




HOLIDAY
Greetings

We wish we could send a special Holiday Greeting to each friend we've made this year. Instead, we take this means to wish you all a Happy Holiday and Fruitful New Year.

Lawsons Jewelers
1317 EL PRADO—TORRANCE


MERRY CHRISTMAS!
our hearty greetings to you for a happy, Yuletide season!



Best Wishes

A joyous Christmas to all our friends.

STAR FURNITURE CO.
1255 SARTORI TORRANCE



We're brimming over with enthusiasm in wishing you the very best of Christmases and a jovial, light-hearted New Year!

KALES CHILDRENS SHOP
1321 EL PRADO TORRANCE

SEASON'S GREETINGS!
FROM ALL OF US AT BAKER'S TO ALL OF YOU—MAY THE WARMTH AND CHEER OF THE CHRISTMAS SEASON ABOUND IN EACH OF YOUR HOMES THROUGHOUT THE YEAR...

Baker's Furniture Exchange
1512 Cravens — Torrance 2251
ACROSS THE STREET FROM THE CITY HALL
We Refuse to Be Undersold

MERRY CHRISTMAS

AS ONE HANDS down a good name, Christmas each year hands down its traditions, and all are good.

It has been a tradition of Schultz & Peckham—since 1921—to regard the good will of our customers as our most precious asset. In the holiday season of 1950 we extend to you—not as a customer alone—but as a friend, our very best wishes for a...


Merry Christmas!



Greetings

With a gay song... with notes of good cheer, our Christmas greetings to all

LOVELADY HARDWARE
1967-69 CARSON STREET TORRANCE



... and thank you for your patronage. May your Christmas be a bountiful one!

TORRANCE PLUMBING CO.
1418 Marcelina — Torrance

Nicest Way To Bring Pleasure to All the Family

Flowers FOR CHRISTMAS



Whether it's the traditional poinsettias in a ribbon-tied container or a magnificent bouquet of roses, flowers to add zest and color to the Christmas living room are a must. Flowers cost little, yet repay many times over in pleasure. And remember, if you are in doubt about the right gift to give, don't hesitate, send flowers. We wire flowers everywhere.

Open Evenings 'til Christmas

Torrance Flower Shop
Corner Post and Cravens—Torrance
Phone Torrance 1778

Schultz & Peckham
AUTHORIZED DEALERS OF FORD PRODUCTS IN TORRANCE SINCE 1921
1420 Cabrillo Avenue Phone 3092

MERRY CHRISTMAS
TORRANCE HERALD

International Typographical Union
International Stereotypers & Electrotypers Union
International Printing Pressmen & Assistants Union



Merry Christmas

From Your FAMILY DOCTOR

SPONSORED BY SOUTHWEST BRANCH, LOS ANGELES COUNTY MEDICAL ASSOCIATION



Season's Greetings
The management and staff of our firm express the wish that you will enjoy a most happy, holiday season.

FENWICK'S SHOE REPAIR
1420 MARCELINA PHONE 1043



SEASONS GREETINGS...
AND A
HAPPY, PROSPEROUS
NEW YEAR
TO ALL OUR FRIENDS
and CUSTOMERS

Strum's Department Store
1261 SARTORI AVE. TORRANCE



A Merry Christmas

To everyone living in this community—to the businessman and housewives; to the employees of our retail stores and industrial plants; to babes in arms—Merry Christmas, one and all...

Friendly Credit

NATIONAL HOME APPLIANCE CO.
HARRY M. ABRAMSON
1267 Sartori Avenue — Phone Torrance 78

from MARY and FRANK

MERRY CHRISTMAS

And the heavens guided them to the place where they found our Saviour, who has, through the ages, spread his shining light and feeling of brotherhood throughout the world. On this anniversary of His birth, we wish you a joyous Christmas.

National Paint & Wallpaper Company
1405 1/2 Sartori — Torrance

