# AY FOR
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## AID FOR
## U GIVE IT

*ristmas Season is closer at t a minute too early to start Torrance stores report con- ctical suggestion could be MAS*


JEWELER



**ALDEN W. SMITH**

. . .is well prepared to take care of all Christmas demands in the jewelry line. He has exactly 103 new models to show in Bulova, Gruen, Hamilton and Elgin watches, besides a wealth of other gift items . . . Telechron clocks, Community Silverware, bracelets, diamond rings, Ronson cigarette lighters and men's sets. His store, Howard's Jewelers, is a store of reliability, service and quality. Easy terms can be arranged to suit.

READY TO GO

**HILLMAN R. LEE**

. . . manager of the Torrance store of the J. C. Penney Co., is already well known for his famous "Lay-Away Plan." Lee expects to do a whale of a Christmas business this year and has bought thousands of dollars worth of toys, and a complete stock of holiday merchandise of all kinds. At Penney's you'll find service, courtesy and values galore. Lee's advice is to shop early, use the "Lay-Away Plan" and have all your Xmas gifts bought before you give them.

HOME FURNISHER

**HARRY M. ABRAMSON**

. . . prominent proprietor of the National Home Appliance Co., has made extensive plans for a big Christmas and has stocked his shelves heavily with hundreds of suitable gift suggestions. To list the many high quality items and famous brands would be impossible. You can be sure of finding a worthwhile gift in this store. "Friendly Credit" is his slogan.

## LAY IT AWAY FOR CHRISTMAS

Westinghouse
**Electric IRONS**
Pay Only
**50c to $1**
Per Week
'Till Xmas

THIS CHRISTMAS GIVE HER A WESTINGHOUSE ELECTRIC RANGE

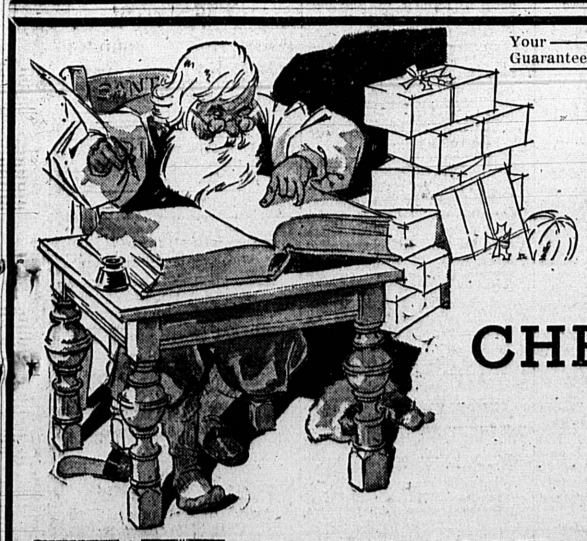
**Give a Gift That's ELECTRICAL**
**Buy It On Our E-Z Lay Away Plan**

Of the many ways to buy Xmas gifts the best plan is to have all your gifts paid for before you give them . . . We have dozens of nationally known makes in ELECTRICAL APPLIANCES that can be bought with a dollar down and the balance in easy weekly payments up to Christmas . . . No interest or Carrying Charges

**TORRANCE ELECTRIC SHOP**
1421 MARCELINA AVENUE PHONE 567

Westinghouse
ELECTRIC
**PERCOLATOR**
Pay Only
**50c to $1**
Per Week
'Till Xmas

SHE WOULD THRILL THIS XMAS TO A WESTINGHOUSE REFRIGERATOR

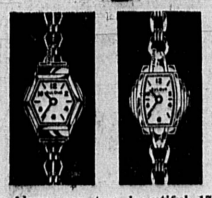


Your Guarantee of Reliable Credit

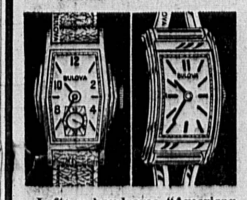
# LAY IT AWAY FOR CHRISTMAS

## Choose Your Gift Watch Now

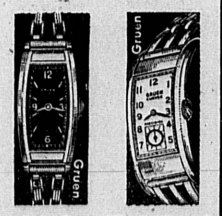
from a complete selection of 103 beautiful new models! Bulova, Gruen, Hamilton and Elgin! Any of these may be purchased now with a small down payment. The balance in small payments before or after Christmas. No interest or Carrying Charges!



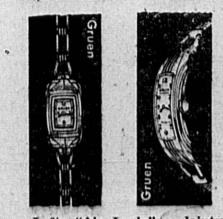
Above are two beautiful 17 jewel "Lady Bulovas," in the charm and color of natural gold. With bracelets as shown . . . $33.75.



Left: a handsome "American Clipper," styled for today, 17 jewels . . . $29.75.
Right: "The President," Bulova's ace timepiece. 21 jewels, yellow gold filled . . . $49.50.




Left: Gruen "Meadowbrook" black dial, gold figures and hands, 17 jewels, yellow gold filled . . . $49.75.
Right: Gruen "CURVEX ACE," the only watch with a curved movement, truly formed to the wrist. 17 jewels, metal band . . . $59.50.




Left: "Air Lark," a dainty 15 jewel watch with band designed to match the case, 15 jewels . . . $37.50.
Right: "Duchess," dainty twin of the Gruen "Curvex," yellow gold filled, wrist-form case, metal band to match. 17 jewels . . . $49.75.

IT'S WISE TO BUY NOW BEFORE THE CHRISTMAS RUSH! GET THE JUMP ON SANTA CLAUS!!

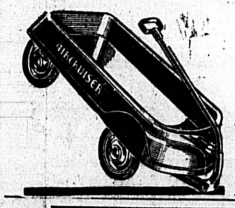
**HOWARD'S JEWELERS**
TORRANCE
1503 Cabrillo Ave. Phone 411


**COME! JOIN OUR EASY LAY-AWAY PLAN. SELECT NOW WHILE STOCKS ARE COMPLETE! ONLY 36 SHOPPING DAYS UNTIL CHRISTMAS!**

**Fibre Doll CART**
*Hood with Windows!* **3.98**
Streamlined! With wire wheels, rubber tires, reclining back and tie-in strap. For 23" doll!

**Table and Chairs**
*Prettily Decorated!* **2.98**
Enamel finished set of 2 chairs with seats 11½" from floor, and a 25¼"x22" table.

*It Has Fast Ball-Bearing Wheels!*



**RED AIR CRUISER**
**4.98**
The 33⅜" x 14⅛" wagon bed is of one piece sturdy steel! With disc wheels, bright hub caps and tough rubber tires. A speedy, easy-to-steer wagon!

*A Streamlined Beauty with Headlights!*

**Aeroflite Wagon**
*Easy to Steer!* **8.90**
48" red Aeroflite wagon with a one piece sturdy steel body, ball bearing wheels and rubber tires. Features built-in fenders! Flashlight batteries extra, 5c each.

**ALUMINUM SET**

**49¢**
Percolator, cups, saucers and plates—14 pieces, service for four! All unbreakable!

**TOY CHIFFONIER**

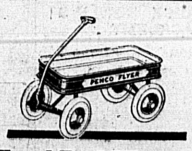
**98¢**
Cedar veneer 15" x 11" x 5" chest with sliding coat hangers and cedar lined drawer.

*Maple Finished*
**DESK SET**
*A Welcome Gift!* **2.98**
Sturdily constructed! The 21"x 13" desk has penholder and pigeon holes for paper and envelopes. It's 27¼" high. The 21½" chair to match has a seat 10" from the floor.

**DOLL TRUNK**

**98¢**
With a drawer and doll clothes hangers.

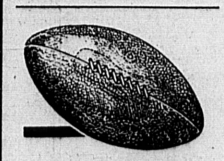
**COMPARE OUR PRICES ON TOYS!**



**Tots' Red Wagon**
*Easy to Steer!* **89¢**
A 19"x9½" sturdy steel wagon with rubber tires and disc wheels. A big Toy Fair value!

**DOLL CARRIAGE**

**1.98**
Up to 16" dollies can ride in this beautiful carriage! Rubber tires, movable hood!

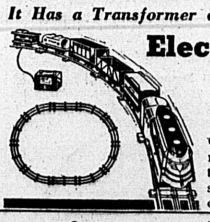


**FOOTBALL**
*Full Size!* **98¢**
Ready to use! This simulated leather ball will give long service! Reinflate without unlacing!

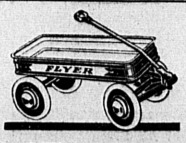
**TREASURE CHESTS**

**49¢**
Of pine, with bright nickel trimmings. Cedar lined—fine for dolls, clothes!

*It Has a Transformer and Automatic Whistle!*



**Electric Train Set**
**4.98**
Colorful Hiawatha model locomotive, tender and four double truck freight cars—with 2 straight and 8 curved track layout! An outstanding value!



**Red Flyer Wagon**
*Sturdy Steel Construction!* **1.89**
Easy to steer!, Has plain bearings, disc wheels, and rubber tires. 28"x13¼" steel bed!

**CHRYSLER AUTO**

**11.75**
Red Airflow body — de luxe accessories!

**19" BABY DOLL**

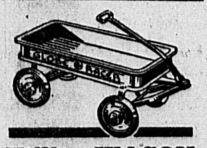
**1.98**
Daintily dressed standing doll with movable head, arms and legs, sleeping eyes.

**15 Piece TRAIN SET**

**98¢**
New, easy-winding Hiawatha model with brake! It has four cars, 101" track.

**DOLL BASSINETTE**

**98¢**
Colorfully enameled! 27" x 14½" x 23".



**Utility WAGON**
*Full Size!* **2.49**
Extra deep—34½" x 16½"! Red steel wagon with rubber tires, roller bearing disc wheels.

*A Christmas Surprise!*
**Fibre Carriage**
*With Foot Brake!* **4.98**

**PENNEY'S**
J. C. PENNEY COMPANY, Incorporated
1269 SARTORI AVE., TORRANCE