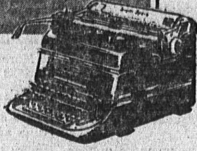


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L. C. SMITH TYPEWRITERS
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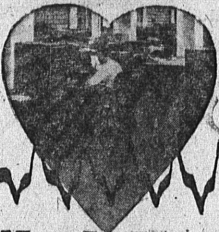
It was with deep appreciation of our responsibilities that we accepted the job of equipping the offices in the new Torrance Herald building. We did so knowing full well the exacting demands which would be made on the equipment . . . and a desire on the part of the Herald management to add beauty to the necessary utility.

What you will see there, when you attend the opening of the Torrance Herald Saturday, is our contribution to one of the finest newspaper plants in America.

So to Grover Whyte and Ed Brown . . . to each and every member of this great newspaper . . . we extend congratulations!

OFFICE EQUIPMENT HEADQUARTERS

Has your business



a Weak Heart?

If your vital records are not protected against fire . . . then your business has a weak heart.

Can you depend on your safe? Or will you be out of business if fire strikes? Of all firms that lose their records in a fire, 4 out of 10 never reopen!

Look at your safe. Look at it now. If it doesn't carry the label of the Underwriters' Laboratories, Inc., or if it might have been in a previous fire, it is not trustworthy. All impartial experts agree on that.

Why risk the future of your business?

You'll Be Surprised At How Little A Modern Mosler Safe Costs!

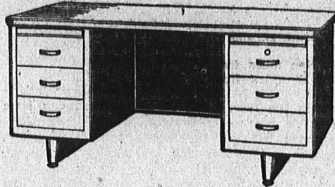


The very best protection you can give your records is a new Mosler "A" label safe. Your business deserves it—and when you consider that you're buying a lifetime of insurance at a single low premium, can you afford anything less? Better be Mosler safe than sorry—see about trading in your old safe on a new Mosler today!

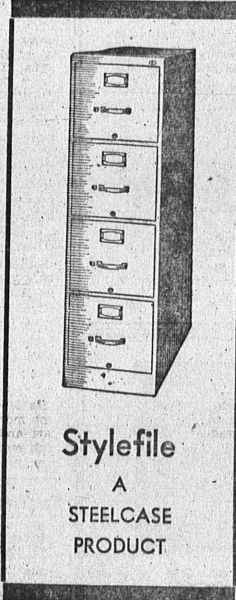
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DESKS
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Multiple-15 desks provide greater comfort and convenience for the man with a special job. Through any desired arrangement of standard pedestals, and special oversize tops, he may have a desk that will exactly suit his purpose. Moreover, along with this superb functionalism, unmatched by any other desk, the Multiple-15 is completely modern and beautifully proportioned in design to add a classic distinction to the appearance of any office.



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Rock-a-File
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Now you can file personal records and correspondence without moving from your chair! Everything at your finger tips—no effort, no noise. Open compartments project only slightly—place Rock-a-File anywhere within arm's reach. Available in choice of finishes, with or without lock. See Rock-a-File PERSONAL FILE today.



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IT'S TIME TO RETIRE YOUR OLD TYPEWRITERS!

Come see us or phone us. We now have latest model Smith-Corona Office Typewriters . . . good looking, fast, complete to the newest gadget. How about a free demonstration in your office.

- Ask to see these features
- Automatic Margin Set
 - Positive Paper Feed
 - Interchangeable Platen
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STEELCASE CHAIRS

bring *Smartness* and *Distinction*



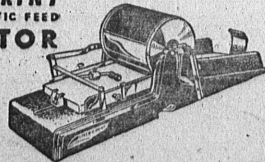
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- Form-shaped backs and coiled spring seats provide the utmost comfort.
- Swivel mechanisms are noiseless and require no lubrication.
- Smart metallic grey finishes.
- Durable upholstery materials in a variety of colors.
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