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Torrance

Moneta

Correct Pricing

When an institution reaches the position which RAPPAPORTS hold in this community its policies become fixed in the public mind and are taken as a matter of course.

For example, the question of prices.

Our customers assume, FIRST, that we shall always maintain the highest standards of quality and service, and, SECOND, that our prices will always be as low as is consistent with those standards and with the cost to us of our wares at their source. Our customers know that price reductions are made whenever the cost to us is reduced—not for the purpose of FORCING SALES, but simply as a matter of correct business practice.

And this explains to them why our price reductions, important as they may be, are never publicly announced.

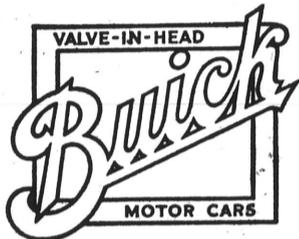
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Torrance Toggery

Si Rappaport

Burkhardt Bldg.

Torrance

Torrance Theatre

Sun., Mon., Tues., 2-3-4
APRIL

The Road to Romance—

Could she take it? Could she live down, as the wife of the man she loved, her identification with her background—the cafes of Paris?

or The Road to Ruin?

Could she go back to it, knowing that her single frailty must sooner or later yield to the menace of men?



Such is the girl's dilemma in the resplendent screen drama which

Robert Z. Leonard presents:

MAE MURRAY

in

Peacock Alley

By Edmund Goulding



A Tiffany Production

Based on a story by Ouida Bergere. Directed by Robert Z. Leonard

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