

## Select Your Christmas Gifts at Levy's Enlarged Store . . .

**A Small Deposit Will Reserve Any Gift Purchase, Such as:-**

- Women's Coats and Dresses
- Women's Robes and Pajamas
- Men's Topcoats and Suits
- Men's Shirts, Pajamas, Robes
- Children's Apparel
- Gas and Electric Ranges
- G-E Refrigerators
- G-E Radios
- Furniture
- Rugs

In fact, you'll find Many Appropriate Gifts for Every Member of the Family in our Newly Enlarged Store with Its Abundant New Stocks of Merchandise. Make your selections NOW, at your leisure, when stocks are complete and prices still low. Pay a small deposit and a little each payday, and by Christmas you'll have it paid for, so nearly so.

**—NO CHARGE FOR GIFT BOXES—**

**SAM LEVY** DEPARTMENT STORE  
1307-1313 Sartori Ave. Torrance Phone 121-W



BE READY FOR  
SANTA CLAUS  
THIS YEAR..

DO YOUR  
CHRISTMAS SHOPPING  
EARLY! USE OUR  
Easy, Pay-As-You-Buy  
LAY-AWAY-PLAN

Only 36 more shopping days before Christmas! Only 36 days in which to select the dozens of gifts you plan to give. And wouldn't it be wonderful to have them all paid before you give them? Or at the most, have only a small balance left in January?

Get the jump on Santa Claus this year by having ALL your holiday shopping done before he arrives . . . all done AND PAID FOR!!

A FEW OF THE  
NATIONAL'S MANY  
Gift Suggestions!

- WAFFLE IRONS
- ELECTRIC TOASTERS
- ELECTRIC IRONS
- VACUUM CLEANERS
- ELECTRIC WASHERS
- ELECTRIC CLOCKS
- ELECTRIC HEATING PADS
- WATCHES
- PEN AND PENCIL SETS
- DISHES
- COOKING UTENSILS
- SILVERWARE

**50 CENTS DOWN!**

No Interest or Carrying Charge if Balance Paid by March 31

**National Home Appliance Co.**

HARRY M. ABRAMSON—"Friendly Credit"

1312 Sartori Avenue

Torrance

Phone 78

**Sunbeam Automatic MIXMASTER**  
THE BEST FOOD MIXER MADE



**SO EASY-TO-USE  
SO POWERFUL**

Just like having some one in to help you cook, bake and get the meals. The MOST POWERFUL portable mixer on all speeds with FULL-POWER BEATER SPEEDS, new FULL-MIX BEATERS, new streamlined beauty, greater efficiency. See it today. Complete with juice extractor and two lovely mixing bowls.

**\$23.25**

BUY ANY OF THESE  
GIFTS WITH SMALL  
DOWN PAYMENT—  
Balance On Lay-Away!

- LAMPS
- POTTERY SETS
- SMOKING SETS
- LIQUOR SETS
- RADIOS
- SILEX COFFEE MAKERS
- UNIVEX MOVIE CAMERAS and PROJECTORS
- PYREX WARE
- GAFFERS & SATTLER GAS RANGES
- ELECTROLUX GAS REFRIGERATORS
- SCHICK ELECTRIC SHAVERS

**50 CENTS PER WEEK!**

# LAY IT AWAY

MANY NEW LINES



SAM LEVY

pioneer Torrance merchant and proprietor of Sam Levy's Department Store began months ago to prepare for Christmas. He doubled the size of his store and has added many new lines of nationally famous merchandise, including a complete furniture and home furnishings department.

Sam Levy emphasizes nationally advertised products because of their recognized high quality, and standard price. In fact to obtain the same variety of nationally advertised merchandise which one finds under one roof at Levy's would require shopping in over a dozen stores elsewhere.

A complete line of General Electric refrigerators, ranges, radios, washers, ironers and smaller G-E appliances are

**USE OUR  
Lay-Away Plan  
TO GIVE HIM A  
Schick Shaver  
For  
CHRISTMAS**

Get your  
**SCHICK  
SHAVES**  
on special credit  
terms of

**50c  
DOWN  
50c Week**

**NATIONAL  
Home Appliance  
Co.**

HARRY M. ABRAMSON  
"Friendly Credit"  
1312 SARTORI AVENUE  
Torrance Phone 78

among the Christmas gifts available at Levy's.

## MOTHERS and FATHERS!

**"LAY AWAY" THAT CHRISTMAS  
BICYCLE FOR YOUR CHILD NOW!**

Have It Paid For  
By  
XMAS!

A complete line of famous Fleetwood Bicycles. Streamlined and equipped with full balloon tires—truly the choice of modern, young Americans. Available in a wide range of colors.



**AS  
LOW AS  
\$1.98  
PER WEEK**

**FOR THE YOUNGER  
BOYS AND GIRLS**

**SIDEWALK  
BICYCLES**



Seamless, tubular steel frame. Balloon tires and ball bearing sprocket. Heavy baked enamel finish.

**VELOCIPEDES**



Sturdy velocipedes with full balloon or solid tires. Comfortable, adjustable spring seats.

**WAGONS 41c PER WEEK**

**SCOOTER 29c PER WEEK**

**Firestone**

**AUTO SUPPLY & SERVICE STORES**

CRAVENS and MARCELINA

PHONE 476

# Christmas

**HAVE IT PAID  
BEFORE YOU GIVE**

**Lay It Away  
For  
CHRISTMAS**

• SPORTING GOODS •  
GUNS • WAGONS

**PAXMAN'S**  
SPORTING GOODS  
HEADQUARTERS

**The warm-hearted, generous Christmas Season hand than you may realize! It is not a minute too your Holiday shopping. Already Torrance stores considerable activity and no more practical suggestion be made than to DO YOUR CHRISTMAS SHOPPING EARLY!!**

And shopping early means taking advantage of the "Lay Away Plan," the modern method of buying. A small deposit holds any gift you may want to give, until you are ready to give it. During intervening weeks you may pay additional amounts toward the complete price or the price in its entirety if you wish. The balance on many items, of course, may be paid off after Xmas. The Torrance merchants advertising on these pages are ready to serve you, and help you buy Christmas gifts on the easy "Lay Away Plan." And you pay no interest or carrying charges.

**ELLWOOD'S 1417 MARCELINA**  
Telephone 121-J

**IT IS WISE TO BUY NOW  
LAY IT AWAY FOR CHRISTMAS!**

Make a selection from a stock that is complete, carries the labels of outstanding manufacturers and quoted in many instances below city prices!

Corduroy Jackets, Slack Suits, Slacks, Robes,  
Hostess Coats

Silk Dresses, Wash Dresses, Lounging Pajamas,  
House Coats, Wool Slacks and Skirts

Crescita Sleeping Garments, Loomcraft Nightwear,  
Slips and Gowns, Novelties

«BERKSHIRE HOSIERY»

**TAKE A TIP FROM SANTA . . .**

**BUY AN ELECTROLUX  
FOR MOTHER AND LAY IT  
AWAY FOR CHRISTMAS**



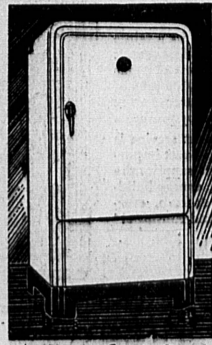
**SAVE NOW and  
SAVE CONTINUOUSLY!**

**Brand New 1937 Model**

**ELECTROLUX  
10% OFF**

Choice of 5-6-7 Cubic Feet Sizes  
HURRY! ONLY FEW LEFT!

**\$5.00 DOWN — BALANCE MONTHLY!**



**NEW Air-Cooled  
ELECTROLUX  
THE SERVICE REFRIGERATOR**

**Torrance Plumbing Co.**  
F. L. PARKS, Proprietor  
1418 Marcelina Avenue Phone 60

Above are  
jewel "Lady  
charm and  
gold. With  
... \$39.75.

Left: a hand  
clipper, style  
jewels . . . \$29  
Right: "The  
ova's ace time  
yellow gold ti