



THROUGH PERSEVERANCE

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PERSEVERANCE WAS THE SECRET OF SUCCESS FOR COLUMBUS.
 PERSEVERANCE AS AN ACTIVE PART OF THEIR EVERYDAY LIFE, PRACTICED BY EACH CITIZEN OF THIS COMMUNITY WILL MAKE THIS COMMUNITY A SUCCESS.
 PERSEVERANCE TENDS FOR COMPETENT CONTROL OF LOCAL GOVERNMENT.
 PERSEVERANCE WILL AID IN BETTERING LOCAL CONDITIONS.
 PERSEVERANCE IN MEETING ALL OBLIGATIONS, FINANCIAL AND SOCIAL, WHICH BEING A CITIZEN OF THIS COMMUNITY ENTAILS, WILL PROVE AN INVALUABLE AID IN COMMUNITY GROWTH.
 PERSEVERANCE PRACTICALLY APPLIED, WILL MAKE THIS COMMUNITY A PLACE OF WHICH WE MAY WELL BE PROUD—LET'S BE PERSEVERANT!

Our interest in the welfare of this community prompts us to sponsor this message to the people of Torrance and vicinity.

Dr. R. A. Bingham
 Dentist
 1417 Marcelina Ave.

Paul & Murray
 Dodge Brothers Cars
 1420 Cabrillo Ave.

Dominguez Land Corp.
 Developers
 1510 Cravens Ave.

Dolley Drug Co.
 The Rexall Store
 El Prado and Sartori

Dr. R. F. Bishop
 Dentist
 1625 Cabrillo Ave.

Ed Tansey's Barber & Beauty Shop
 1621 Cabrillo Ave.

Kern Creamery, Inc.
 1336 Post Ave.

Earl's Cafe & Coffee Shop
 1623 Cabrillo Ave.

Dr. O. E. Fossum
 Dentist
 1311 Sartori Ave.

First National Bank
 of Torrance
 Sartori and Marcelina

Dr. C. L. Ingold
 Optometrist
 1409 Marcelina Ave.

Torrance Mutual Building & Loan Assn.
 Marcelina and Sartori Aves.

Torrance Motor Co.
 Chevrolet Cars
 Marcelina and Cravens Aves.

Torrance Development Co.
 Real Estate
 1261 Cabrillo Ave.

Drs. Lancaster & Shidler
 Physicians and Surgeons
 First National Bank Bldg.

Dr. Norman A. Leake
 Physical Therapy
 Cravens and Post Ave.

Meinzer's Pies
 Post and Sartori Aves.

Torrance Investment Co.
 Real Estate
 1501 Cabrillo Ave.

Tolson Transp. System, Inc.
 1230 Border Ave., Torrance Phone 53

Paxman's
 Hardware
 1219 El Prado

Schultz, Peckham & Schultz
 Authorized Dealers Ford Products
 1514 Cabrillo Ave.

D. Spurlin
 Spurlin Court
 800 Portola Ave.

Dr. A. P. Stevenson
 Physician and Surgeon
 1311 Sartori Ave.

Torrance Water, Light & Power Co.
 1213 Post Avenue