

PRICES DROP

Many Merchants Join New Plan!

All Offer Cash Discount Refunds

Progressive merchants in nearly every type of business are joining the sensational new plan that gives their customers actually cash discounts on everything they purchase.

Many additional merchants whose names do not appear are also offering these cash discounts.

If your favorite merchant's name is not on this list, ask him to join this cash-saving plan! He will also profit.

TORRANCE

Bernard's Family Shoe Store
1315 Sartori

B-R CLEANERS
2060 W. Carson

BURKE'S Bargain Spot
2113 Torrance Blvd.

Danish Maid Bakery
Home Delivery
23109 Huber Ave.

Fischer Hdw.
2215 Torrance Blvd.

Gary's Jewelers
1322 Sartori

Greater Torrance Market
Groceries and Meats
Corner Torrance Blvd. and Arlington

Laundry Lounge
1627 Cravens

PAT'S Mobile Service
Carson and Arlington

Pennington's Mobile Service
2172 Torrance Blvd.

Torrance Friendly Service
1403 W. Carson

Torrance Feed and Fuel
1963 W. Carson

Torrance Fresh Fish Market
1718 Andreo

Trend O' Fashion LADIES' WEAR
128 Sartori

Torrance Tee Vee
1629 Cravens

Many other merchants have also joined this Cash Saving program. Look for decals on their windows and their ads in future publications.

CASH DISCOUNT PLAN SUCCESSFUL IN OTHER CITIES

Although the sensational new stamp cash discount plan is just starting in Torrance, merchants and home makers in other cities have found the cooperative plan highly successful. To the homemaker who trades with the cash discount merchant it means actual dollars saved and earned every day of the month—and extra dollars in the pocketbook. Merchants find the plan makes hundreds of new friends and customers who develop a real loyalty to the store who offers this real cash saving.



CHARLES VANDERBILT

"Chuck" Vanderbilt Has New Post

Charles "Chuck" Vanderbilt of Torrance has been appointed general manager of the Cash Discount Corporation of California. He was announced recently by T. S. Brown, president of the firm.

The corporation operates a new merchandising plan involving the use of stamps obtained through purchase of various types of merchandise and service.

The cash discount plan will be introduced in Torrance thru the distribution of "cash discount checks" by the mail and various civic organizations. Housewives who patronize stores participating in the plan can save 2% on all purchases.

Ask Your Merchant

Because of the big response by both dealers and home makers for this sensational new discount plan, perhaps your favorite market, laundry or gas station has not been called upon by a "Cash Discount Representative." Be sure to ask your local dealer about the "Cash Discount Plan." Ask him to find out about it and stock them for you. He'll be glad to help you save this Cash Discount Way.

Redondo Beach

BETTY'S Yarn Shop
322 S. Catalina

Pacific Bakery
324 S. Catalina

Ralph's Richfield Service
401 Torrance Blvd.

Supreme Paint & Wallpaper Co.
1002 S. Pacific Coast Hwy

WALTERIA

FORBIS & HUSE Shell Service
3744 Pacific Coast Highway

Ye Village Shop
24462 Hawthorne Blvd.

LOMITA

Bramlette Meats
24112 Narbonne Ave.

Living Costs Reduced In Torrance Area!

Merchants Adopt New Plan To Give Families Cash Discounts on Purchases

Savings Amount To Hundreds Each Year

Cost of Living Reduced

For the first time in the Harbor Area progressive merchants are now offering a special cash discount plan that will save home-makers hundreds of dollars every year—actually cut the price of food, transportation, furniture, necessities and luxuries.

Because these merchants receive a discount from their suppliers when they buy for cash, they have organized under this plan to pass this cash discount on to you, the buyer.

EASY TO CASH

Stores, gas stations, garages, meat markets and other merchants participating in this sensational new plan are offering their customers cash discount checks. With each 50-cent purchase a cash discount valued at 1 cent cash is given to you to attach to the check. When your check is filled with a dollar's worth of stamps you may cash the check at your favorite merchant, or at the bank.

Just think what this means! No long waiting and saving for prizes — you get your stamps from your grocer, meat market, garage man, laundry, dry cleaner and scores of other places where you regularly spend money. Then—in a few days with your purchases — you'll have your check full and you can cash it in for \$1.00.

START THIS WEEK

Start today—ask your favorite merchant for the cash discount Refund Plan.

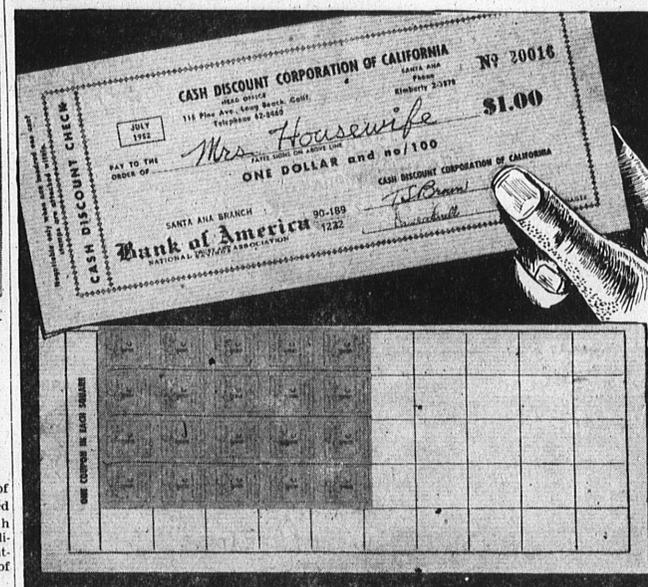
Begin earning your own 2% on cash purchases as housewives in other areas are doing — buy and save the cash discount way — and then count the savings in real cash made in just the first few weeks. It will amaze you!

Start Saving Today!
The Cash Discount Way!



HOUSEWIVES THRILLED BY CASH DISCOUNTS

"I never knew saving money could be so easy . . . and so much fun," one Torrance housewife remarked when she spent her first day shopping with the "Cash Discount Stamp Plan." "Everyone in our neighborhood is starting the cash discount way of saving," declared another Torrance mother. "We are asking our favorite markets to get the stamps for us and maybe we have found the plan means extra money in our purses."



HERE'S WHAT YOU CAN HAVE

- Two Weeks Vacation FREE
- A New Set of Tires
- A Complete New Wardrobe for Mr. or Mrs.
- A New Camping Outfit
- A Year's Full Auto Insurance Coverage
- A Year's Musical Education for your child
- 500 Gallons of Gasoline

These and many more things are possible if you shop with the stores offering CASH DISCOUNT Refunds!

Window Decals Mark Cash Discount Stores

Yellow, Black and Green Sign Means You Save Dollars

Start saving the cash discount stamp way this week. Look for the progressive merchants who are displaying the yellow black and green sign in the window showing the cash discount check and the words, "Ask for your \$1.00."

Scores of merchants who are anxious to help you in the battle of lower living costs are passing on this cash discount



to you . . . and scores more are joining the plan each day. So look for the decal and the check, or ask your favorite merchant to start the new plan for you.

Remember, with the cash discount stamp plan you get your stamps in a hurry . . . you can cash your checks at your favorite store or the Bank for \$1.00.

Gas Stations Garages Reduce Auto Costs

"We are happy to help our good friends and customers in their fight against high prices." That's what one Torrance service station and garage owner said when he adopted the "Cash Discount Plan." Scores of other merchants feel the same way. Let this easy plan help you in your transportation budget. Just think what this cash discount can mean in your gasoline or car repair bill alone.

Start now — receiving your cash discounts when you get gasoline and the other articles of automotive upkeep. Look for the "Cash Discount Station" nearest you . . . or ask your favorite operator to get the cash discount checks for you.

APPLIANCES INCLUDED

Not only will the cash discount plan save you money every single week on the necessities of life, but you can also reap big benefits on large purchases. Before you make any major purchase . . . ask if the store is a member of the Cash Discount plan. You'll make substantial savings by patronizing the appliance, furniture and television dealers who are anxious to pass this cash discount on to you.

Grocery Store, Meat Markets Help Families Save as Much as \$15.00

A Month With New Plan!

Progressive grocery stores and meat markets are also joining in this amazing plan that will put extra dollars in your pocket every single week of the year. Look for the dealers who are helping you with the cash discount stamps. Buy there—save the money you make on your Cash Discount Checks—and use it for those little extra things you always want.

Many families can actually save as much as \$5.00 per month on their grocery and meat purchases with this simple plan of saving cash discount stamps. And better yet, you can cash the bonus check right in the store where you buy. It costs you nothing to start this saving plan and your profit climbs with every purchase.

So start this easy way today. Find out where you can secure this cash savings on all food purchases, or ask your grocer to get these stamps for you. It means extra dollars every month in your purse . . . a cash discount off all your food bills.

Save For Gift Money

Although the cash discount plan is not a Christmas Club, hundreds of housewives will agree that here, at last, is a sure way to save for the holidays ahead. Do as others are doing. Put the extra cash away for that Christmas fund—your birthday gift fund, or for the scores of other things you need every day.

Free Cash! Free Cash! Free Cash!

Cut Home Repair And Upkeep The Easy, Money-Saving, Cash, Discount Way

The next time you paint in your home, repair that fence or find it necessary to do the old jobs that always spring up around your home, just think what you can save when you patronize the store that offers you this wonderful, different cash discount plan. Everytime you buy, make that purchase at the progressive merchant who offers you these easy to cash, easy to manage cash discount stamps.

Send For Cash Discount Check And Stamps Worth 20¢ Today

If you haven't already received your introductory cash discount check in the mail, clip the coupon below and mail it today. We will send you a Dollar Check by return mail. And with each introductory check we will include 20¢ worth of stamps to get you started on the way to thrift. We will also include a complete and up-to-date list of dealers participating . . . many of whom have joined since this advertisement was prepared. Remember just clip this coupon and get "20¢" in the mail . . . there is no obligation — it costs you nothing to become acquainted with this amazing new savings plan.

FREE CASH To: Cash Discount Corp.
115 PINE AVE.
LONG BEACH, CALIF.

Please send me my cash discount check and stamps worth 20¢ along with the complete list of dealers where I may receive my cash discounts at time of purchases.

(Name) _____

(Address) _____

(There is no cost or obligation to you when you send in this coupon. It is sent to you free so that you may become acquainted with our plan and know the names of merchants cooperating. No salesman will call.)



Babies Benefit

Start cashing in those cash discount checks right away . . . the extra money is wonderful for babies fund . . . or for any of those special purchases. Everybody benefits with this easy new way to save . . . consult the list of dealers on this page who are participating—or ask your favorite merchant to get the stamps for you.