



--TO BUILD A GREATER TORRANCE
 --TO CREATE A GREATER SHOPPING AREA
 --TO SERVE YOU BETTER IN EVERY WAY

... the leading merchants of Torrance
 have organized the--

Torrance Better Merchants

... and Pledge Themselves to this Greater Community Service Plan



1. NEW STANDARD STORE HOURS

The establishment of standard opening and closing store hours
 ... and these will be effective on May 5th ...

DAILY — 9:30 A.M. to 6 P.M.

FRIDAY — 9:30 A.M. to 9:00 P.M.

(Closed Saturday Night at 6 P.M.)

OPEN ON FRIDAY NIGHTS 'TIL 9



2. TRUTH IN ADVERTISING

All members of Torrance Better Merchants have accepted the
 Code of the Better Business Bureau as your protection in all
 advertising. Look for the Torrance Better Merchants' emblem.
 It is your guide to better values honestly advertised.



3. BUY WITH CONFIDENCE

When you make a purchase at any one of Torrance Better Merchants ... you are assured that you are getting value received for your money ... both in quality and price!

The individual merchant and the entire Torrance Better Merchants division give you their assurance and guarantee of complete satisfaction on every transaction.

Look for the Torrance Better Merchants' emblem ... it is your guide ... you can buy with confidence within these doors.



4. BUILDING A BETTER COMMUNITY

One of the important parts of our program is to help all groups in the city in their efforts to build a better city. To improve our schools, our churches and our youth organizations.

To provide a practical means of cooperation and maintaining of public confidence in our ideals of fair trade ... to build righteousness, justice and good will for all.

It Pays To Shop With ...

Torrance Better Merchants

RETAIL DIVISION - TORRANCE CHAMBER OF COMMERCE ...



McCOWN DRUG STORES
1327 El Prado

ALLEN JEWELERS
1321 Sartori Ave.

HOWARD'S JEWELERS
1503 Cabrillo

THE GAY SHOP
1319 Sartori Ave.

TINY TYKE SHOP
1333 El Prado

GARY'S JEWELERS
1322 Sartori Ave.

CHILDRENS WARDROBE
1277 Sartori Ave.

ALMOND'S DEPT. STORE
1261 Sartori Ave.

KARL'S SHOE STORE
1281 Sartori Ave.

PAY-LESS CUT RATE DRUG
1269 Sartori Ave.

BERNARD'S SHOES
1319 1/2 Sartori Ave.

TORRANCE HERALD
1619 Gramercy Ave.

UNIVERSAL FURNITURE CO.
1317 Sartori Ave.

NATIONAL HOME APPLIANCE
1267 Sartori Ave.

MUSIC CENTER
1307 El Prado

ADAMS DRESS SHOP
1279 Sartori Ave.

BENSON'S
1271 Sartori Ave.

BAKER'S FURNITURE EXCHANGE
1512 Cravens Ave.

PARRISH STATIONERS
1415 Marcelina

SCHULTZ & PECKHAM, FORD
1420 Cabrillo

A-1 PHOTO SERVICE
1312 Sartori Ave.

GRAND SWEET SHOP
1225 El Prado

KIRBY'S SHOE STORE, LTD.
1276 Sartori Ave.

TORRANCE HARDWARE
1515 Cabrillo

SAM LEVY'S DEPT. STORE
1311 Sartori Ave.

TORRANCE MEN'S SHOP
1325 Sartori Ave.

A & P FOOD STORES
1330 El Prado

SAFeway STORES
1301 Sartori Ave.

J. J. NEWBERRY CO.
1275 Sartori Ave.

PAUL'S CHEVROLET
1640 Cabrillo

PORTERS YARDAGE HOUSE, Inc.
1265 Sartori Ave.