

**Only 16 Days
Until
Christmas!**

The
Torrance Herald

**Buy Better
In
Torrance!**

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TORRANCE HERALD, Torrance, California

THURSDAY, DECEMBER 5, 1935.

DO YOUR CHRISTMAS SHOPPING IN TORRANCE

DO YOU KNOW?

That every customer is of vital importance to every merchant and that the customer's displeasure is the merchant's loss?

That because of that he gives you greater values, better merchandise and more personal service than you can find ANYWHERE ELSE?

That he carefully makes exchanges and refunds without red tape and within walking distance of your home?

That you do NOT have to fight traffic and pay 50 cents to park in Torrance? That there is plenty of parking space and that it is all FREE?

That it does NOT cost 70 cents round-trip or even more than that by automobile to come to Torrance to shop?

That the sidewalks are NOT jammed with hurrying, inconsiderate shoppers but with your friends and neighbors who, like yourself, are making their Christmas purchases in ease and comfort?

That the salespeople are NOT too hardened and cold to give you that extra bit of personal service so essential in Christmas shopping?



**Friday and Saturday
DECEMBER 6 - 7
Greater Torrance Days!**

**Friday and Saturday, December 6-7
are**

GREATER TORRANCE DAYS!

DO YOU KNOW?

That there are 193 business establishments in Torrance whose owners and managers are aware of your individual problems and needs and are alert and eager to serve you?

That there are over \$2,000,000 invested in business properties . . . land, buildings, stocks, etc.?

That these businesses as a whole represent every division of a large department store except that in Torrance they are under many separate roofs?

That on "Greater Torrance Days" there will be over \$300,000 worth of new, desirable merchandise from which to make your Christmas purchases?

That the varieties of merchandise available to you includes everything from carpet tacks to silk lingerie to carpenters' tools to dog collars to ten-ton trucks?

That on many lines of merchandise there are available to you the same easy terms found any place in Los Angeles or Long Beach?

That these payments conveniently can be made right in Torrance without the hardship of travelling 20 or 30 miles if you make your purchases away from town?

That there will be savings to you of many thousands of dollars on "Greater Torrance Days"?



**Friday and Saturday
DECEMBER 6 - 7
Greater Torrance Days!**

The Merchants of This Community -- Your Community -- Are Co-Operating In A Gigantic Two Day, Pre-Christmas Sales Event That Brings You Tremendous Savings On Your Christmas Purchases. Merchandise -- New, Seasonable Merchandise -- Has Been Bought Especially For This Great Sale. Selections -- Sizes, Colors, Styles -- Are Large and Varied. Prices have been Thoroughly Checked With the Large Los Angeles Stores and Are Guaranteed As Low and Lower. Quality -- As Usual -- Has Not Been Sacrificed. In Short, Every Effort Has Been Made to Give the Greatest Christmas Values Ever Offered In This Area. And Behind This Sale Stands Your Merchant, Honest, Reliable, Sound. His Reputation Is Your Guarantee. He Is Your Friend and Neighbor. You Know Him. You Live With Him. So Climb Aboard the Bandwagon and Support This Sale. Pass the Word Around -- Tell Your Friends That They, As Well As You, May Share In These Unprecedented Values!!!!

Shop In Torrance on Friday and Saturday, December 6-7
Avoid the Stampeding Throngs in Metropolitan Stores . . . Shop With Comfort