

TWO GREAT SELLING DAYS NEXT WEEK! BARGAINS YOU HAVEN'T SEEN IN 10 YEARS! BUY!! SAVE!!!

APRIL 25 & 26



—with the Greatest Selling
Event Ever Staged in this City!

Torrance Merchants PLEGED TO the TORRANCE PLAN!

- J. C. Penney Company
- Bernard's Family Shoe Store
- The Gay Shop
- Allen Jewelers
- J. J. Newberry Co.
- National Home Appliance Co.
- Tiny Tyke & Teen Age Shops
- Sam Levy Department Store
- Kirby's Shoe Store
- A&L Cut Rate Liquor Store
- Ellwood's
- Firestone Stores
- The Family Store
- Ray's - The Appliance Store
- W. F. Ernst - Goodyear
- Gary's Jewelers
- El Prado Furniture Co.
- The Sweet Shop
- Trend O' Fashion
- Home Liquor Store
- Mode O' Day
- Star Furniture Co.
- Benson's
- Adams Dress Shop
- Childrens Wardrobe
- Karl's Shoe Store
- The Great Atlantic & Pacific Tea Co.
- McCown Discount Drug
- Don Carper's Music Center
- Renee's
- Torrance Men's Shop
- Western Auto Supply Co.
- Terry's 5 & 10 Variety
- Sherwin-Williams
- National Paint & Wallpaper
- De Vore Electric
- Dixie Lee Studio & Camera Shop
- Five Point Electric Shop
- Beacon Drug Co.
- DeBra Electric
- Kiddie Lane Children's Shop
- Torrance Hardware Co.
- LaMode Furniture Co.
- Ed Schwartz Men's Shop
- Mountain View Dairies
- Howard's Jewelers
- Lovelady Hardware
- The Greater Torrance Market
- Quality Market
- Burke's Bargain Spot

—This is the list as we go to press,
additional names will be added
next week.

THE TORRANCE PLAN

- 1.—To clear the shelves of all stores of high-priced merchandise.
- 2.—To maintain the standard of quality and style which the public demands.
- 3.—To refuse to purchase additional merchandise from all manufacturers whose merchandise is "out of line" with the Torrance plan.
- 4.—To establish better living conditions in Torrance by a reduction of living costs as a model for the rest of the nation.

Torrance merchants are determined to establish Torrance as the BEST shopping city in this entire southwest area! . . . And to do this, they are inaugurating the TORRANCE PLAN, which is destined to sweep the nation as the most practical suggestion ever made to reduce the cost of living! In order to place this plan in full swing immediately, Torrance merchants, pledged to this plan, have gone through their stock and reduced hundreds and hundreds of items to cost and less than cost for these two great Dollar Days! Next week you are going to do some money saving shopping in Torrance — we promise you bargains you haven't seen in 10 years!

Read Next Week's Issue of This Newspaper
for Complete Information

Sponsored by the

MERCHANTS DIVISION

TORRANCE CHAMBER of COMMERCE

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