

BUY IN TORRANCE CASH PRIZE ESSAYS BOOST CITY AS GREAT SHOPPING CENTER

Build Torrance By Buying Here

Second Prize Winner, Dorothy Warren, 14, Argues Case Concisely

By DOROTHY WARREN, 14
Winner of \$15

Although it is not very large, Torrance is a very well organized city. But how long will it be that way if the Torrance shoppers do not patronize their own stores?

In order to make our town prosperous, we must keep our money circulating in this section. If it goes to Long Beach or Los Angeles, it does our community no good. Whereas, if it stays in our own section, it will be invested in real estate, city parks, street lights and other modern improvements. A very good slogan for Torrance shoppers to adopt is "Keep your money circulating in Torrance and watch Torrance grow."

It is much more convenient to "Shop in Torrance." There are no crowds or traffic jams to hinder and tire you. The stores are situated only a short distance from your home, and you know just where to locate the ones which suit both your taste and your pocket-book.

The more business transacted by our merchants, the more capital they have to invest in building up more modern establishments for our convenience. Therefore we should do our part in helping them build up their business.

Torrance stores take pride in giving very good service. The merchandise is the best, the prices are reasonable, and the clerks are courteous and eager to please their customers. With all these things right before us, why go further? In the future, "Keep your money circulating in Torrance and watch Torrance grow."

**FRATERNAL
Woman's Benefit Association
Torrance Review No. 37
Meets Second and Fourth Tuesday,
Caroline Stroh, President
Women's Clubhouse,
Empire Avenue
7:30 P. M.**

Save Time, Cash By Home Buying

Wilson Page, 16, Urges All to Buy Where They Are Known

By WILSON PAGE, 16
Winner of \$250

The business growth of a city depends largely upon the amount of trade that is carried on in that city. Every patriotic citizen is interested in the growth of his city and to promote this growth, he should patronize home merchants who in turn can better afford to help support the charitable, religious and civic organizations of that town.

The merchants of Torrance carry a fairly complete line of merchandise, but if the people will patronize them they can afford to greatly increase their stock and handle a better grade.

Another reason why people should shop in Torrance is that it saves time, gasoline and wear and tear on the automobile; or car fare if the electric car is used.

By trading in Torrance one meets friends and acquaintances and has an opportunity of meeting new people and making new friends which is one of the greatest possessions a person can have. By patronizing Torrance merchants, we show loyalty and appreciation for their efforts to serve us.

By shopping in Torrance your neighbors and friends will soon get the habit also if you will tell them you have been able to find what you wanted at a price which is as low or lower than you would have to pay in the larger cities.

To increase the prosperity of the Torrance merchants would cause other merchants to open up new establishments and create a keen competition which is the greatest asset to the business of a town.

Torrance needs home patriotism. The school children have it—how about you?

SAVE MONEY, GET REAL SERVICE, BE LOYAL TO TORRANCE ASSERTS RICHARD P. SINCLAIR IN FIRST PRIZE WINNER

By RICHARD P. SINCLAIR, 17
Winner of \$25 Prize

Go to any large city near Torrance, any day except Sunday, and you will find the streets thronged with out-of-town shoppers, foot-weary, brain-fagged, forever seeking "bargains."

Torrance people are beginning to ask, "Does it pay? Is it worth the few cents saved? Is it possible to do better right here in our own town?"

If you would stop and consider, Mr. Torrance Citizen, how you will profit if you trade in Torrance, how it would help your friends, you would not travel to a hot, crowded city to shop.

Why should Torrance shoppers buy in Torrance? For an economic reason. In Torrance, you will

find nationally-advertised goods, articles which beyond a doubt, are the best. These goods are uniformly priced throughout America. Why should you go out of town and buy them for the same price?

For courtesy's sake. In a town of this size, merchants you know personally, whereas in a large city, you are merely "one of the crowd." Here, you will be treated as an individual friend.

For patriotic reasons. The money you spend in Torrance stays in Torrance. The merchants from whom you buy goods contribute to the various charitable, religious, and civic organizations of this city.

If you shop in Torrance, you will save money, time, and labor for yourself, and you will be doing your part in building up the commercial life of this city.

Buy Here to Aid Civic Movements

By LETA WEST, 15
Winner of \$250

The following are eight reasons why we, Torrance shoppers, should shop in Torrance.

1. Torrance supports us, therefore we should support Torrance by shopping at home.

2. Our merchants are the builders of our city. Shop here that our city may grow rapidly.

3. If it were not for our merchants we should have no city. Support them by shopping at home.

4. Busy merchants and crowded streets will induce outsiders to establish their homes and industries here, thus helping Torrance to grow. Do your part and shop at home.

5. Our merchants offer real bargains. Take advantage of this that they may continue offering bargains just as good as in the large cities. Torrance is the place to shop.

6. It is cheaper to shop at home, you save time and travel fare; stay in Torrance.

7. It is safer to buy at home. Traffic in the cities, especially at this time of the year, is very dangerous. Shopping at home will preserve health and life.

8. The business men help support the various churches and clubs; their members should in turn shop in Torrance to show their appreciation.

Money That's Spent in Torrance Stays in Torrance, Says Girl

By ETHEL WARD, 15
Winner of \$250

If each citizen would stop and work out the problem of "Why Torrance Shoppers Should Buy in Torrance"—he would find that the merchants invest their capital here; that their taxes go for the support of schools and municipal improvements; that they have to study market conditions to plan for the coming season in order to be able to supply their patrons with the best merchandise for their money, same as they could purchase elsewhere and feel that they are giving dollar for dollar value.

Through the Lions, Kiwanis, and Rotary Clubs, merchants donate to answer any civic help the city of Torrance or its residents need.

They take pride in both their home and store buildings; and put up beautiful buildings which are a credit to the city. Their display windows are always attractive, on their shelves they carry latest merchandise of all kinds, so why shouldn't the citizens of Torrance take as much interest in their merchants as merchants do in them and buy at "Home."

By buying at home, you have the advantage of merchants knowing you personally, and are given individual attention. Also, you do not have crowds to contend with or trying to do shopping in a few hours that you could or should spend several days for. The carfare must be given consideration, also.

Our merchants have special goods for holiday shopping from father to baby, Grandma and all—"Look Them Over"—then be a Torrance booster and buy at home. "Why not?"

Essay Contest Prize Winners Tell Why to Buy in Torrance

Judges in the Chamber of Commerce \$250 cash essay contest had a difficult time selecting winners. Winners of two-dollar prizes were not graded. Many of these essays had real merit, according to the judges. A number of them follow. More are published elsewhere in this issue. Still more will be published from time to time. Each of the following won a two-dollar prize:

Look in Torrance First, Says Girl

By LOMA KIZER, 16

Did you ever stop to think that a large percentage of our supposed-loyal "Torrance" do their shopping in the larger cities, and never stop to see what we have at home? Perhaps you do so yourself. Why? In Torrance we have clothing stores, hardware stores, furniture stores, stationery stores, and many other stores, which have choice stocks the year round.

When the holiday season comes, many board the trolley cars for the city. Why not save the transportation money and avoid the rush of a large city? Shop in Torrance where you stand just as good a chance to buy first rate merchandise.

We expect our Torrance merchants to support our home activities, such as the Rotary Club, the Kiwanis Club, the Lions Club, and most of them do. They help support our schools and churches and other institutions for the betterment of our community. Why? Because this is their home. Isn't this city your home? Then help support it. Buy from the merchants in your own home town.

In our Torrance shops we have the latest styles for each season and everything is of the best quality. Their display windows are always attractively arranged.

When doing your shopping, see what your own stores have first. Don't abandon them without even giving them the benefit of the doubt.

Shop Here, Avoid Jostling Crowds

By DOROTHY STEVENSON, 15

Christmas is drawing near and every one is thinking about buying gifts. Torrance is a good place to purchase them. In fact, you couldn't buy any nicer things anywhere than you can in Torrance.

When you go to the city shopping your feet are stepped on, and people poke their elbows into your sides, and by the time you arrive home, you are completely exhausted.

When you go down town here it is quiet and you can walk into a store and buy whatever you want and come out alive.

The people who live in Torrance should patronize the merchants and buy most everything here. That is the way the merchants make their living and we, the people of Torrance, should support them.

Prices in Torrance Compare Favorably

By GEORGE LANCASTER, 13

At this time of the year we all begin to think seriously about our Christmas shopping, and there are a number of reasons why we should do our buying in Torrance.

In the first place the epidemic of influenza at the present time makes the crowded stores in the large cities very unsafe.

The Torrance merchants sell their goods at as low a price as we can find elsewhere and they carry the best quality, so that we save time and money in purchasing here. A visit through our stores convinces one that the selection of goods is as large and as attractive as in many of the larger stores.

The main reason, however, for shopping in Torrance is that we should support our local merchants. They are all helping in the up-building of the town and in helping them we are helping ourselves and our city of Torrance.

Help Business Which Aids You

Vision Buidled City, Says Boy

John Young, 5th Prize Winner, Cites Loyalty as Basis of Growth

By JOHN YOUNG, 15
Winner of \$5.00

Seventeen years ago Torrance was a bean field. There was nothing here but jack rabbits and beans. Today, with a population of 6,700, a payroll of more than one million dollars a month, huge in the business section, it is easily seen that Torrance has taken gigantic strides since 1911, when it was first laid out. This remarkable progress is largely due to our own citizens who loyally patronize Torrance merchants.

Our merchants sponsor all clubs and organizations which are for the betterment and growth of Torrance. The business men are asked to support all school activities and aid in charity work. Torrance shoppers must therefore buy in Torrance to insure the future progress of our city.

It is cheaper to buy in Torrance. If carfare, time, and exchange of articles are taken into account, our merchants offer the same goods for less money.

A small fruit stand opened business on Carson street, housed in a shack. It was well patronized and very shortly a beautiful brick building was erected, thereby increasing the value of the land around it. More business makes better stores—bigger buildings—which in turn raise the value of your property.

Our city, laid out by a genius, with the best schools in California, the best climate in the world—let us make it even greater by loyally shopping in Torrance.

Alan Renn, Third Prize Winner, Stresses Choice Available in Torrance

By ALAN RENN, 16
Winner of \$10.00

People who live in Torrance should shop in Torrance. First, shopping conditions are very good. Second, there is no money wasted on transportation, and third, money made here should be spent here.

Shopping conditions are excellent in Torrance. In fact, there is a very complete line of stock, and all of your needs can be satisfied, if you would only take time to investigate. There are at least two stores each that handle shoes, drugs, jewelry, toys, gifts, sporting goods, stationery, dry goods, clothes, radios, electric goods, groceries, and meats. In many cases there are more. Torrance also has two large, modern banks.

The cost of a trip to Long Beach or Los Angeles is considerably more than the usual savings of shopping there. If you go on the street car the fare is fifty cents or more. If you drive, the least expenses would be two and a half cents per mile, besides twenty-five cents for parking and the cost of eating out.

Money earned in Torrance should be spent in Torrance, and it will circulate around the town. But if you spend your money elsewhere, it is not probable that it will ever get back, and the town's progress is thus checked.

It is your duty to help your town, for it is one to be proud of. You can do this by shopping here. For a Business Helps a Town, and a Town Helps a Business.

The children took pains to study shopping conditions in Torrance. Their conclusions are significant.

GIVE HER

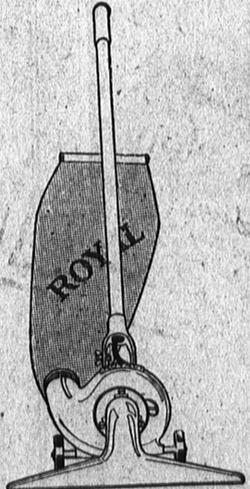
Royal

For
Christmas

And She'll Enjoy It
Every Day

ROYAL

Is the Swiftest Complete
Home Cleaner



ROYAL

Has More Uses Gives Most Happiness
Saves Time Brings

AND YOU GET A BEAUTIFUL TREELIGHTER AND HOLDER WHICH REGULARLY SELLS FOR \$6.00 FREE WITH EVERY ROYAL AS LONG AS THEY LAST. A SMALL DEPOSIT SECURES YOUR ROYAL AND TREELIGHTER.

Torrance Electric Shop

1419 MARCELINA AVE.
Telephone 567

**You Will Be
Glad
You Did!**

THE
First National Bank
OF
TORRANCE

"PRIZE WINNERS"



**THE NEW
ZEROLENE**
the modern oil
A STANDARD OIL PRODUCT



Christmas Savings Club

Pay to the order of Mrs. Ernest Sawyer
as his Gift Buying Budget for Christmas 1929.

Christmas Savings Club