

Extra!
Torrance
Silver
Anniversary
Festival
Edition

Only Newspaper
Published In Torrance

Consolidated Edition of
Torrance Herald & Lomita News

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Silver
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The Torrance Herald

TWENTY-SECOND YEAR—No. 37.

TORRANCE, CALIFORNIA, THURSDAY, SEPTEMBER 10, 1936

SECTION B

3-DAY SILVER FESTIVAL STARTS TODAY!

\$150 In Cash Prizes! Mutt Show! Cake Baking Contest! Free Dance!
Read All About This Gala Celebration! Plan To Take Part In It!



He's Headed
for the Big
**Mutt
Show**

Come on, kids!

Get your dog and bring him (or her) to the Big Mutt Show Saturday afternoon at 3 o'clock.

Lookit the Prizes:

\$5.00 for the Ugliest Dog.

\$5.00 for the Biggest Dog.

\$5.00 for the Littlest Dog.

Only mongrels allowed to enter, no thoroughbreds permitted. All boys and girls under 15 years old can enter their dogs. Bring your dog, on a leash, to the corner of Sartori and El Prado a few minutes before 3 o'clock Saturday afternoon and join the big parade. If your dog wins, you'll be paid in big shiny silver dollars.

AMATEUR SHOW PROMISES TO BE HUGE SUCCESS SATURDAY

Many Talented Performers Already Entered
Three Cash Prizes Offered.

The amateur contest scheduled to start at 9 p. m. Saturday evening at the Civic Auditorium looks like a big success. Already a large number of budding dancers, singers, instrumentalists, and other entertainers have enrolled for the big show to which the public will be admitted free.

The merchants' committee in charge of the Silver Anniversary Festival states that any amateur may enter the contest, regardless of age or sex. Three cash prizes are offered, as follows: First, \$10.00; Second, \$5.00; and Third, \$2.50.

All contestants must register at the Torrance Herald office, 1336 El Prado, before 12 noon on Saturday. They are requested to be at the stage entrance of the auditorium at 8:30 p. m. The orchestra will be present to accompany any contestants who desire such assistance in putting on numbers. There are no strings attached to taking part in the amateur show. You merely give your name, address, age, and the type of entertainment you will offer.

Judging from the high calibre of entertainers who have already entered the contest, those in the audience are assured of a fine program which will no doubt take up the full hour allowed for the contest.

Immediately following the amateur show, the final \$25.00 cash prize will be awarded to coupon holders. Then comes the free dance for the balance of the evening.

(CLIP AND SAVE FOR REFERENCE)

PROGRAM

For Torrance 3-Day Silver Anniversary Festival

Thursday, September 10

5:30 P. M.—Award of \$25.00 in cash at corner of Sartori and Marcelina avenues. Winner must be present in crowd with duplicate coupon. Coupons given free with purchases in local stores.

Friday, September 11

5:30 P. M.—Award of \$25.00 in cash in front of Safeway Store on Carson street. Winner must be present in crowd with duplicate coupon. Ask for free coupons when making purchases this week at Torrance stores.

Saturday, September 12

9:30 A. M.—Cake Baking Contest at Civic Auditorium. Prizes: \$10.00 in Silver for Most Attractive Cake; \$5.00 in Silver for Best Tasting Cake; \$2.50 in Silver for Second Best Tasting Cake. Contest open to both Women and Men. Not necessary to register,—just bring your cake to the Civic Auditorium before 9:30 A. M. Saturday.

2:00 P. M.—Award of \$25.00 in cash at corner of Sartori avenue and El Prado. Winner must be present in crowd with duplicate coupon.

3:00 P. M.—Mutt Show and Parade. Bring your dog to corner of Sartori and El Prado shortly before 3 p. m. Prizes: \$5.00 in Silver for Ugliest Dog; \$5.00 in Silver for Largest Dog; \$5.00 in Silver for Smallest Dog. No thoroughbred dogs will be permitted to enter contest, which is open to boys and girls under 15 years of age.

9:00 P. M.—Amateur Show in Civic Auditorium. Any and all forms of entertainment permitted:—Dancing, Singing, Instrumental Selections, etc., etc. No age limit, any man or woman, boy or girl may compete. All contestants must register at office of Torrance Herald, 1336 El Prado, not later than 12 noon, Saturday, Sept. 12. Prizes: First prize, \$10.00 in Silver; Second prize, \$5.00 in Silver; Third prize: \$2.50 in Silver.

10:00 P. M.—Award of \$25.00 in Cash at Civic Auditorium. Winner must be present at Auditorium with duplicate coupon.

FREE DANCE for balance of the evening at Auditorium. Music by Jack Gledhill's Orchestra. Everyone invited.

NOTE—Merchants or their employes are NOT permitted to participate in cash awards.

FREE! \$100 In Silver Dollars

Four Gifts of \$25.00 Each To Be Awarded By
Merchants During Next 3 Days.
First Award at 5:30 Today

Oh, what fun!

And Oh, what PRIZES!

The festive spirit is in the air. You see and hear it everywhere. Because Torrance is celebrating its 25 years of existence with a gala Silver Anniversary Festival this weekend and there'll be plenty of things doing.

First BIG EVENT is scheduled for this afternoon at 5:30 o'clock when 25 BIG SHINY SILVER DOLLARS will be GIVEN AWAY at the corner of Sartori and Marcelina avenues,—down by the banks.

Then again on Friday at 5:30 p. m. ANOTHER \$25.00 will be given away in front of the Safeway Store on Carson street, and on Saturday at 2 p. m. another \$25.00 will be given away at the corner of El Prado and Sartori avenue. Then at 10 p. m. Saturday the final \$25.00 award will be made at the Torrance Civic Auditorium. That's 100 Silver Dollars in gifts besides ANOTHER \$50.00 in cash prizes to be awarded in the cake baking, mutt show, and amateur contests, explained in another column of the page.

How's all this money to be given away, and who's furnishing it, you ask? Well, ask the merchants of Torrance. They are bearing the entire expense of the celebration. All merchants who are co-operating in the plan have a "Silver Anniversary Festival" placard on display in their show windows. With each 25c purchase you are given a coupon which entitles you to take part in the four different gift awards. You drop half of the coupon in the barrel at the bank corner and keep the other half of the coupon for identification at the times the awards are made. That's simple, isn't it? And who knows maybe you will be carrying home a pile of those big silver dollars. So be sure and be on hand at the four different hours when the prizes are given.

Remember, \$25.00 will be absolutely given away each time, and if you are not present when your number is called, some one else will get the money. Prizes will not be held over until the next award, nor will they be given to anyone without the corresponding numbered coupon. So be on hand each time with your coupons in hand.

As an added attraction, Torrance merchants are offering exceptional values for the remaining three days of this week. Many of these special bargains are advertised in this issue. Read them over and profit by the savings,—and be sure and ask for your coupons when making purchases.

If you do not clearly understand the gift offerings, ask any of the merchants displaying the "Silver Anniversary Festival" card.