majestic views and interesting historical touches. The incline railway will amaze you with its direct ascent.

Low Fares
 Five trains leave daily from the Pacific Electric Station, 6th and Main Streets, Los Angeles. Round trip fare is \$2.50. Special two day round trip, including meals and lodging, \$7.50. Special weekly and monthly rates at the tavern and cottages.

Come This Week
 Don't postpone this famous trip. Plan to come this week. Bring eastern visitors. They'll revel with you in seeing Southern California from Mt. Lowe!

Telephone Torrance 20 for further information



Mt. Lowe
 "ALL YEAR PLAYGROUND"
 Take the PACIFIC ELECTRIC

Edison Selling Electric Ranges to Many Homes

More than 2000 electric ranges have been sold to date this year on Southern California Edison Company lines, according to Mr. C. W. Koerner, local district manager for the company. On the first of January, 1927, the Edison Company had on its lines 9700 ranges. At the present time there are in excess of 11,800, which total it is expected will be increased to at least 12,500 ranges by the intensive Hot-point electric range campaign which is now being carried on by the allied electrical interests throughout the territory.

"People are becoming 'food conscious,'" said Mr. Koerner. "More and more are people finding out that the old fashion methods of cooking are not only wasteful, but are in some cases positively injurious to the health. Electric heat with its absolute uniformity and its non-oxygen consuming elements, is more and more becoming the accepted ideal medium for cooking."

"Homes which are equipped with electric ranges," continued Mr. Koerner, "are free from the necessity of frequent refitting of kitchen wall surfaces, inasmuch as there is no paint defacing matter thrown off by the electric range."

"The electric range is no longer an experiment," said Mr. Koerner. "The forward strides which have been made in the past seven years have placed it well in the forefront of efficient and useful cooking equipment. With the automatic features which are possible with an electric range, and with the high speed cooking units which have been developed, the housewife, using this new equipment, has been liberated from the old time kitchen bonds and has had many hours of leisure time literally presented to her. 'Mother, come out of the kitchen' has been adopted by the electrical industry of Southern California for the present Hotpoint range campaign, and the sentiment expressed by this slogan is borne out by the practice use of electric range users.

Mr. and Mrs. F. G. Briney and family of Post avenue will be holiday guests of Mr. Briney's parents, Mr. and Mrs. P. L. Briney of Santa Ana.

U. S. Breaks World's Records for All Time in Building Highways

"The United States has far surpassed every other road building record set by other nations, from Imperial Rome to Modern France," said J. S. Helm, president of the Asphalt Association, New York, in addressing a conference of Paving Technologists on October 11th, in that city, preparatory to the Annual Paving Conference in Atlanta, during the week of November 28th.



Thomas H. MacDonald, Chief of the U. S. Bureau of Public Roads, who will be the principal speaker at the Sixth Annual Asphalt Paving Conference at Atlanta, Ga., Nov. 28-Dec. 2, 1927.

"Twenty years ago the total amount of money spent on highways in the United States was less than \$75,000,000; today it is over \$1,200,000,000. Then we had less than one mile of road out of every twenty miles surfaced with anything but mother earth; today we have over 550,000 miles of surfaced highways, or nearly one mile out of every five outside of municipalities. In the single year of 1926 our engineers surfaced some 44,000 miles of highways—a length almost as great as the combined length of all of the Imperial highways of Ancient Rome and 50 per cent greater

than the entire mileage of "The Routes Nationale of France." "One of our real problems," said Mr. Helm, "is due to the fact that automobiles have increased in number faster than our amazing road building progress. Some 22,000,000 automobiles or 85 per cent of the world's supply are now using the highways of the United States and the overflow must move out on the secondary roads to relieve the congestion on main routes. Some of these roads have already been made dustless and smooth by an economical use of asphalt, but the work must be undertaken on a vast scale. Another of our present day tasks is to save our 400,000 miles of macadam and gravel roads from destruction and to salvage the \$2,500,000,000 investment by using these roads as foundations for new and modern asphalt wearing courses. This is an economic crime to tear up these old roads and thus lose the very genuine value they have as foundations."

Thomas H. MacDonald, Chief of United States Bureau of Public Roads, who since 1919 has directed the large national road building program of the Federal Government, and who will be the principal speaker at the paving conference, will emphasize the important administrative policies of the Federal Road Bureau and the measures which are expected to prove effective in solving the problem of salvaging our existing highways and taking care of the great mileage of secondary roads.

Hugh W. Skidmore, president of the Chicago Paving Laboratory and president of the Association of Asphalt Paving Technologists, will preside at the opening session on Paving Research, on November 28th. At this session distinct advances in paving technology will be brought out.

Adaptation of city types of pavement, such as are exemplified by the beautiful pavements of Fifth Avenue, New York; Michigan Boulevard, Chicago, and the famous Black Base pavements of Denver, to country highway conditions will be explained at the Engineering Session. Col. Woolsey Fennell, State Director of Highways of Alabama, is chairman of the Engineer-

ing Committee. The conference, which is made up of state, city and county engineers and officials; paving contractors, manufacturers and producers, is the sixth of the series, the 1925 and 1926 conferences having been held in Detroit, Michigan, and Washington, D. C., respectively.

Mr. and Mrs. W. E. Bowman of Cota avenue will be Thanksgiving dinner guests of Rev. and Mrs. F. A. Zeller of San Bernardino.

You will like—
LOS ANGELES
 Better if You Stop at
Hotel Hayward
 SIXTH and SPRING STREETS



"Get the Hayward Hotel"
 New Million Dollar Annex
 580 Comfortable Rooms
 \$2.00 per day up without bath
 \$1.50 per day up with bath
 PERSONAL SERVICE
 Popular Refreshment Shop and Grill
 WE CHECK YOUR CAR AT THE DOOR
 H. C. FRYMAN, Proprietor
 JOHN E. WAGNER
 HARRY C. WAGNER
 RUSSELL H. WAGNER
 Managers



Fifteen Beautiful, Unbreakable Talking DOLLS GIVEN AWAY

at
DOLLEY DRUG CO.

The Rexall Drug Store

These Dolls retail from \$2.25 up to \$17.00

We are going to give them away to the fifteen little girls receiving the largest number of votes between November 26th and 10 o'clock Saturday evening, December 24th. The awards will be made Christmas morning at 10 o'clock.

For each penny spent with our store during the period stated above, each customer will be allowed a vote. Ask all your friends to save the voting coupons for you or to put them in the Ballot Box in our store.

Conditions

- 1—No girl over 12 years old may be entered.
- 2—Only one nomination blank to be placed to the credit of each contestant.
- 3—Every voting coupon must be stamped by one of our sales force before being deposited in the Ballot Box.
- 4—No contestant shall solicit votes or customers while in the store.
- 5—No coupons may be deposited in the Ballot Box before November 26th or after 10 o'clock P. M. Christmas Eve.
- 6—No coupons will be given except at actual time of sale. Do not ask for them at any other time.
- 7—Any coupons showing traces of any change in number of votes marked will be destroyed without being counted.

Come in any time now and see the Beautiful Dolls. Ask any questions you wish about the Contest, because we are glad to have you do so.

Remember You Get a Vote with Every Penny You Spend in Our Store
DOLLEY DRUG CO.

The Rexall Drug Store

El Prado and Sartori Avenue, Torrance

Phone 10