

Congratulations to Jack and Al Isen on their Beautiful New GRAMERCY BUILDING. The Paint used in Redecorating and Refinishing was furnished by the **TORRANCE PAINT STORE** Corner Sartori and Post Phone 884

YES! I Participated in a Small Way in the Construction of the Jack Isen Gramercy Building. I admire his Nerve and Faith in Torrance! **S. S. WORRELL, The Hardware Man** Phone 167M 1517 CABRILLO

TO LEASE
IN THE NEW GRAMERCY BUILDING
THE CORNER STORE—40 feet on Cabrillo by 50 feet on Gramercy; 7 beautiful show windows. Suitable for Drugs, Dry Goods, Shoes, Men's and Women's Wear, Variety Store, etc. Will subdivide if less space is needed. For further information see Jack Isen or your real estate broker. Phone 43-W.

CONSOLIDATED LUMBER CO.
Furnished the
FINISHED LUMBER - SASH & DOORS - STUCCO and PLASTERING MATERIALS FOR THE **Gramercy Apartments and Stores**
1826 213th St. Phone 129

ALBERT ISEN
Attorney-At-Law
ANNOUNCES THE REMOVAL OF HIS OFFICES TO **1607 Cabrillo . . . Ground Floor GRAMERCY BLDG.**
Telephone 43-M

Congratulations to **JACK and AL ISEN** and Their New **Gramercy Apartments and Stores**
Tom E. Watson
Plastering Contractor
1346 W. 225th St. Phone 116-J

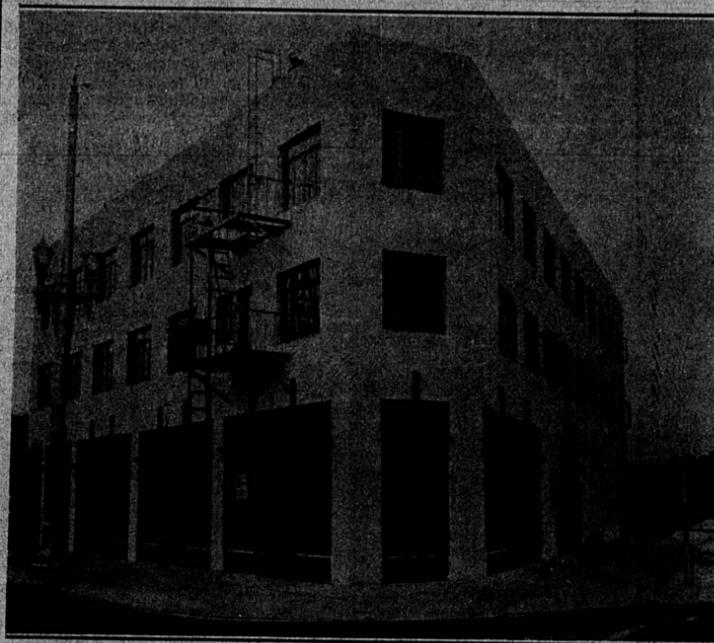
BENJAMIN L. WISEMAN
ARCHITECT
FOR THE **Gramercy Apartments and Stores**
Residential - - - Commercial Alterations
1607 Cabrillo TORRANCE Phone 43-M
1731 N. Dillon, Los Angeles Phone Olympia 7815

Gramercy Apartments and Stores

Open This Week: New Thruout

Isen Building Offers Most Modern Living Quarters In Torrance With Stores and Offices on Ground Floor

Gramercy Building Is Torrance's Newest



Spick and span and ready for occupancy this week are the Gramercy apartments and stores at the corner of Cabrillo and Gramercy avenues.

Everything New
Every stick of wood, every wall and ceiling, every inch of the building has been re-decorated. New, thick carpet lines all the halls and covers the apartment floors. Costly Graybar electric ranges and Kelvinator refrigerators are in every apartment together with Inco disappearing beds and In-Vi-So roller screens at the windows. Brand new overstuffed sets, lamps and occasional furniture grace every living room.

All in all, the new building offers the latest and most modern living accommodations to be found in Torrance. All rooms are outside rooms with abundant ventilation. Even the light fixtures are new and modern and the apartments present an appealing, home-like appearance.

Exterior New
The exterior of the new building is light stucco trimmed with the same shade of green as is found on the new civic buildings. It is three stories in height and on the ground floor are several stores and offices. A new roof has been put on and the fire-escapes newly painted.

Cost \$20,000
The cost of all renovation and new furnishings will approximate \$20,000, and to Jack and Al Isen go due credit for giving Torrance a building of which it can be proud. Al Isen will move his law offices soon to a ground floor location on the Cabrillo

avenue side, while Jack Isen has already occupied a suite of rooms on the second floor. Mrs. Jack Isen will manage the apartments, which are offered for rent at reasonable rates. Contractors and supply houses are joining in wishing the Isens the best of luck in their new building. The ads on this page are expressions of their good wishes.

Three stories in height and fronting on both Gramercy and Cabrillo avenues, the newly modernized Gramercy Building, pictured above, is one of Torrance's show places. The building has ultra modern apartments on the second and third floors. The kitchens are equipped with electric ranges and Kelvinator refrigerators. On the ground floor are large store and office quarters, each with large display windows and completely redecorated. Jack Isen, long time resident of Torrance, and his son Albert, are responsible for the beautiful new structure which adds much to the beauty of the downtown area.

FOR RENT: GROUND FLOOR OFFICE in new Gramercy Building. Suitable for Real Estate, Insurance, Finance, etc. Apply 1607 Cabrillo. Phone 43-M.

Congratulations TO JACK AND AL ISEN AND THEIR NEW **Gramercy Apartments and Stores**
INCO BED CO.
BEDS - SPRINGS - MATTRESSES
1434 E. 15th—L. A. Phone PR. 4041

CONGRATULATIONS!
Torrance Plumbing Company
Sheet Metal Plumbing and Fixtures
F. L. PARKS
1418 MARCELINA Phone 60

BECK'S LUMBER YARD
Estimates Solicited
CORNER Carson & Main PHONE Wilmington 8703-M1

All the
TILE
in the new
Gramercy Apartments and Stores
WAS INSTALLED BY
W. D. LOCKHART
TILE CONTRACTOR
25639 Oak LOMITA Phone Lomita 33

All the Plumbing In the New
Gramercy Apartments & Stores
Was Installed by
MIKE LANG
PLUMBING CONTRACTOR
All Labor and Material Strictly Guaranteed or Money Refunded
20416 SO. NORMANDIE PHONE 53

Announcing . . .
The Opening of the Newly Completed
Gramercy Apartments
In the Center of Torrance
A Limited Number of Single and Double Apartments Are Still Available for Those Who Demand
THE ULTIMATE
In Household Conveniences and Furnishings
Graybar Electric Ranges Inco Recessed Beds
Kelvinator Refrigerators Pullman Innerspring Mattresses
Tile Kitchens and Baths Luxurious Living Room Furniture
Indirect Reflector Lighting Axminster and Napperham Carpets
Disappearing Roller Screens Free Telephone Service
Linens, Bedding, Cooking Utensils, Dishes, Silverware and other features in every apartment.
EVERY ROOM AN OUTSIDE ROOM REASONABLE RATES
Phone 43-W MRS. J. ISEN, Mgr.

Announcing . . .
The REMOVAL Soon of the
INDUSTRIAL ELECTRIC COMPANY
To Their New and Spacious Quarters in the
GRAMERCY BUILDING
1605 CABRILLO
Telephone 82

THE INDUSTRIAL ELECTRIC COMPANY wishes to express its congratulations and best wishes to Jack and Al Isen on the completion of their beautiful new Gramercy Building. The Industrial Electric Company is appreciative of the part it played in the building's construction . . . complete electrical wiring and fixtures, as well as supplying the Kelvinator electric refrigerators and Graybar electric ranges.