

## Torrance Merchants Hold Giant Bargain Festival to Celebrate the Opening of 5c-10c-15c Store

Friday and Saturday, May 11 and 12 Chosen  
to Offer Banner Bargains in Torrance

Bargains! Bargains! And more bargains!! This eight page Bargain Festival Section, celebrating the opening of the new F. W. Woolworth 5c-10c-15c Store in Torrance is the most compelling array of Super-Value Giving that any town in the Southbay district has ever offered the public.

Practically all merchants in Torrance numbering over 100 stores, have thrown aside their ideas of profit for Friday and Saturday, in a whole-hearted co-operative welcome to their new neighbor—the Woolworth's 5c-10c and 15c Store.

In this pink section, you will find much merchandise offered at COST—some will even be GIVEN AWAY, while other goods will be sold at figures FAR BELOW THE REGULAR PRICES. Torrance merchants are making the Woolworth Opening the incentive for a district-wide drive to prove to everyone in Torrance and vicinity, that there is REAL TRUTH in the Slogan, "BUY BETTER IN TORRANCE."

FRIDAY AND SATURDAY, MAY 11 and 12  
ARE THE BIG DAYS. COME EARLY!

### BUS FARES REFUNDED

TO OUT OF TOWN BUYERS!

Residents of Lomita, Waveria, Gardena, Davidson City, Keystone, Hammerton Tract, and all other districts in which this paper is distributed are invited to come by stage.

Buy a ROUND TRIP TICKET on any stage line coming to Torrance and ask for a "REFUND FARE COUPON,"—and any merchant in Torrance will gladly accept THE FULL AMOUNT OF YOUR ROUND TRIP FARE as cash on any purchases you make FRIDAY AND SATURDAY, May 11 and 12.

Be sure and ask the stage driver for your "Refund Coupon."

### First Woolworth Store Was a Failure; Store No. 1627 Opens in Torrance

Forty nine years ago F. W. Woolworth, working as a clerk in a general store at Watertown, N. Y., conceived the idea of a store selling nothing for more than 5 cents. He "sold" the idea to his employers and opened a five-cent store in Utica. It was a complete failure.

But young Woolworth did not give up. He realized the mistakes he had made, went back to his former employers and secured still more finances. Then he opened his second store, this time at Lancaster, Pa. It was a success from the opening.

Then Woolworth dreamed dreams of a vast chain of stores selling merchandise at limited prices. The story of the success of this idea—of this dream come true—is one of the romances of American business.

Friday the Woolworth organization will open American store No. 1627 in Torrance, California. Today in addition to this vast group of stores in this country great Woolworth chains are operating in Great Britain and in Germany.

Torrance today is hailing the opening of the Woolworth store here. Buyers welcome it for obvious reasons. Other merchants appreciate the value of its location here as a great step toward making Torrance more and more the shopping center of this entire district.

The Woolworth managers are picked men, selected for their ability to accept responsibility, their personality, their devotion to duty and their business judgment. W. E. Parker is manager of the Torrance store. Like all Woolworth managers he will make the interests of the city in which he manages a store his own interests.

## BEST WISHES!

THE UNDERSIGNED MERCHANTS AND PUBLIC-SPIRITED CITIZENS OF TORRANCE WISH TO EXTEND THEIR BEST WISHES TO THE F. W. WOOLWORTH COMPANY FOR THE SUCCESS OF THEIR SPLENDID NEW STORE IN TORRANCE. FRIENDLINESS HAS ALWAYS BEEN A CHARACTERISTIC OF THIS MODERN INDUSTRIAL CITY. TORRANCE WELCOMES NEW BUSINESS AND PARTICULARLY THE HIGH TYPE OF RETAIL ESTABLISHMENTS SUCH AS THE F. W. WOOLWORTH COMPANY OPERATE. WELCOME WOOLWORTH.

AUTOMATIC PRINTING CO.

TORRANCE BRANCH  
BANK OF ITALY  
NATIONAL TRUST & SAVINGS ASSN.

J. W. BARNES CO.

BEACON DRUG COMPANY

J. H. BUCKLER SHOE STORE

ROSS BARKDULL

CONSOLIDATED LUMBER CO.

DE BRA RADIO CO.

DOLLEY DRUG CO.

DOMINGUEZ LAND CORPORATION

EBY'S DOLLAR STORE

FESS MARKET & GROCERY

FIRST NATIONAL BANK

HAYNES LUMBER CO.

HOWARD'S JEWELRY

HUDDLESTON FURNITURE CO.

J. R. JENSEN, Attorney

KERN CREAMERY

FANNY C. KING, Real Estate

LA PLANTE CONFECTIONERY

LA PLANTE STUDIO

SAM LEVY

MARGARET CLEANERS

G. L. MORRIS, Real Estate

PAXMAN'S HARDWARE

PIGGLY WIGGLY

QUALITY MARKETS

RIPPLE FURNITURE CO.

ROCK BOTTOM MARKETS

RAPPAPORT'S

ED SCHWARTZ' STORE FOR MEN

BAKER SMITH

SUPREME MARKET

SANDY & SCOTTY MEN'S TOGGERY

THE SAMPLE STORE

TORRANCE BICYCLE & SPORTING GOODS

TORRANCE BAKERY

TORRANCE DEVELOPMENT CO.

TORRANCE HERALD

TORRANCE PHARMACY

TORRANCE THEATRE

S. S. WORRELL, The Hardware Man