

CABRILLO AVENUE

THE NEW "BROADWAY" OF TORRANCE

L BARGAINS FRIDAY AND SATURDAY JULY 10th AND 11th

You'll Enjoy Shopping On This Broad, New Boulevard. Ample Curb Parking For Your Convenience.



Gaston J. Arce, William H. Gee
La Mode Furniture Store, 1513 Cabrillo ave.



Ed A. Schwartz
Schwartz Store for Men, 1405 Cabrillo ave.



Mrs. Mary Pague
National Paint and Wallpaper Store, 1405 1/2 Sartori
at Cabrillo ave.

**DUPONT
OUTSIDE WHITE
HOUSE PAINT**
Regular Price \$3.55 gal.
SPECIAL FOR THURSDAY,
FRIDAY AND SATURDAY
\$3.11 Gal.
**NATIONAL
WALLPAPER & PAINT
STORE**
1405 1/2 Sartori

**AUTOMATIC
PRINTING
COMPANY**
1818
CABRILLO
AVENUE

WE ARE PROUD OF THE
NEW AND IMPROVED
CABRILLO AVENUE
FOR NEW HOMES, SEE US
FIRST
**REMCO REAL ESTATE
MANAGEMENT CO.**
1405 Sartori Ave. Tele. 5

AVENUE



Royal McDermont
1511 Cabrillo ave.



Walter C. Bradford, Donald Findley, Leslie Alter
Real Estate Management Co. (Remco), 1405 Sartori ave.
at Cabrillo ave.



Mrs. Lucille Lewellen
Lucille's Cafe, 1401 Sartori ave.



Harry M. Abramson
National Home Appliance Co.
Annex, 1327 Cabrillo ave.

HOTEL TORRANCE

CLEAN, MODERN SLEEPING ROOMS, NEWLY
FURNISHED . . . RETAIL STORES FOR RENT
1646 CABRILLO, CORNER CARSON . . PHONE 761

SHOP ON THE NEW CABRILLO AVENUE THURSDAY, FRIDAY AND SATURDAY
WE OFFER THESE WEEK-END SPECIALS

Slack Suits, Well-Tailored \$4.50 to \$6.95	Loafer Jackets, 2-Tone and Plain, All Wool, \$7.95
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Sport Coats, Arrow Shirts, Doubler-Interwoven Sox, Mallory Hats
Nunn-Bush Shoes - A Most Complete Stock of Work Clothes

ED SCHWARTZ

1505 CABRILLO AVENUE TORRANCE

Keep Your Car Fit! Take care of your car to make it last longer. USE STANDARD SERVICE—that's the best way to keep it in good condition.	For the Best in Barber Work and Service . . . For the Best in Permanents and Newest Hair Styles, you must get the AMERICAN HABIT.	CONGRATULATIONS Cabrillo Avenue Merchants! The HERALD rejoices with you in the attainment of this long- fought-for improvement, which has been supported thru our editorial and news columns for many years.
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CHAS. MITCHELL
Authorized Distributor
STANDARD STATIONS, INC.
1906 Carson

American Barber Shop
and
American Beauty Shop
1511 Cabrillo Ave. Phone 333

GEORGE'S CABRILLO AVENUE

SPECIALS FOR
THURSDAY, FRIDAY AND SATURDAY

Fine Old Colony Paints	Regular Price	FOR DEAR OLD CABRILLO
PORE PREPARED—OUTSIDE—All Colors	\$3.30 gal.	\$3.00
SATIN-KOTE—THE PERFECT SEMI-GLOSS— Always the Color You Want	\$3.70 gal. 1.10 qt.	\$3.30 .98
PER-FI-COAT—OIL BASE—OVER KALSOMINE— One-Coat Walk Paint—the Name tells the Story	\$2.90 gal.	\$2.35
NA-MO-LAC—SYNTHETIC ENAMEL— Perfect Protection	.50 pt. .85 qt. \$1.50 gal.	.43 .72 \$1.20

SAVE THE SURFACE AND YOU SAVE ALL
Geo. Moore Hardware
1515 CABRILLO AVENUE

**Celling
Prices
Prevail**

**CRITICAL
ITEMS**

Screen Wire, galvanized, still 4c sq. ft.
Water Hose, 5-8 in.
Fabric, 1 1/2 yd. stores
\$4.40 for 50 ft.
Ours \$3.95

Lawnmowers . . . We
are well stocked, BUT
shipping fast. Get yours
today.

Roller Skates, Appar-
ently Los Angeles and
Long Beach out. \$1.35
and \$2.50 pair.



Before and After--
CABRILLO AVENUE TRANSFERRED FROM
"WEED PATCH" (above) TO BROAD NEW
BUSINESS BOULEVARD (below).

WE REMEMBER WHEN . . .

Postmaster Earl Conner pastured his cow
in the Cabrillo "Parkway" weed patch,—and
we're tickled pink that this unsightly scene is
now replaced with a broad new paved boulevard
of commerce.

HOWARD'S, too, have long since passed
the "backwoods" method of doing business; and
you'll find here a modern store with up-to-date
ideas of service.

Howard's Jewelers
1503 CABRILLO
Torrance
PHONE 411



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