

BUSINESS DIRECTORY



You'll Find It Profitable...

to patronize the business firms whose ads are found below! They have a variety of services and merchandise to sell at appealing low prices and in the Business Directory they are easily and quickly located.

AUTO TOP REPAIRING

AUTO TOP SHOP

- Upholstering
- Side Curtains
- Seat Covers
- Car Covers
- Floor Rugs

George G. Gill, Manager
Virginia Garage
 15314 S. VEMONT
 Phone Gardena 3971

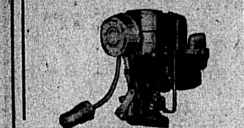
AUTO ACCESSORIES

TORRANCE AUTO WRECKERS

- New and Used Parts
- Windshield and Door Glass
- We Buy Metals

1001 TORRANCE BLVD.
 Phone 336

AUTO ELECTRICAL



Torrance Auto Electric Service

F. C. Morgan, Prop.
 Authorized Service for
 United Motors, Auto Lite,
 Carter and Stromberg
 Carburetors
 We Tune Up Motors

1320 Cabrillo Phone 498

BARBER SHOPS

Tansey Beauty and Barber Shop

1623 CABRILLO
 Phone 580
 Prices Reasonable
 Expert Service

CLEANERS & DYERS

NIFTY CLEANERS

It takes first rate work at a fair price to assure quality, results and satisfaction.

CASH AND CARRY PAYS!!!

1324 Sartori
 Ph. 174

SPOTLESS CLEANERS

Bertha B. Isbell, Prop.
MEN'S SUITS 50¢

Only Quality Work
 To give you Greater Service
 Mrs. Kyle is now with us doing
 Expert Dressmaking and Fur
 Work. Repairs and Alterations.
 1306 Sartori Ph. 509-W

DRESS SHOPS

Stone's Specialty Shop FOR CHRISTMAS GIFTS

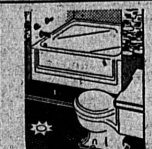
Exquisite Mohair Hose
 Fashionable Foundations
 Knitted Slips
HATS—Elsie DeBra

1333 El Prado Ph. 430R

Sellers find it profitable and exceptionally inexpensive to advertise in the Business Directory.

Buyers find it convenient and advantageous to patronize Business Directory advertisers.

PLUMBERS



Plumbing Heating Hoyt Water Heaters
 Prompt, Efficient Service on Any Job—Large or Small

DAVID JACOBS
 1908, 222nd Street Phone 358-W

GIFT SHOPS

TORRANCE GIFT SHOP
 C. J. Rhoades, Prop.
 Magazines - Gifts
 Rental Library - Novelties
 Canaries - Pet Birds
 We take subscriptions for all periodicals and news papers.

1322 SARTORI

INSURANCE



Merry Christmas! May you have no un-insured losses!

Howard G. Locke
 Dependable Insurance
 Fire - Automobile
 1405 Marcelina Ave.
 Phone Torrance 135-M

INTERIOR DECORATORS

Beautify Your Home...

PAINT
 WALL PAPER
 SHADES, new or renovated
 VENETIAN BLINDS
 All work done by experienced Paper-Hanger and Decorator.

CARL SCHMIDT
 2015 Wilmington-Redondo Blvd.
 Phone 1098
 Phone 502-J
 SHADES REVERSED 20¢
 (Call for and Deliver)
 Terms and Easy Payments on all decorating and remodeling.

POULTRY, RABBITS

Keystone RABBIT AND POULTRY Rancho

FRESH EGGS FEVERS
 Each Week-End OUR SPECIAL:
 LARGE RABBITS 55¢
 Each
 21735 S. MAIN
 Ph. Wilmington 8719E2

RESTAURANTS



THE RITZ CAFE
 V. G. Barlow
 Manager
 Sandwiches Chili
 1913 CARSON PHONE 349-W

COCKTAIL SALON

The Famous Chili Shop

24-Hour Service
 Call Any Time For a
 Lunch to Take Out
 1437 Marcelina Ph. 37-J

Save Time! . . . Save Steps!

Call Upon Directory Advertisers! They Can Fill Your Needs!

SHOE REPAIRING

TURNER'S Shoe Repairing

The Oldest Shoe Repairing Shop in Torrance
 Shoes Repaired and Rebuilt for every need.
 All Work Guaranteed

1501 Cabrillo Avenue

ROOFING

SANDERS BROTHERS

ROOFING

Phone Redondo 7204
 24410 Neece Ave.
 WALTERIA

Oregon Roof Co.

Roofing and Repairing
 T. W. CONLEE, Mgr.
 1936 Lomita Blvd.
 Phone Lomita 502W

REFRIGERATOR SERVICE

DOES YOUR REFRIGERATOR NEED REPAIRING? CALL

C. E. ELMER
 REFRIGERATOR SERVICE
 Domestic and Commercial
 Used Boxes Bought, Sold and Reconditioned
 207 BERYL STREET
 REDONDO 8796

SERVICE STATIONS



GOODRICH KATHANODE BATTERY
 Guaranteed for as long as you have the car.
Dunham's SERVICE & GARAGE
 Shell Products
 Economy Gas
 Quaker State Oil
 Goodrich Tires and Tubes
 S & W Green Stamps
 1403 CARSON Ph. 691

EXPERT AUTO REPAIRING

MULLIN'S Complete Auto Service
 2053 Torrance Blvd. Ph. 320J

LATEST TYPE LUBRICATING EQUIPMENT

We Use Factory Recommended Oils and Greases

SMITH'S Super Service Station

Phone 212
 Torrance Blvd. at Portola

Hammond Motor Service

Hancock • Quaker State
 Richfield • Hyvis
 Shell • Hanaco
 GAS and OILS

We Give S & H Green Stamps
 2053 Torrance Blvd. Ph. 387
 CALL 444 FOR AD SERVICE

Torrance Residents Show Keen Interest in FHA

More than 2,000 inquiries which originated in the Torrance district since Aug. 23 are evidence of the widespread interest in home ownership in the Lomita and Torrance territory, under Title II of the National Housing Act, according to W. H. Pettys, assistant supervisor.

Pettys is now located in the branch Better Housing Program office at the Chamber of Commerce and, with Jess F. Waller, interviewer, is giving full authentic information about the Federal Housing Administration Insured Mortgage loan aid to Torrance residents. The cost of financing is exceedingly low and the mortgage may run for a period up to 20 years, with monthly payments which include principal, interest, taxes, all insurance and special assessments, so when the monthly payments are made there are absolutely no additional payments to make toward the home other than utilities.

No Stress or Strain
 It is known, and has been proved, that taxes as a rule fall due when the home owner can least afford to pay them. Statistics show that the majority of home owners are delinquent in their taxes and are therefore assessed a penalty for late payment.

"Under the provisions of the National Housing Act when you make your monthly payments they include everything," Pettys said this week. "Experience has taught us from the inquiries we have had at our offices and the testimonials we have received from the home owners that the peace of mind and satisfaction of knowing their obligation for their home is being met month-

ly with no stress or strain on their income is so gratifying that it cannot be figured nor measured in dollars and cents."

Under the terms of the National Housing Act there is an opportunity for those with a steady income to have the home they desire at a monthly outlay, which as a rule is very much lower than they would pay for rent for the same home. Loans under Title II are available for the construction of a new home, purchase of a home or refinancing of a home, he points out.

Means Independence
 "Why not avail yourself of the present opportunity to own your own home instead of paying rent to others, when the expenditure of a like amount will give you a home of your own adapted to your own personal requirements? Home ownership means independence and security."

Authentic, confidential information can be secured at the office of the Torrance Better Housing Program, located in the Chamber of Commerce building, phone Torrance 8. The office is open daily from 9 to 5, and Saturday from 9 to 1 p. m.

The TORRANCE HERALD carries ALL the NEWS. Don't be an "OUTSIDER"—Subscribe today!

10¢ A DAY BUYS A REMINGTON NOISELESS

Biggest Typewriter Bargain in ten long years... ACT FAST!

The TYPEWRITER SHOP

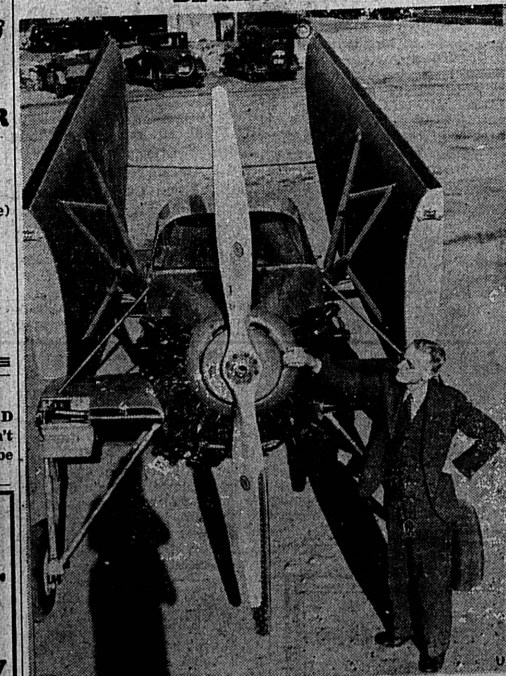
479 6th St.—San Pedro
 Phone San Pedro 1350
 (Reverse the charges, of course)

SALES - REPAIRS
 RENTS
 ALL MAKES
 Typewriters
 Adding Machines

SUBSCRIBE TODAY!
 The TORRANCE HERALD carries ALL the NEWS. Don't be an "OUTSIDER"—Subscribe today!

Frespuro Artesian Water
 Phone Torrance 621W
 Gardena, Phone 1981

Birdlike Plane



W. B. Kinner stands beside his new patented type of airplane which folds up when not in use so that it may be stored in an ordinary garage. The vehicle was unveiled at Los Angeles.

Charcoal Feeds Flames
 TROY, N. Y. (U.P.)—Here's one fire that didn't lack fuel. When fire destroyed a frame building, 150 bags of charcoal stored in the cellar burned to ashes.

AD LURE FUND
 Approval of \$53,000 in advertising placed in magazines all over the nation with a view to attracting tourists to California was given by the board of supervisors this week.

MILLER FURNITURE COMPANY

1513 Cabrillo Phone 545
" SELLS FOR LESS "

3-Day Christmas Special!
 Thursday, Friday, Saturday Only

2-Pc. LIVING-ROOM SET \$69.50
 Roberti Leatherette
 Reduced from \$89.50 to...

GIFT IDEAS FOR THE HOME

OCCASIONAL CHAIRS

Make Ideal Gifts!
 Spring Construction; Many Styles and Colors.....
 \$9.95 \$12.95 \$16.95

ROYAL VACUUM SWEEPER

Deal! For Limited Time Only!
 Small, handy Sweeper; Reg. \$12.50; for drapes, car cleaning, and furniture... GIVEN FREE
 with purchase of large Sweeper \$39.50

Champion Carpet Sweeper \$3.25
Bridge and Bed Lamp Special 85¢ ea.

SEWING CABINET \$7.95
 Walnut Finish
 6 Divisions
 Closes up to 18 in.

GENUINE Taylor Tots \$4.95, \$5.95, \$8.25

GAS HEATERS \$2.25 to \$22.50

STUDIO COUCH \$12.95
 Single with large triangular cushion; heavy brown covering with rope edge.

What a Buy!
 Only one set at this price. Used 3-Pc. BEDROOM SET; Dresser with plate glass mirror; 4-drawer Chest; Panel Bed; Special Thurs. \$19.95 Fri., Sat.

TOYS
 Tricycles
 Baby Doll Buggies
 Rockers Scooters
 Wagons
 AT Reasonable Prices

BARON MUNCHAUSEN



COVERED BY THE VAN THE FEATURES SYNDICATE, INC.

THE GRAND SEIGNIOR INTRODUCED ME TO HIS SERAGLIO = MY REACTION TO WHICH WAS NOT UNPLEASANT

AS FATE WOULD HAVE IT = A SLAVE WENT BERSERK AT THE TIME = AND THE SULTAN WOULD HAVE COME TO GRIEF =



COVERED BY THE VAN THE FEATURES SYNDICATE, INC.

BUT FOR MY TIMELY INTERVENTION • I SEIZED ONE END OF THE WRETCH'S TURBAN AND SPUN HIM SHARPLY



COVERED BY THE VAN THE FEATURES SYNDICATE, INC.

— By Fred Nordley

AFTER AN 18 1/2 HOUR SPIN, HE REGAINED HIS COMPOSURE = WHILE I BECAME THE SULTAN'S FAVORITE =



COVERED BY THE VAN THE FEATURES SYNDICATE, INC.

DON'T LAUGH



IF YOU WILL HAVE BAD LUCK IF YOU PASS A PRIEST OR TWO NUNS WITHOUT SAYING A SHORT PRAYER.

SUPERSTITIOUS BELIEFS



IF YOU ARE TROUBLED WITH A WART, RUB IT WITH DUST TAKEN FROM BENEATH YOUR LEFT FOOT AND LOOK AT THE MOON OVER YOUR LEFT SHOULDER. WHEN THE MOON GOES THE WART WILL BE GONE. THIS IS AN ANCIENT HINDU CURE.

IF IN DOUBT ABOUT A FINANCIAL DEAL



TOSS A COIN. IF IT FALLS HEADS, TAKE A CHANCE; IF TAILS, SHUN THE DEAL.

IT IS BELIEVED THAT YOU CAN TURN



BLUE EYES TO BROWN BY PUTTING THE JUICE OF JIMSON WEED IN THE EYES. WE DO NOT ADVISE ANYONE TO TRY THIS.