

BOWLING



ANNOUNCING
THE OPENING

Saturday, Oct. 5

OF THE
New and Attractive
Bowling Alleys

AT
1953 CARSON STREET

Special Opening Day
Features

AMBASSADORS
ORCHESTRA
6 to 8 P. M.

PRIZES
In Gold Coin for
High Score Bowling

American Recreation Center

1953 Carson St.

LEWIS & CORBIN, Props.

Torrance

CONSOLIDATION

OF

BAXTER & COLLINS

1618 CRAVENS AVENUE
TORRANCE

—with the—

WYNNNS

TIRE & RUBBER CO.
INC.

BRINGS AMERICA'S FINEST
TIRE AND AUTOMOTIVE
SERVICE TO THIS COMMUNITY

Largest Distributors In U. S. For

Firestone

GUM-DIPPED TIRES

THE TIRES THAT HOLD ALL WORLD RECORDS

How Much Do Boys and Girls in Torrance and Narbonne High Schools Spend a Year?

How much should a high school boy or girl spend for hats, shoes, hose, sportswear, leather goods, etc.? Questions answered in a high school survey conducted by Marc N. Goodnow, director of the bureau of field work of the department of journalism of the University of Southern California, to establish the buying power of the secondary school market, reveal that the average expenditure per year of high school students in Southern California for merchandise is about \$228.52, for boys and \$211.53 for girls. (See table below for Torrance High and Narbonne High.)

Itemized these totals resolve into the following average figures: Boys: hats, \$18.87; shoes \$34.85; hose, \$21.53; dresses (complete), \$92.23; skirts, \$8.69; blouses, \$4.05; underwear, \$17.66; coats, \$59.88; gloves, \$3.64; furs, \$4.25; sportswear, \$18.64; drygoods, \$5.03; jewelry, \$13.23; sports goods, \$4.41; musical instruments, \$6.29; toilet goods, \$10.64; stationery, \$5.22; fountain pens, \$3.11; haircuts and shampoos, \$11.62; candy, \$10.79; leather goods, \$8.89; total, \$386.54.

Boys: hats and caps, \$9.91; shoes, \$19.82; hose, \$7.09; garters, \$2.51; suits (complete), \$61.03; coats, \$27.77; overcoats, \$15.10; pants, \$15.21; shirts, \$11.01; sweaters, \$12.16; collars, \$3.08; ties, \$5.54; underwear, \$8.88; gloves, \$1.29; sportswear, \$8.78; jewelry, \$6.00; stationery, \$3.44; fountain pens, \$3.62; sports goods, \$12.61; musical instruments, \$14.47; candy, \$12.08; haircuts, shaves, etc., \$11.65; toilet goods, \$8.61; total, \$228.52.

Knowledge of the high school market was gleaned through a survey of 24 representative secondary schools.

The bureau of field work of the department of journalism of the University of Southern California is conducting a series of surveys on advertising, marketing, circulation, and editorial problems of daily and weekly publications.

The expenditures of boys and girls in Torrance High School and Narbonne High School in Lomita are given in the tables below.

	Boys' Division	
	Torrance	Narbonne
Hats and Caps	17.30	18.41
Shoes	4.92	8.00
Socks	.57	.18
Garters	14.00	45.00
Suits	3.00	.00
Overcoats	10.00	10.66
Pants	11.00	21.66
Shirts	12.30	12.33
Sweaters	8.00	14.68
Ties	3.80	2.58
Underwear	4.80	7.10
Gloves	1.20	.00
Sport Wear	5.60	8.11
Jewelry	3.10	7.06
Fountain Pens	1.00	1.00
Stationery	1.00	2.37
Sports Goods	11.20	5.75
Musical Instrmt.	16.00	.00
Candy	2.00	20.83
Hair-Cuts, Shaves	7.20	17.16
Toilet Articles	2.00	3.33
Total	\$178.50	\$211.53

Girls' Division	
Hats and Caps	\$ 9.40
Shoes	33.23
Hose	18.50
Dresses	68.50
Skirts	6.63
Waist Blouses	6.97
Underwear	16.50
Coats	56.23
Gloves	2.50

Are You From
Nebraska?
Then Read On.

A graphic picture of Autumn in the Great Middle West is given in a recent letter from George Shidder to his father, Dr. George P. Shidder. George left recently to enter college in his native state, and pens his impressions from the train. The letter follows:

"Dear Dad, Nebraska—poplars, cottonwoods, prairie—hills and there an unpainted farmhouse, people with that weather beaten but happy look on their faces. Just as in 'A Lantern in the Hand.' Now the rain is falling in the sunshine. Occasional gusts of wind beat against car windows as we stand at some little junction. Big drops splash, then bend to make room for more. The dry soil, at first, as it rapidly drinks in the precious moisture, shows no sign of deluge, then—(now) it changes to mud. In the distance—an even row of trees—some farmer's defense against the ruthless wind of the prairie. It looks fine to see alfalfa stacked and the corn shocked. Windmills—sweeping the sky! A strawstack—one side fallen from the neat manner in which it was formerly standing. Fowls and pigs issue from it's soft shelter. It's great! Love, George."

NEW YORK, WASHINGTON AND OREGON PICNICS

Former residents of New York, Washington and Oregon are all invited to join in a big jolly rally all day Saturday, October 12th out in Sycamore Grove Park.

Each state will have its own separate section and will open county registers, serve coffee, supply silk badges.

The program will open at two o'clock and will include music and oratory, community singing led by H. J. Brubaker.

EUROPEAN Dainties
Continental housewives have composed some of the most delicious recipes now being followed in this country. Here are two which you may not know of—but which you may wish to try again and again after once using:

CHICKEN A LA ITALY
1 1/2 c. cooked shredded chicken
3/4 c. cooked shredded ham
3/4 c. cooked spaghetti
1 small green pepper shredded.
1/2 red pimento.
3 tbs. butter.
2 c. cream
3 egg yolks.
1 tsp. salt.
1/2 tsp. paprika.
2 mushrooms chopped fine.
Simmer slowly green pepper, mushrooms and butter in a covered dish. Add ham, chicken and paprika, and cook together 2 or 3 minutes. Add spaghetti, pimento, cream and salt, boiling about 4 minutes. Mix yolks of eggs with 2 tablespoons of cream and stir into the mixture. Take off fire at once.

DEUTCHLAND SOUR BEEF
2 cups water.
1/2 cup lemon juice.
1/2 teaspoon salt.
1/4 teaspoon pepper.
1 large onion.
1 carrot.
2 pounds cheap cut of beef.
Cut onion in thin slices; cut carrot in strips; add water, lemon juice, salt and pepper, and pour over the beef, and leave over night. Drain meat; put in small agate pan; dredge meat with flour, and put in hot oven until flour is brown. Add one cup of the water in which meat was soaked, and in which meat was soaked, and cover closely. Bake slowly, and when half done, add vegetables, drained from water, and continue the cooking, adding more liquid, as needed. When tender, remove to serving dish, and thicken gravy, of which there should be one cup, with two tablespoons flour, mixed with two tablespoons cold liquid.

"The Magic Touch" is making the home at 2023 Arlington Ave., beautiful.—adv.

THE BEACON DRUG CO.



Your Druggist

NOW!

A GREAT CHAIN
OF 300 MODERN DRUG STORES

to Better Serve
the People of
Southern
California

Now, a great chain of 300 modern drug stores offer the people of Southern California a remarkable opportunity to profit by a wonderful new service.

Now, there is a "URE" Druggist (Your Druggist) in 300 locations in Los Angeles and other cities and towns; 300 complete drug stores organized and operated for you, dedicated to your service, your comfort, your health. "URE" Druggists are a unique, powerful, capable association operating under one merchandising policy for the express purpose of providing the public of Southern California with BETTER SERVICE AT LESS COST.

"URE" Drug Stores combine the purchasing power of a great organization with the advantage of personal service. "URE" Drug Stores are operated and supervised by individuals, so that they are not to be likened to the ordinary "chain store" system. "URE" Druggist is your neighbor, your friend, your confidant. He is an important factor in the prosperity and progress of your own home locality.

But, "URE" Druggist, through his co-operative buying methods is in a position to purchase merchandise at the most favorable cost concessions, giving you the assurance that you can buy quality merchandise at the lowest possible prices. The sign "URE" Druggist on the windows of a store is your guarantee of integrity, quality and economy. The trademark or official symbol of the organization was designed in the form of a shield because "URE" Druggist is pledged to be a shield and protector for you and your family. He is pledged to serve you efficiently, courteously, loyally and to give you the opportunity of making extraordinary savings on hundreds of articles of which you are in constant need.

Watch these advertisements every Thursday for many special values in drug store merchandise. Learn to patronize the drug store in your neighborhood that bears the attractive red shield ("URE" Druggist) on windows or doors. By so doing you will gain lasting benefits for yourself and contribute materially to the general welfare of your community.

The Beacon Drug Co.
1519 CABRILLO AVE. PHONE 180

IS



Look for this
Shield on Stores

Sign of Integrity,
Quality, Economy

IN TORRANCE, CALIF.