

**This Christmas
Message from
TORRANCE
MERCHANTS**

Published by
the following
firms:

Verdi Dress Shop
1312 Sartori Ave.

J. C. Penney Co.
1261 Sartori Ave.

Ed Schwartz Store for Men
1505 Cabrillo Ave.

Howard's Jewelry Co.
1503 Cabrillo Ave.

National Home Appliance Co.
1317 Sartori Ave.

Star Furniture Co.
1255 Sartori Ave.

Western Auto Supply Co.
1273 Sartori Ave.

The Torrance Herald
1336 El Prado



A P R E S E N T

--with a Future

Never before has the spirit of our own American Christmas symbolized such far-flung hopes and dreams . . . traversed five other continents, reached to countless other climes. Never before has the significance of Christmas been so deep, for so many, here at home.

That is why, this year, Christmas shopping means much more than a last-minute groping for ideas and a helter-skelter rush to the Torrance shopping center. It should mean, to all of us, the desire to remember our dear ones with thoughtfully chosen gifts that will see many happy new years.

The stores of Torrance are ready now with quality, duration-wise gifts for everyone on your list. And although the extravagances of other years are conspicuous by their absence, you will find a "present with a future" for every person you want to remember . . . at a price consistent with your wartime Christmas budget.

The merchants of your city join in asking you to help eliminate disappointments and delays by shopping early, and by carrying all but the bulkiest packages with you.

Make out your Christmas shopping list today . . . and make VERY sure you start it with U. S. War Bonds and Stamps.

This Year More Than Ever Before -- It Is True!

**It Pays to Do Your
Christmas Shopping
— In TORRANCE**

During the last year Torrance has grown up! Within a few short months thousands of new folks have moved to Torrance . . . and thousands more are looking for a place in Torrance to live! This has had a decided effect on the retail stores of Torrance . . . for with more people in Torrance with more money, Torrance stores are enjoying the greatest volume in retail sales in their history! And what does this mean to you? It means that Torrance retail stores, because of this increase in volume . . . have been able to build and maintain a greater variety and larger stock of merchandise than ever before. Yes, Torrance has grown up . . . so this year more than ever before—it is true—IT PAYS TO DO YOUR CHRISTMAS SHOPPING IN TORRANCE!

**TORRANCE RETAIL MERCHANTS
ASSOCIATION**