

I. H. HAWKINS COMPANY  
**41st** **I. H. Hawkins** **41st**  
 Birthday Sale **Torrance** Birthday Sale  
 1319 Sartori Avenue

41st

Below  
 Is  
 Listed  
 41  
 Reasons  
 Why  
 You  
 Should  
 Attend  
 This  
 Birthday  
 Sale



You  
 Will  
 Find  
 Besides  
 Hundreds  
 of  
 Other  
 Birthday  
 Bargains  
 at  
 the  
 Store

Friday & Saturday, March 15th & 16th

**One Lot YARD GOODS**  
 Including the Better Grade Prints, Plain and Fancy Rayons, Etc.  
 Per Yard ..... **41c**  
**Men's Work Shirts**  
 Good quality. Reg. 79c value.  
 A snap ..... **41c**  
**16x30 Linen Towels**  
 Guest size. A real buy, 2 for ..... **41c**  
 42 x 36  
**Good Quality Pillow Cases**  
 Two for ..... **41c**  
**Men's Tennis Shoes**  
 And one lot of rubbers, each foot **41c**  
 Total Price per pair, 82c  
**Women's & Children's Athletic Undergarments**  
 Values to \$1.00  
 Two garments ..... **41c**  
 Large size, good quality  
**Colored Border Bath Towels**  
 2 for ..... **41c**  
**Good Quality Prints**  
 Regular 30c a yard. 2 yards ..... **41c**  
**Men's Good Quality Khaki Pants**  
 Each leg ..... **41c**  
 Seats Free—Total Price, 82c  
**Women's Knit Ribbed Union Suits**  
 Values to 98c ..... **41c**  
**Ladies' Rayon Underwear**  
 Including Vests, Bloomers, Step-Ins, etc. Regular \$1.00 values ..... **41c**  
**Ladies' Silk and Silk Fibre Hose**  
 Each ..... **41c**  
 Total price, per pr., 82c  
**Children's Coats**  
 In small sizes. Reg. \$3.95 ..... **\$2.41**  
**Men's Garters**  
 A regular 29c value. 2 pairs ..... **41c**

**One Lot YARD GOODS**  
 Including Gingham, Prints, Curtain Goods, Etc.  
 3 Yards for ..... **41c**  
**Women's Bloomers**  
 In plain and fancy crepes, sateen, etc. Values to 75c. A garment ..... **41c**  
**Boudoir Pillows**  
 Assorted shapes. Filled with "Kapok," plain and cretonne covered. Each ..... **41c**  
**Children's Ribbed Hose**  
 "Buster Brown" Reg. 50c value  
 3 pairs ..... **41c**  
 36 in. Medium Grade  
**Unbleached Muslin**  
 Four yards for ..... **41c**  
**J. and P. Coats Sewing Thread**  
 One dozen spools ..... **41c**  
**Men's Fine Quality Work Socks**  
 Regular 15c value. 4 pairs ..... **41c**  
**One lot Infants' and Children's Shoes**  
 Per pair ..... **41c**  
 36-inch Heavy Quality  
**Unbleached Muslin**  
 Four yards for ..... **41c**  
**81x99 Pequot Sheets**  
 Each ..... **\$1.41**  
**Men's Cotton Ribbed Union Suits**  
 Each ..... **41c**  
 Leg ..... **41c**  
 Balance Free—Total Price of Suit, 82c  
**Men's Leather Palm, Canvas Back Knit Wrists Gloves**  
 Reg. 25c and 29c values. 2 pair ..... **41c**  
**One Lot Infants' and Children's Shoes**  
 Each (toe) ..... **41c**  
 Total price, per pr., 82c

**One Lot YARD GOODS**  
 Including Prints, Batistes, Voiles, Etc.  
 2 Yards for ..... **41c**  
**Men's Athletic Union Suits**  
 Values to 79c. A garment ..... **41c**  
**Men's Hi-Quality Suspenders**  
 Good fresh stock. A pair ..... **41c**  
**Misses' and Children's Cotton Ribbed Vests**  
 Reg. 25c value. 4 for ..... **41c**  
**54x54 Rayon Table Spreads**  
 "Betty Bates," in beautiful colors and brocaded designs. Each ..... **\$3.41**  
**Men's Wool Boot Socks**  
 Fancy colored tops. While they last, pair ..... **41c**  
**Men's Dress Shirts**  
 A good variety of patterns and sizes. Only ..... **\$1.41**  
**Ladies' Rayon Silk and Fibre Silk Hose**  
 A pair ..... **41c**  
**Ladies' Princess Slippers**  
 Assorted colors. Each ..... **41c**  
**Men's Handkerchiefs**  
 Including white, colored borders and bandanas. 8 for ..... **41c**  
**Men's Fancy Dress Socks**  
 A large assortment of patterns to choose from. A pair ..... **41c**  
**Ladies' Boudoir Slippers**  
 A good assortment of sizes. A pair ..... **41c**  
**72x90 2-pound Comfort Size Cotton Batts**  
 Each ..... **41c**  
**Men's Neckwear**  
 Including four-in-hand and bow ties. Each ..... **41c**

### Survey of Auto Shows Convinces Manufacturer That New Cars Are Best in History of Industry

No one attending the recent automobile shows could escape the conviction that the motor cars now being offered to the public are by long odds the finest motor cars ever built. No matter from what angle they are viewed—appearance,



C. W. Churchill, general sales manager of Buick Motor Co., says recent auto shows reveal greatest dollar value in history of industry.

those of any other year since the industry's inception. All this is probably only natural, for never has greater attention been focused by manufacturers on the one objective of making motor cars better. The manufacturer has no choice in the matter, for the public has learned to judge automobile values accurately, and the demand for real value in return for the public's dollar can not be disregarded.

And progress in greater values was evident on all sides, at the shows. Progress in motor car appearance—in engineering design—and in every other phase of motor car value. A fact which we have long recognized at Buick, and which has guided the whole process of designing and building our cars, is that more change does not necessarily represent progress. Because this is true, we have adhered consistently to definite principles of chassis design and the valve-in-head principle of engine design, which Buick not only pioneered but developed over 25 years, and to numerous other features long associated with Buick cars.

The tendency to seek the real facts bearing on every situation will be found pervading the industry today. It has spurred the development of such facilities as the famous General Motors Proving Ground, which introduced a new and—at the time of its establishment—higher appreciation of the lengths to which manufacturers should go in preparation of their product. It has accounted very largely for the tremendously increased dollar-value represented by the cars at this year's show as



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### How to Play BRIDGE Series 1928-29 by Wynne Ferguson

Author of "PRACTICAL AUCTION BRIDGE"

ARTICLE No. 14  
 Deductive bids are interesting and difficult, but every good player should be on the alert for such opportunities and take advantage of them. Here is a hand that shows the necessity for being on the alert:

Y : A Y B :  
 Z :  
 Hearts—K, Q, 8, 3  
 Clubs—Q, 10  
 Diamonds—Q, 10, 9, 7, 5, 3  
 Spades—none

No score, rubber game. Z dealt and passed. A bid one spade, Y passed and B bid two clubs. Z now bid two diamonds, A bid two spades. Y bid three diamonds and B passed. What should Z do? Should he try for game at diamonds or should he bid three hearts and try for game in that suit?  
 Game at diamonds looks hopeless because Y Z would lose three, probably four tricks. On the other hand, it takes one less trick for game at hearts than at diamonds; therefore game might easily be possible at hearts and not at diamonds. Also if Z does bid three hearts and is doubled, he can very easily bid four diamonds. In other words, a three heart bid offers a better chance for game than diamonds and without any great danger.

After analyzing these facts, Z bid three hearts. A bid three spades, Y bid four hearts and all passed. In the actual play of this hand Y Z just made four hearts and thereby scored a game and rubber not possible at diamonds, at which bid they would also have scored four odd. Y's hand was as follows:

Answer to Problem No. 16  
 Hearts—Q, 8, 7, 5  
 Clubs—A, K, Q  
 Diamonds—4  
 Spades—none  
 Hearts—K, 6, 4, 2  
 Clubs—none  
 Diamonds—J, 10  
 Spades—9, 8  
 Hearts—A, 10, 9  
 Clubs—8, 5  
 Diamonds—6  
 Spades—K, 5

There are no trumps and Z is in the lead. How can Y Z win six of the eight tricks against any defense?  
 Solution: Z should lead a club, winning the trick in Y's hand with the queen. On this trick A should discard the deuce of hearts. Y should now lead the ace and king of clubs. B follows suit and Z is forced to make one discard, the nine of hearts. A must make two discards. One of these should be the four of hearts and the other must be the ten of diamonds. He cannot discard a spade or another heart or Y Z's spades and hearts will be good. At the fourth trick, Y should lead the four of diamonds, forcing A in the lead with the jack. A cannot lead a heart or Y Z can win two heart tricks. A is forced, therefore, to lead a spade. Z wins this trick with the king and returns the five of spades, again forcing A in the lead. A now has left only the king and six of hearts, so no matter how he leads them, Y Z must win the balance of the tricks.

This problem is an easy one but comes up so frequently that you should thoroughly understand the principle of throwing the lead. Many a game and rubber is won by that method so be on the lookout for similar opportunities.  
 The following hand was given as a test of your ability to bid hands at Contract, so as to arrive at a slam bid if possible:  
 Answer to Problem No. 17  
 Hearts—Q, 6, 2

Hearts—A, 6, 4, 2  
 Clubs—A, 8, 4  
 Spades—A, 7, 6, 5, 2  
 Be on the lookout for hands of this type and don't hesitate to take a chance, even with a four-card suit, if the bid betters your chance for game and offers no great danger of a heavy penalty.

Should you bid the longer of two suits, irrespective of their suit value, each a justifiable original bid, or should you bid the suit of higher value first, even though it be the shorter suit? That question still bothers many players and is the subject of much argument. For example, consider the following hand:  
 Hearts—A, J, 10, 9  
 Clubs—K, 10, 9, 5, 3  
 Diamonds—Q, 9, 5  
 Spades—none

No score, rubber game. What should the dealer bid? The proper bid is one club. Then if overbid, show the diamonds, and partner has an accurate picture of your hand. He knows that you have a five-card club suit and a four-card diamond suit; otherwise, had the suits been of equal length, you would have preferred diamonds to clubs. On the other hand, if you first bid diamonds and then bid the clubs, your partner has no way of determining which suit you prefer. All he can do is guess. As guesses are more often wrong than right, it is much safer to tell partner at once which suit you prefer for trumps by always bidding your longest suit on the first round.  
 Here is an end play that was given as a problem in the preceding article:

Hearts—J, 3  
 Clubs—10, 9, 3, 2  
 Diamonds—5  
 Spades—3  
 Hearts—A, K, 5  
 Clubs—A, Q, 10  
 Diamonds—K, 10, 8, 7, 5  
 Spades—K, 7  
 Clubs—J, 7, 5  
 Diamonds—A, Q  
 Spades—A, Q, 9, 8, 2  
 A Y B :  
 Z :

No score, rubber game. Z bid one diamond, A passed, Y bid one spade and B passed. Z now bid two no trumps, A passed, Y bid three no trumps and B passed. How should Z and Y bid their hands from now on so that they can arrive at a little slam by sound bidding?  
 Solution: Z should now bid four hearts, to show his partner that he can take care of the first round of hearts, at least. A will pass and Y should now bid five diamonds to show his partner that he holds the top diamonds. If B passes, Z is now in the happy position of being able to bid six clubs, to show the club trick, and when A passes, Y should bid six no trumps. Y Z can easily make this bid; in fact a grand slam if A opens clubs. When playing Contract and you hold such a big hand, be on the alert for slam possibilities and don't stop bidding, when you can give valuable information by doing so, until you have bid for the slam or are sure that it cannot be made.

compared with those of, say, five years ago—an increase really amazing. There is, in many directions, evidence of continued effort toward performance—an item of value which we have always considered paramount, particularly when interpreted to include endurance. The fact that sixes, as evidenced by volume, very nearly monopolize the industry today contains within itself full justification for the assertion that motor car values for 1929 will be far and away greater than ever before, and that six cylinder cars will lead in greater volume than ever before and the recently-noted attention to the comfort of driver and passengers has obviously been continued in preparation of virtually all the new cars.

Speaking in the light of careful observations at the shows—as well as with intimate knowledge of the advances embodied in every element of our own 1929 cars' value, it is possible to predict for the coming 12 months an era of unprecedented acceptance of motor cars—a period during which their usefulness will attain new peaks, and the service they render become more indispensable than ever.



Picture shows President-elect Herbert Hoover riding in a Lincoln touring car specially equipped with General Dual-Balloon "8" tires during Mr. Hoover's recent tour of Miami and other Southern Florida cities.

DOUBLE S & H STAMPS EVERY WEDNESDAY

## \$30,000 in Cash Awards

For Pictures Anyone Can Take

Get Prize Entry Blanks Here

Enter As Many Pictures As You Wish

**SPECIAL**  
 No. 2A HAWK-EYE EASTMAN KODAK, worth **\$1 69**  
 \$3.25 and 2 Films, 6's, worth 60c—All for

**BEACON DRUG CO.**  
 Agent for OWL DRUG CO. PRODUCTS at Owl Prices  
 Supreme Fountain Service  
 1519 Cabrillo Ave., Torrance

THE MORRIS

# Grand Opening Announcement

## Saturday, March 16

### 9 A. M. to 9 P. M.

INTRODUCING TO THE PEOPLE OF TORRANCE AND VICINITY A STORE COMPLETE WITH

**XTRA Free! Free!**  
 With every Child's Dress sold during opening week we will give a pair of socks to match.

**Ready-to-Wear Underwear Hosiery Yard Goods Etc.**

**XTRA Ladies' Silk Dresses**  
 Regular \$10 dresses, during opening week. **\$5.75**

SHOWING THE SEASON'S NEWEST STYLES AND PATTERNS IN SUCH MERCHANDISE AT A VERY LOW COST TO YOU.

# The Morris

YARDAGE AND READY-TO WEAR—HOSIERY AND UNDERWEAR  
 "Exclusive—But Not Expensive"

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