B.F.Goodrich

Downtown Torrance

PARKING LOT SALE

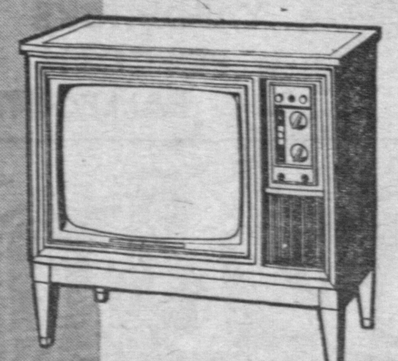
Open 9 to 9 Thursday, Friday and Saturday, Oct. 17, 18, 19

YOU will be amazed at these low, low prices. All sale merchandise will be on display on our large parking lot next to the store, DOWNTOWN TORRANCE.

INTRODUCING COLOR TV by MOTOROLA

NEW for 1964

MOTOROLA COLOR at LOW LOW PRICES



Come in and meet...

The newest in color television. The thinnest cabinet on the market today, and exclusive all-new Motorola rectangular tube. Choose the set that suits you, both price-wise and style-wise. Come in and see our 8 basic styles in a variety of finishes. All available with built-in all-channel UHF tuner at slight additional cost.

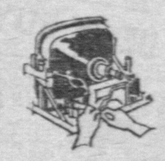
Priced from 449.95

ALL ON EASY TERMS, Small down payment

New tube gives you the thinnest front-to-back color set on market today.

- ★ Picture purity in true, brilliant colors!
- ★ Shows picture over entire screen even the corners!
- ★ Superb black and white pictures, too!

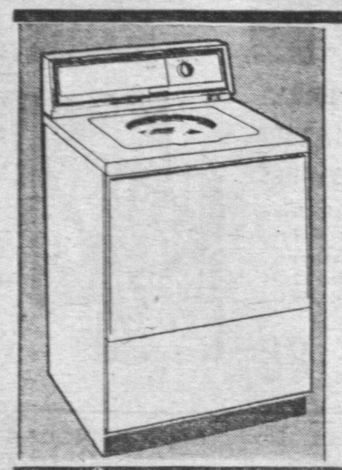
Some of the many features: lighted channel indicator, big 5" full-tone speaker, tone control, push-pull on-off control, all-channel adaptable. Genuine mahogany or walnut veneers select hardwood cabinetry.



Custom deluxe "Golden M" color chassis is designed, engineered and hand-wired by Motorola for a high degree of precision and reliability. Triple-checked to assure you of quality.

FULL YEAR GUARANTEE ON EVERY SET. Manufacturer's one-year guarantee covers free exchange or repair of any component proven defective in normal use. Arranged through selling dealer. Labor extra.

Electronic color indicator automatically lights to tell you when a color program is being transmitted. See this outstanding value in color television tomorrow!



CLOTHES COME CLEANER in a

Kelvinator WASHER

A Kelvinator 50th Anniversary Special! This beautiful "Golden Touch" washer uses less water, less detergent, and gives your clothes less wear. There is the right action, water level, and temperature for all fabrics and all loads. Other fine features include pre-scrub cycle, overflow rinsing, and efficient lint filter. Come in and see this outstanding washer. Model 522.

NO DOWN PAYMENT . . .

GIANT KELVINATOR

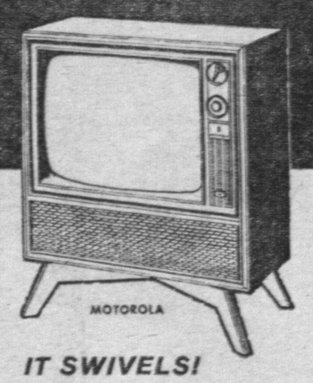
Refrigerator-Freezer

A Price Bombshell!

Here is the utmost in convenience and dependability, with large 15 cu. ft. refrigerator section that never needs defrosting. Features include adjustable shelfs, pull-out shelf, sliding meat drawer, twin vegetable crispers, and large capacity storage door. Freezer section stores up to 134 pounds of food and features two swing-out baskets, ice cube chest, and storage door. Both doors with safety magnetic gaskets. Available in 5 attractive colors or white to fit any kitchen. Model 782.

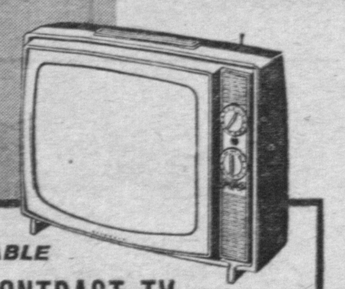
HUGE FREEZER BELOW—WHERE YOU WANT IT

MOTOROLA SPECIALS!



FULL YEAR GUARANTEE ON EVERY SET

Manufacturer's one-year guarantee covers free exchange or repair of any component proven defective in normal use. Arranged through selling dealer. Labor extra.



19" PORTABLE

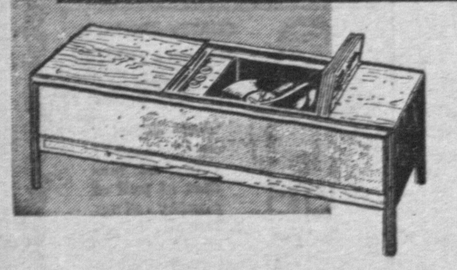
SHARP-CONTRAST TV

Handsome, slender set with full 172 sq. in. picture viewing area (19" diagonal). Hand-wired chassis for outstanding performance and reliability. Truly an excellent value!

IT SWIVELS!

BIG, BRIGHT 23" TV

Full 283 sq. inches of clear, sharp picture viewing area (23" diagonal). Smartly styled console, with famous Motorola smooth-finish cabinetry. Hand-wired chassis, tinted eye-shade, Golden Voice speaker plus many features you'd expect only on more costly sets! Quality designed for extra viewing pleasure at this low price.



IT'S A COFFEE TABLE!
IT'S A STEREO!
IT'S A QUALITY MOTOROLA!

Enjoy lush sound from this fine-fashioned furniture piece at this low price! Thrill to the musical presence of true highs and booming lows with 3 output transformers, 3-speakers, 4-speed automatic changer.

USED APPLIANCES

REPOSSESSED 1962 KELVINATOR
FOOD-O-RAMA
REFRIGERATOR-FREEZER
● SALE PRICED

REPOSSESSED 1960 KELVINATOR
FOOD-O-RAMA
REFRIGERATOR-FREEZER
● SALE PRICED

MANY OTHER VALUES!—HERE ARE JUST A FEW

Spartus Flash **CAMERA** Regular 9.95—	$3.00	Vinyl—Reg. $2.50 **CAR MATS** Blue, green, red, black—	$2.50
Knapp-Monarch Steam-Spray **IRON** Reg. 14.95	$6.00	2 Transistor—Reg 7.95 **RADIO** (Case and Earphone)	$3.00

WASH AND DRY PADS (See This)—Regular 1.98 ..... 50¢

B.F.Goodrich

Your Convenient .... FA 8-0220

B. F. GOODRICH STORE
1323 CRAVENS AVENUE
Downtown Torrance

PITTSBURGH PAINT CELEBRATES THE NEW DOWNTOWN TORRANCE

SPARKLING CRYSTAL CHIP & DIP SET

IDEAL FOR PARTY GIFT

- 11" Bowl
- 5 1/4" Dish
- Brass Finish Holder

1.39

Clearance

TAKE ADVANTAGE OF THIS SPECIAL CLOSE-OUT STOCK AT GREATLY REDUCED PRICES!

UNEXCELLED FOR DOORS AND TRIM

PITTSBURGH SATINHIDE® ENAMEL

The ideal soft luster durable enamel for every interior job. Colors closely match those of *WALLHIDE®* Wall Paint. *SATINHIDE®* dries quickly to a protective, washable finish.

- Completely scrubbable.
- Dries sag-free.
- Available in over 1,000 colors.

OUTSTANDING FOR KITCHENS AND BATHROOMS

ONLY 3.9¢ Gal. **$1.07** QT.

White and Ready-Mixed colors. *MAESTRO®* Colors slightly higher.

Limited Supply and Colors of Close-Out Stock

LOWEST PRICE EVER!

PITTSBURGH WALLHIDE® *Rubberized* **WALL PAINT**

~~Regularly $6.95~~

NOW $ **2.98** GAL.

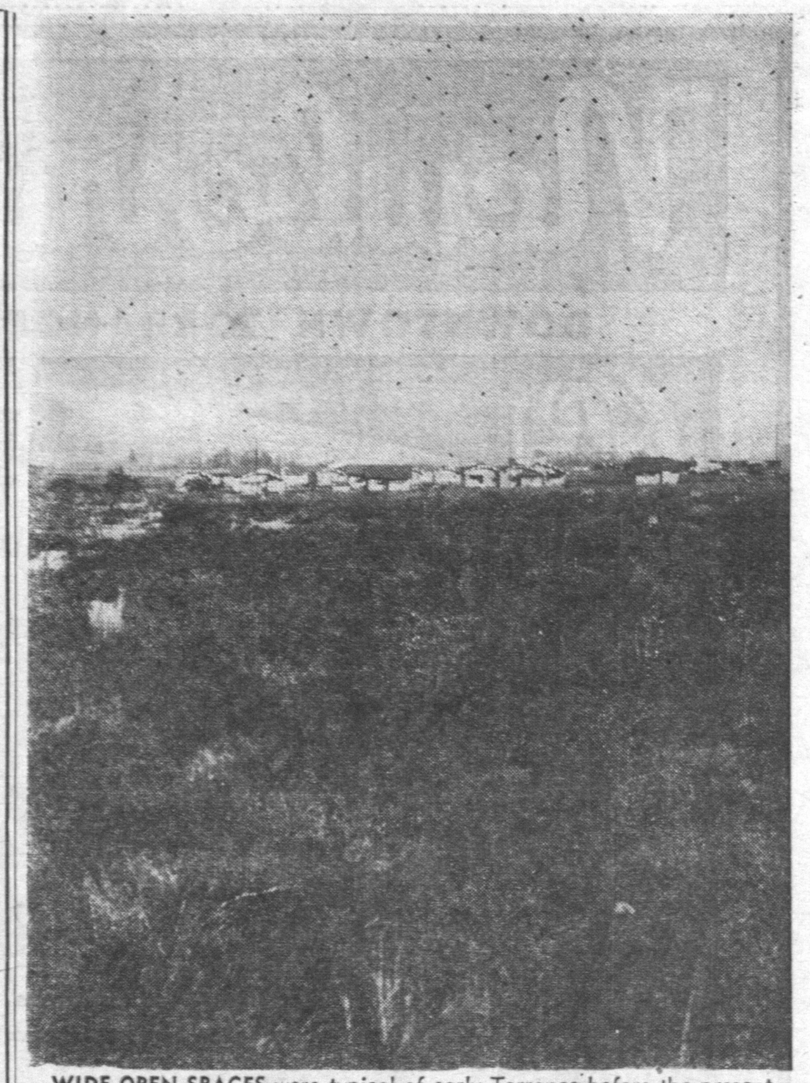
White and Ready-Mixed Colors. *MAESTRO®* Colors slightly higher.

.89QT.

PITTSBURGH PAINTS®
PITTSBURGH PLATE GLASS CO.

1413 CRAVENS, DOWNTOWN TORRANCE
FA 8-5260

HEADQUARTERS FOR PAINT, BRUSHES, WALLPAPER AND SUNDRIES



WIDE OPEN SPACES were typical of early Torrance before the present building boom. The above photo taken in the early 1900's toward the West from approximately where Crenshaw is now.

LOOK FURNITURE HELPS CELEBRATE THE OPENING OF THE NEW **DOWNTOWN TORRANCE**

312 COIL

MATTRESS & BOX SPRING

10-YEAR GUARANTEE—COMPLETE SET ONLY

59.95

510 COIL

POSTURE FORM MATTRESS

Complete with matching box spring.
10-Year Guarantee.

COMPLETE SET **69.95**

LOOK Furniture

1317 SARTORI
Downtown Torrance
FA 8-0808