

DO YOUR PART TO COMBAT INFANTILE PARALYSIS ...

Attend the President's Ball ... Hollywood Riviera ... January 30

American Beauty Shop

1511 Cabrillo Avenue

Their barbering skill makes no CRIPPLED customers

Torrance Investment Co.J. C. SMITH
1409 Sartori Avenue

Mr. Smith expects 1937 to be a big year

Torrance National Bank

1329 Sartori Avenue

EVERY dollar deposited here draws interest

Torrance PharmacyGEORGE L. PROBERT
1411 Marcelina Avenue

YOUR prescriptions filled here accurately

Torrance Plumbing Co.F. L. PARKS
1418 Marcelina Avenue

Keep WARM with a Fraser "Tuck-A-Way" heater

Roi-Tan Cafe

1211 El Prado

Good Food and THE best coffee in town

Torrance Sign Co.

1618 Cravens Avenue

Sam Kennedy has painted signs FROM Mahe to California

Torrance Tire & Retreading Co.

1618 Cravens Avenue

USED tires retreaded to wear longer than new ones

Village Winery

Carson and Cabrillo Avenue

AT THE Village Winery, you'll find a full stock of liquors and wines

Ed Schwartz, Store for Men

1505 Cabrillo Avenue

Ed Schwartz—YOUR headquarters for men's wear

Beacon Drug Co.

1519 Cabrillo Avenue

Les Prince sells TICKETS on Greyhound and Union Pacific Bus Lines

Charles B. MitchellAuthorized Distributor Standard Stations, Inc.
Carson and Cabrillo Avenue

Charlie would like to winter on the RIVIERA

Earl H. Forbes—Pontiac

1528 Cravens Avenue

Last YEAR Mr. Forbes sold many Pontiacs

Dolley Drug Annex

Sartori Avenue and El Prado

Mr. Roberts has served THOUSANDS OF satisfied customers

Rees Family Shoe Store

1277 Sartori Avenue

You are HAPPIEST when wearing a pair of Rees' better shoes

Dominguez Land Corp.

1315 Post Avenue

The smart land buyer GOES TO THE Dominguez for bargains

Dr. R. A. Bingham

DENTIST

1417 Marcelina Avenue

The PRESIDENT won money for this man

Dr. R. F. Bishop

DENTIST

Torrance National Bank Bldg.

He can pull any tooth OUT OF your mouth

Dr. O. E. Fossum

DENTIST

1300 Sartori Avenue

You'll probably see this man at the BALL

Albert Isen

ATTORNEY AT LAW

1639 Cabrillo Avenue

He takes YOUR PART in courts of law

C. Earl Conner

POSTMASTER

He is the FOUNDATION of the Democratic party

Christy's

Sartori and Marcelina Aves.

All your FRIENDS eat here

Ellwood's

1417 Marcelina Avenue

BY ATTENDING Ellwood's Sales you save many CENTS

Fanny C. King

1324 Sartori Avenue

YOUR Notary Public needs taken care of here

Fenwick Shoe Repairs

1308 Sartori Avenue

Shoes for CHILDREN and adults repaired like new

Sartori Liquor House

1111 Sartori Avenue

MAKE THE Sartori Liquor House your liquor headquarters

Thomas Liquor Store

1338 Post Avenue

THE best OF Imported and Domestic Liquors

A. H. Bartlett

CITY CLERK

He plans to ATTEND the party on JANUARY 30

ENTER HERALD'S BIG PRIZE CONTEST!

Reconstruct Short Paragraph About President's Ball: Win \$5 Cash Award!

Dr. Walter A. Hoxie

DENTIST

1309 Sartori Avenue

Here is a dentist you NEED not DREAD

"Harriett Leech, Flowers"

1413 Marcelina Avenue, Phone 12

She recently celebrated her first BIRTHDAY

Howard's, Jewelers

1503 Cabrillo Avenue

This collector has COLLECTED many old coins

Howard G. LockeTORRANCE GENERAL INSURANCE AGENCY
1405 Marcelina Avenue

He will insure you against DISEASE

Haig & Haig

PHOTOGRAPHS

1224 El Prado

WHILE THE person sits he takes a picture

L. J. Gilmeister

SECRETARY, CHAMBER OF COMMERCE

Much HELP comes from this man

National Home Appliance Co.

1318 Sartori Avenue

This man puts down a DOLLAR but seldom wins

Alcorn Drug Co.

2203 Torrance Blvd.

Food and drink SUFFERERS find solace at Alcorn's

Miller Furniture Co.

1513 Cabrillo Avenue

YOU CAN buy better furniture here at lower prices

Baker Smith, Jewelry

1321 Sartori Avenue

BUY Hamilton and Elgin watches here

Consolidated Lumber Co.

1826 213th Street

This company sells some GEORGIA pine

Dolley Drug Co.

1225 El Prado

This firm sells medicines TO AID the sick

Real Estate Management Co.

1315 Post Avenue

Remco says that NOW is the time TO buy real estate

Torrance Development Co.

1261 Cabrillo Avenue

B. C. Buxton is head of THE Torrance Development Co.

RB Cut Rate Drug Store

1316 Sartori Avenue

This store keeps open late SATURDAY NIGHT

Paxman Hardware Co.

1219 El Prado

BRING all your hardware troubles to this store

J. C. Penney Co.

1269 Sartori Avenue

This store opened a new branch in HOLLYWOOD

10 TICKETS TO DANCE ALSO TO BE GIVEN AS PRIZES TO WINNERS!

CONTEST EASY! HERE ARE RULES!

1. CONTEST PROBLEM:

A paragraph has been written by The Herald about the President's Ball and the words of the paragraph have been separated, mixed up and one or more of them appear in each ad on this page in the line of small type at the bottom of each ad. The words are distinguished by being in heavy, bold face type. Example: In the American Barber Shop ad at the top left is the line: "Their barbering skill makes no CRIPPLED customers." The word CRIPPLED is a word needed in the reconstruction of the paragraph.

2. Words may be clipped and pasted together or may be written out in longhand or on the typewriter. The contest is open to everyone.

3. AWARDS:

First prize will be \$5 in cash. Second to Eleventh prizes will each be one (1) ticket (admitting two people) to the dance at the Hollywood Riviera, Saturday night, Jan. 30.

4. Awards will be made on the basis of accuracy in reconstructing the paragraph and on promptness and neatness.

5. In case of a tie duplicate awards will be made.

6. Contest starts today, Jan. 21, and all entries must be in The Herald office by Wednesday noon, Jan. 27.

7. Names of winners and the correct reconstructed paragraph will appear in The Herald issue of Jan. 28.



Above is a happy group of proteges of the Warm Springs Foundation, where infantile paralysis sufferers are treated.

President Franklin D. Roosevelt, whose birthday, January 30, will be the occasion for a series of 5,000 celebrations to be held throughout the country to raise funds for the nation's war against infantile paralysis. Torrance and Gardena are aiding the fight by holding a joint birthday party at the Hollywood Riviera clubhouse.

Quality Super Markets1325 Sartori Avenue — 2171 Torrance Boulevard
L. G. BARKDULL—MEATS

You WILL BE pleased with his quality meats

Firestone Auto Supply & Service Stores

1454 Marcelina Avenue

SPRINGS lubricated and brakes adjusted

Torrance Feed & Poultry Store

T. S. LOVELADY, Proprietor

1963 Carson Street — Phone 407

This is the place FOR THE person WHO likes fresh poultry

Torrance Electric Shop

REFRIGERATORS

1419 Marcelina Avenue

No INFANTILE PARALYSIS here when there's a hunting trip to go on

M & M Transfer Co.

1617-Border Avenue

The trucking business gives him a big bank BALANCE

Dr. C. L. Ingold

OPTOMETRIST

1409 Marcelina Avenue

He helps you DO your part to COMBAT eye troubles

Schultz & Peckham

AUTHORIZED DEALERS OF FORD PRODUCTS

1514 Cabrillo Avenue

They are ALL ready FOR THE DANCE

J. Lepkin

MERCHANT TAILOR

1320 Sartori Avenue

This LOCAL tailor has been in Torrance 14 years

L. James Jenkins

Authorized Dealer

WILLYS 77

1316 Cabrillo Avenue

The new Willys SEVENTY seven is sensational

Plaza Hotel

1720 Cabrillo Avenue

AT THE Plaza you'll find reasonable rates