

SHU-NEWS

PEOPLE ARE FUNNY!!
 Every week, the chiropodists, arch-support fitters and people who sell foot appliances, are taking in hundreds of thousands of dollars. Did you ever ask yourself why? The fellow who throws away \$10.00 on a horse bet and who will jump up to Las Vegas and be happy if he loses only \$100 is the one who yelps loudest when it comes to paying \$2.00 or \$3.00 more for a good pair of shoes that really fit. The good Lord gives us but one pair of feet, and what happens to them is solely in our own hands. We started out with good feet, if they're bad now don't blame anyone else.

WE LIKE PEOPLE!
 We've been in Torrance for only eight months and so many of you are now making this store their shoe headquarters. Any number of people have told us about the good wear they get out of our "Pedescription" Good-year welts, for children. They tell us they have been paying \$2.00 per pair more than we sell them for, for shoes that don't last as long. We carry many styles in school shoes and dress shoes, and we really fit them, whether they are wide or narrow feet.

One salesman who looked us over asked how we could do it. Another said "If people only knew the values we were giving, they would be lined up all day long buying them."

HEY—MAN!
 Do you know that several of the larger downtown stores are selling Portage Shoes (Milwaukee made) for \$2.00 and \$3.00 per pair more than we are—and on Porto-Peds — why we undersell them at \$3.00 to \$4.00 per pair less.

We carry A to EEE widths and from size 4 to 14 in men's shoes and what's more, we have the biggest selection in town. Why don't you try us for your next pair.

WE HEAR . . .
 People say — I've seen you there but just haven't gone in to check your store. Many have told us they thought it was an outlet or self service store, but upon stepping in, have found that not only do we fit them correctly but in a courteous manner and quickly too. Well, that's our policy — to bring you new, fresh style shoes, fit them right and try to save you money.

WE SELL . . .
 Natural Bridge shoes for the matron are known all over the U. S. to be one of the best style types of shoes with the medium heels. They are made with narrow heels (combination lasts) and fit the way you hoped they would. Since our opening we have sold hundreds of them and so many of you have come back for more. Thank you ladies. The older men and women too have been able to find we carry their sizes in the soft comfort shoes. Ladies shoes from AAA to EEE.

OUR WORK SHOES
 Really do the job for you. We have sold a load of brown and black oxfords with neoprene crepe soles and cushioned insoles and the men say they're really neat. We sell them at \$8.49 per pair and we know you'll love them. We carry the largest selection in town in the popular priced and in the better grades.

Did you ever stop and think what great guys are in our Police and Fire departments. They seem younger than they formerly were, but they're neat, alert and well trained. Believe it or not, I saw an officer in the downtown area put a penny in a parking meter for someone he didn't know, just to keep from writing a ticket on some out-of-towner's car. There are a lot of shoe stores in Torrance, high priced shoes — medium priced and the cheaper priced are carried. You can get what you want in Torrance so please

Shop For Shoes in Torrance
TORRANCE SHOE MART
 1330 SARTORI AVE.
 FA. 8-1427
 Open Monday and Friday Nites
 Until 9 P.M.

JUST IN TIME FOR MOTHER'S DAY, MAY 13th

LOWEST PRICE EVER OFFERED! YOU SAVE HALF!



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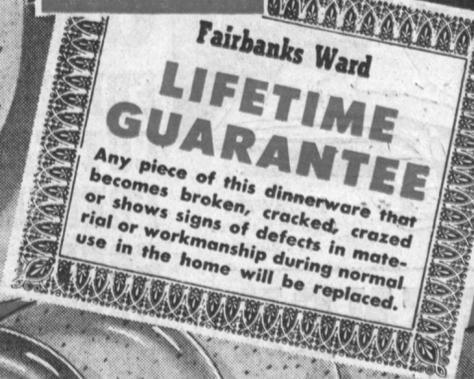
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VEGETABLE BOWL and SERVING PLATTER

FREE! Complete MATCHED SERVICE FOR 8



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YOU GET ALL 45 PIECES

\$29.⁹⁸ ONLY ONE SET TO A CUSTOMER

NO MONEY DOWN! ONLY 50¢ WEEKLY!

8 DINNER PLATES

8 SALAD PLATES

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8 CUPS and SAUCERS

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melmac CREAMER and COVERED SUGAR BOWL
 In beautiful lifetime colors and beauty!

Regularly \$59³⁵!

Only Genuine Melmac Dinnerware is unbreakable . . . stain and scratch resistant . . . safe . . . guaranteed not to chip, crack or craze. Here is a lifetime of beautiful dinnerware in newest colors. You'd pay \$59.35 if it were not for this sensational sale. Don't miss this lifetime value . . . order today!

HERE'S WHAT YOU GET:

- Large Serving Platter • Vegetable Bowl
- 8 Dinner Plates, 10" Size • 8 Soup Plates
- 8 Salad Plates • 8 Cups • 8 Saucers
- Bonus Creamer & Sugar Bowl with Cover

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