

THURSDAY,
FRIDAY and
SATURDAY
APRIL 19-20-21

Original

ONE CENT SALE!

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Rexall

Trojan Alumni Here Will Dine

Torrance and Lomita Grads to Join in Festivities April 24

Alumni of the University of Southern California throughout the length and breadth of the state and in dozens of cities in all parts of the United States and abroad will sit down to dinner together on the evening of April 24, when in more than 75 cities in all parts of the world the first "All Trojan" dinner in history will be served. The dinner to which more than 8,000 graduates and former students are being invited will mark the opening of the alumni's share in the University's semi-centennial building and endowment program. Trojans from all parts of the South Bay district, including El Segundo, Hawthorne, Hermosa Beach, Inglewood, Manhattan Beach, Redondo Beach, Lomita and Torrance, will gather for dinner at the Chamber of Commerce banquet hall at Inglewood at 7 o'clock. Arrangements for the event have been made by a committee consisting of Kenneth S. Clary, Mrs. Mildred K. Bush, Paul J. Muller, Mrs. Florence Gilbert Farrell, Carl B. Stuenkel, Evelyn A. Seyler, O. L. Richardson, Winifred J. Ryder, Clyde Woodworth, Mrs. Monna Berthune Engels, Dr. John F. Spencer, Jean Ingle DeLavan, Floyd E. Bradley, Mrs. Hazel Moulton and Mrs. Mabel E. Brown Sweet.

From the Hotel Biltmore at Los Angeles, where will gather the alumni living in that city, will be broadcast from 9 to 10 that evening over station KHJ an inspiring program of music by the University Glee clubs and talks regarding the University's plans for the celebration of its 50th anniversary and for the "second fifty years" by President Rufus B. von Klein Smid and other notables. At every dinner within the range of this broadcasting station receiving sets will be set up to pick up this program. By these means the alumni in every section of southern California will be linked together, and be enabled to enjoy the same program of songs and speeches.

While alumni are gathered at dinner from Fresno to El Centro in dozens of Californian cities and towns, graduates of the University in a number of Eastern and mid-Western cities will be gathered together at approximately the same hour. Plans are under way for dinners at New York, Chicago, Boston, Washington, Kansas City, Seattle, Cleveland, Denver, St. Louis, New Orleans, Tulsa, Phoenix, Las Vegas and others. Outside the United States it is expected that dinners will be arranged by the alumni living in Honolulu, Manila, Peking, Shanghai, Mexico City, and Paris.

At the dinner table, figuratively encircling the world, plans will be announced for the participation of the alumni in the University's semi-centennial building and endowment program. As their share in the plan of the University to raise \$10,000,000 for new buildings and for endowment, the alumni have undertaken the raising of funds for the building of the much-needed University library and gymnasium and for the endowment of the alumni office activities. Two million dollars has been set as the alumni's objective.

The task of organizing the 8,000 scattered throughout the world has been undertaken by a committee of outstanding graduates of Southern California, headed by Harry Lee Martin and Mrs. Helen Merryman Morehouse, both of Los Angeles. To effect the organization of the state of California has been divided into 16 districts with a men's and women's chairman in charge of each, and for each town and city in these districts a pair of local chairmen have been named. Outside of California the nation has been subdivided into seven divisions, and a men's and women's chairman placed in charge of the alumni organization therein. Similar organizations have been set up in every foreign country where there are a dozen or more Trojans. The organization of alumni is said to be the most far-reaching fundraising effort ever attempted by any far Western university.

LEGION NOTES

The Bert S. Crossland Post held its regular meeting at Smith's real estate office in Lomita. A flock of new faces brightened up the atmosphere.

The gang that is picking up waste paper for sale is doing fine. Anybody who wishes to get rid of waste paper should notify Bob Deinger at the First National Bank of Torrance. The paper is collected each Tuesday night.

Fred Tiffany made a report on the Citizens Training camp. Any young man over 17 may enter the camp. Those interested should see Mr. Tiffany at 2066 Carson street.

The Nineteenth district meeting will be held at Bell tonight. Local Legionnaires will meet at the First National Bank at 7 o'clock to go to the meeting in a group.

Commander Meyers is negotiating with Gardena Legionnaires regarding a joint observance of Memorial Day.

Mr. and Mrs. Ray Merrill have sold their property on Redondo boulevard to San Pedro people.

Mrs. J. Mulken, Mrs. Mary Gorman and Mrs. Barney Gannon attended the Catholic Daughters banquet in Trinity auditorium, when at special initiation ceremonies Mrs. Gorman and Mrs. Gannon became members of the organization.

TOILET GOODS DEPARTMENT

50c Jonteel Cold Cream Face Powder

A soft blending powder that appeals to discriminating women.

All Tints
2 for 51c
You Save 49c



Harmony Toilet Water, 2 1/2 oz. 2 for 51c
Harmony Toilet Water, 5 oz. 2 for 1.01
Rikers, Hasol 2 for 51c

30c REXALL SHAVING CREAM

Produces an abundance of moist lather. May be used with either hot or cold water.

2 for 31c
YOU SAVE 29c



50c Bouquet Ramee Talcum

An imported talcum perfumed with the odor of freshly cut flowers.

2 for 51c
YOU SAVE 49c



Trailing Arbutus Talcum 2 for 26c
Harmony Rolling Massage Cream 2 for 51c
Medicated Skin Soap 2 for 26c
Klenzo Tar Shampoo Soap 2 for 26c
Rexall Toilet Soap 2 for 16c
Erythran Palm Soap 2 for 11c
Quinine Hair Tonic 2 for 51c

\$1.00 Bouquet Ramee Face Powder

Blends perfectly with the complexion.

All Shades
2 for \$1.01
You Save 99c

Bouquet Ramee Toilet Water 3 oz. 2 for 1.51
Bouquet Ramee Compact or Rouge 2 for 51c

25c Orange Blossom Talcum Powder

Of fine imported Talc. Delightfully soft and refreshing.

2 for 26c
You Save 24c

Klenzo Magnesia Dental Powder 2 for 26c
Narcisse Perfume, 3 1/2 drams 2 for 76c
Harmony Cream of Almonds 2 for 36c
Harmony Lilac Vegetal 2 for 76c
Harmony Cocoa Butter Cold Cream 2 for 51c
Harmony Coconut Oil Shampoo 2 for 49c

75c Rexall Theatrical Cold Cream

A good cleansing cream for everyday use.

One-Pound Can
2 for 76c
YOU SAVE 74c



50c Jonteel Cold Cream

A good cleansing cream. Soft-smooth

2 for 51c
YOU SAVE 49c

Also Jonteel Vanishing Cream. Keep the complexion youthful.

2 for 51c
YOU SAVE 49c

Cara Nome Twin Vanity Case 2 for 2.01
Rexall Tooth Paste 2 for 28c
Rexall Shaving Lotion 2 for 51c

50c Klenzo Dental Creme

Keeps the teeth clean, white and beautiful without injury to the enamel. Pleasant tasting. A common sense dentrifice.

2 for 51c
YOU SAVE 49c



75c Harmony Bay Rum

Full Pint Bottle

Made from the finest distilled Oil of Bay.

Men like this excellent product for general toilet use. Particularly refreshing after the shave.

2 for 76c
YOU SAVE 74c



50c Klenzo Liquid Antiseptic

Kills germs, banishes bad taste, purifies the breath. Valuable in the treatment of pyorrhea.

2 for 51c
YOU SAVE 49c

Opoko Coffee, 1 lb. 2 pounds for 76c
Opoko Teas, 1/2 lb. 2 pkgs. for 66c
Pure Virgin Olive Oil, 12 1/2 ozs. 2 for 1.19
Symond's Inn Vanilla Extract, 2 ozs. 2 for 26c
Imitation Vanilla Extract, 2 ozs. 2 for 21c
Symond's Inn Lemon Extract, 2 ozs. 2 for 41c
Symond's Inn Cocoa Powder, 1/2 lbs. 2 for 26c
Symond's Inn Baking Chocolate, 1/2 lb. 2 for 36c
Symond's Inn Beef Cubes, 12's 2 for 31c

CANDY

\$1.00 Challenge Package Assorted Chocolate

One Pound Box

A full pound of delicious high-grade assorted chocolates.

A real value for those who like good candy.

2 for \$1.01
YOU SAVE 99c



60c Assorted Wrapped Cream Caramels

One Pound Box

Tasty, pure caramels. The favorite kind for children as well as for grownups.

2 for 61c
You Save 59c

Kandy Packs 2 for 36c
Milk Chocolate Bar, 1/2 lb. 2 for 36c
Penway Chocolate Covered Cherries 2 for 76c
Hard Candies, 1-lb. tin 2 for 61c
Liggett's Wafer Rolls 2 for 66c
Liggett's Mints 2 for 66c

WHAT A REXALL ONE CENT SALE IS

It is a sale where you buy an item at the regular price, then another item of the same kind for one cent. As an illustration: The standard price of Klenzo Dental Creme is 50c. You buy a tube at this price and by paying 1 cent more, or 51 cents, you get two tubes. Every article in this sale is a high class standard piece of merchandise, just the same as is sold every day at the regular price.

This sale was developed by the United Drug Co. as an advertising plan. Rather than spend large sums of money in other ways to convince you of the merit of these goods, they are spending it on this sale in permitting us to sell you a full size package of high standard merchandise for 1 cent. It costs money to get new customers, but the sacrifice in profit is justified, knowing the goods will please you.

SUNDRIES and BRUSHES

25c Quality Tooth Brushes

An assortment of styles and sizes that will satisfy the requirements of your family.

2 for 26c
YOU SAVE 24c

Hair Brush 2 for 76c
Hair Brush 2 for 1.51
Lather Brush 2 for 1.26
Adhesive Plaster, 1 in. x 1 yard 2 for 1.31
Adhesive Plaster, 1 in. x 5 yds. 2 for 41c
Quick-Acting Plaster 2 for 51c
Hair Nets—Graduated Meshes 2 for 76c
Jonteel Powder Puff 2 for 26c
Wash Cloths, fancy borders 2 for 21c

PURETEST HOUSEHOLD PRODUCTS

35c REXALL Milk of Magnesia

13 oz.

Smooth as cream. A good laxative for children and elderly people.

2 for 36c
YOU SAVE 34c



Boric Acid, 4 ozs. 2 for 21c
Cream Tartar, 3 ozs. 2 for 26c
Zinc Stearate 2 for 26c
Castor Oil, 3 ozs. 2 for 26c
Epsom Salts, 16 ozs. 2 for 26c

Other Household Remedies

Eyels 2 for 51c
Little Liver Pills 2 for 26c
Zinc Ointment, 1 oz. tube 2 for 21c
Carbolic Salve 2 for 26c
Hygienic Powder 2 for 51c
Gypsy Cream 2 for 41c
One-Minute Headache Powders 2 for 26c
Diuretic Pills 2 for 51c
Spring Tabs 2 for 26c
Syr. of Hypo, clear or cloudy 2 for 1.01
Effervescent Sod. Phos., 4 ozs. 2 for 51c
Twin-Tabs Laxative, 36's 2 for 26c

69c Puretest Aspirin Tablets

Bottle of 100

Prompt relief from pain. Will not depress the heart.

2 for 70c
YOU SAVE 68c

Also box of 12 Tablets 2 for 16c



Soda Mint Tablets 2 for 26c
Iv. Iodine with Applicator 2 for 26c
No. 6 Disinfectant, 16 ozs. 2 for 51c
Glycerin Suppos, adult 2 for 31c
Glycerin Suppos, infant 2 for 26c
Mineral Oil, Russian Type, full pint 2 for 1.01

59c Puretest Rubbing Alcohol

Full Pint

Used in hospitals, gymnasiums and training camps for bathing and rub-down.

2 for 60c
YOU SAVE 58c



RUBBER GOODS

\$1.00 Monogram Rubber Gloves

An excellent heavy glove for household use.

2 for \$1.01
YOU SAVE 99c



\$2.00 Maximum Fountain Syringe

Guaranteed for One Year

Molded in one piece

2 for \$2.01
YOU SAVE \$1.99

Also
\$2 MAXIMUM HOT WATER BOTTLE
2 for \$2.01



STATIONERY

50c Cascade Pound Paper

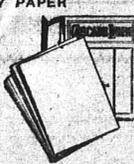
A QUALITY PAPER

At a Big Savings

2 for 51c
YOU SAVE 49c

Also 40c Cascade Envelopes to Match

2 for 41c



Guardsman Stationery 2 for 1.51
Arabesque Stationery 2 for 1.01
Pierre Stationery 2 for 76c
Lord Baltimore Stationery 2 for 51c
White and Tints 2 for 51c
Marsala Pound Paper 2 for 51c
Writing Tablets, Ruled or Plain 2 for 11c

\$1.00 Exotic Stationery

An up-to-date box of good writing paper.

2 for \$1.01
YOU SAVE 99c



PURE FOOD PRODUCTS

These Food Specials offered in connection with our One Cent Sale represent big savings and we quote them because of their value.

Ballardvale Strawberry Fruit in Sugar, 15 oz. 2 for 49c
Ballardvale Raspberry Fruit in sugar, 15 oz. 2 for 49c
Ballardvale Pineapple Fruit in Sugar, 15 oz. 2 for 49c
Ballardvale Grape Jam 2 for 49c
Ballardvale Grape Jelly, 10 oz. 2 for 36c
Ballardvale Red Currant Jelly, 10 ozs. 2 for 51c
Ballardvale Orange Marmalade, 15 oz. 2 for 49c
Ballardvale Salad Dressing, 3 ozs. 2 for 41c
Ballardvale Marshmallow Creme, 16 ozs. 2 for 36c
Ballardvale Chocolate Sauce, 12 ozs. 2 for 36c
Liggett's Fruit Cordial 2 for 26c

SAVE with SAFETY at your Rexall DRUGSTORE

Dolley Drug Co.

Torrance, California

El Prado & Sartori Ave. Phone 10