



Beware!

Don't Trade with the Door-to-Door Peddler

In legal parlance there is a term "caveat emptor" which means "let the buyer beware." In other words you buy at your own risk—no comebacks, no redress.

But retail business isn't done that way nowadays. Your Torrance merchant guards his reputation and the future of his business too well to subscribe to any such policy. He gives you service and satisfaction after, as well as before, the sale is made.

The door to door peddler and the transient trader, they are the "caveat emptor" kind. They sell you and as many of your neighbors as they can cover in a day—then back to the hotel, the trunk is packed, checked into the "baggage car ahead" and gone forever—"let the buyer beware."

Do you want to deal with a sort of a "fly-by-night" trader? Or do you want to deal with steadfast, reliable, Torrance merchants—the men who make up the list of good citizens, public benefactors and community builders?

Why should you have to beware when you buy? Buy from Torrance merchants and be sure of reliable goods, of guaranteed quality and satisfaction at any and all times that you drop into any Torrance Store.

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In Your Own Interest
Buy Better in Torrance