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Essay Contest Winners Tell Why to Buy in Torrance

Converts "Peggy" to Home Shopper

By MARGARET FLOYD, 11
 I was talking to my friend Peggy the other day, and we got on the subject of shopping. I asked her where she did her shopping, and she said, "Oh, here, there and everywhere. We usually drive over to the different towns and shop." Then she said, "Where do you shop?" I said, "The largest part of our shopping is done right here

in Torrance." My parents believe that if a place is good enough to live in, it's good enough to buy in. The only time they shop out of town is when the Torrance stores haven't what they want, and that is seldom.
 "They believe that if everybody that lives in Torrance shops in Torrance, it will make better stores, better competition, and will induce more business places to come here and enlarge the business district."
 "Another thing, every time a new business house opens in Torrance it brings employment for more people. These employees live in the town they are employed in, and this calls for more homes in Torrance. The more homes and business places we have in Torrance, the larger our town has to keep up our schools, libraries and other things that are for the betterment of our citizens.



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More Business in City; Bigger Town

By VIRGINIA MIKELSON, 13
 Torrance shoppers should shop in Torrance to help the merchants and to help Torrance grow. The shoppers should buy here because they live here also because the stores were built for the benefit of the people.

It is more economical to trade in Torrance because it saves time, carfare, and money spent for gas. By patronizing the home town merchants they are able to get along better in business and in this way they can enlarge their stores and buy a larger stock.
 Good looking stores help a town to look prosperous and people like to live in a prosperous looking town.
 Torrance stores sell a nice line of goods at reasonable prices. Torrance is growing rapidly and has a bright future. Probably there is no small town in California that has the future Torrance has.

Earn Money Here, Spend Money Here

By GRACE DENNY
 The reasons why the people of Torrance should patronize the merchants of this beautiful little city are many. The following are some of the most important.
 Home patronage keeps to a large extent the money earned by the people of this community at home, where it can be used in building up our city.

Secondly, the merchants have expended many thousands of dollars in business real estate, attractive store buildings and adequate stocks of goods to meet the people's needs. Also the merchant is naturally desirous of selling you honest merchandise, as in order for him to be successful, he must hold your patronage. And this can only be done by "fair dealing."
 On the other hand the merchant of the large cities does not have the personal interest in his patrons, as does the merchant of the small city, for the reason that a large percentage of his trade is composed of people from other towns, many of whom may not come to his store again for months, or possibly a year.

Consequently many misrepresentations of merchandise are made merely to draw a floating trade. And the buyer, of course, is the one who suffers by not receiving value for his money.
 The merchants of Torrance are also your neighbors. Patronizing them will be of mutual benefit both to yourself and them.
 Remember, no community can be greater than its supporters.

Christmas Buying in Torrance Urged

By EARL TAVAN
 It is nearly Christmas again and the question arises, "Where shall I do my shopping?" In the last few years Torrance has advanced so rapidly that few people realize that Torrance offers all the facilities for shopping that larger surburban towns offer.

If you want to give your wife an automobile, Torrance has agencies for all of the best known makes of cars. Then of course, there are gifts that have to be bought for the men. Torrance can boast of four stores that cater exclusively to men. These stores carry clothes that are considered the latest in men's wearing apparel. Women are represented in the clothing line with several stores carrying a complete line of women's furnishings. Children, of course, are the key-note of Christmas and it is really surprising what Torrance has to offer in the line of toys. There are sport stores that have mechanical toys, such as, bicycles, tricycles, kiddy-cars, and hosts of others.
 For the girls we find dolls, sets of dishes, and other things that are so well-liked by the young ladies.
 These I have mentioned are, of course, only a few suggestions. Torrance offers such a myriad of articles that it would be impossible to set them all down in this short space. I'll warrant that nine times out of ten you have gone from five to twenty miles for the same article you could have bought in Torrance, and save ourselves time, trouble and money. BUY IN TORRANCE.

Loves Home Town, So He Boosts It

By GORDON NELSON
 Our home town and community is a large family, dependent individually on one another.
 Profits made on merchandise bought from Torrance merchants help build my home town; this home town, to me is the best place on earth, because it is my home town; all my interests are here, and as I help our Torrance merchants prosper by giving them my patronage, so will I prosper, because I will then live in a prosperous city.
 The merchants of Torrance subscribe to our churches, schools, clubs and social affairs; patronize our entertainments and games, rejoice with me in my successes, and sympathize with me in my adversities, pay no taxes to support my school and home town, thereby making it possible for me to live in ideal surroundings and take advantage of the best educational facilities.
 The above reasons are more than ample to justify me in carrying on the title of this essay rather than swelling the bank account of some neighboring town merchant who has no personal interest in me, my town or its problems, pays no taxes here, contributes nothing to our business or social life in Torrance—his chief interest is his own comfort—he will greet you with a commercial smile in order that he might fatten his own purse and thus improve some other community, with Torrance money.
 Also, lest we forget: We'd better buy in Torrance for in Torrance we buy better.

Torrance Stores Carry Big Stocks

By HELEN SMITH, 11
 Torrance shoppers should buy in Torrance because it is their city, and the merchants need their support. Torrance merchants carry a large stock of fresh, and up-to-date merchandise from which to choose.
 Torrance is a young, but fast growing city, and it needs your help to make it prosperous. Men who establish their business here expect to make their homes here. Therefore, by patronizing our home merchants we not only help them but we add to the permanent residents of our city.

Shop in Torrance Save Fare on Car

By LAURA MAY HYDE, 8
 If all the shoppers that live in Torrance would buy in Torrance it would save carfare, waiting for cars, and the hour going and coming, also the walk of two or three blocks to the stores.
 If the shoppers would buy in Torrance, Torrance merchants can give them the very same things for the very same price and also enable the merchants to carry still larger and better stocks than they have.
 It will help Torrance to become a larger and better place to live.
 Torrance shoppers should remember how good the merchants are to give to charity and help P. T. A. on the day and to buy tickets for school plays. And also to give to the churches and other civic organizations of this city.
 Your own town people are interested in you and want to please you and if they carry the goods that bring the most value to you for your money.

Lots of Gifts in Torrance Stores

By GLADYS ADAMSON, 17
 "Trading at home" is the keynote to a prosperous community. If Torrance people would buy in Torrance, it would mean bigger stores would be built and citizens could work at their home towns. Boys and girls could work in the stores and gain a better business education and a good view of business life that could not be attained otherwise.
 Many people seem to think that by going to neighboring cities they can get their merchandise cheaper. This may be so, but after figuring other expenses, it comes to almost the same as if they would patronize their home town, Torrance.
 Christmas is coming. Where shall we shop? Shop in Torrance. Torrance has many kinds of stores where useful gifts and attractive cards may be purchased. We have honest and dependable merchants which make it profitable to buy from them.
 The merchant is not the only person to receive the benefit if we shop at home. If we have many stores, with everyone trading at home, more people will buy and make their homes here. With more people buying property, won't the value of your property increase? Yes. How could it be otherwise?
 When you trade in Torrance you are helping yourself, as well as the merchant. The merchant then builds for himself and also for the community.
 Torrance shoppers buy in Torrance, help to build up your community, give boys and girls work in your town, and the town will become a city.

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Here's a Guide to Christmas Happiness

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 GIFTS—MANY OF THEM WILL COME FROM HERE—THE BEACON DRUG CO. WHERE AN INTEREST HAS BEEN SHOWN AND CARE TAKEN IN THE SELECTION OF FINE PRESENTS TO GIVE TO LOVED ONES THIS YEAR.
 A FEW SUGGESTIONS ARE GIVEN YOU BELOW. IT SHOULD NOT BE DIFFICULT FOR YOU TO FIND WHAT YOU WANT AS GENUINE AND ACCEPTABLE GIFTS.

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