

# STARTING ! SATURDAY !

• • • • • a thrilling, exciting, whirlwind  
**BUY IN TORRANCE CAMPAIGN**  
in which Torrance Merchants  
**SHARE the PROFITS with the CUSTOMER**



## "DIVIDEND DOUGH DAYS"

Ask For  
**'DIVIDEND DOUGH'**  
From These Merchants

ADAMS SHOP FOR WOMEN:  
ALCORN'S DRUG STORE:  
ASSOCIATED GROCERS:  
ATLANTIC & PACIFIC TEA COMPANY:  
BAKER SMITH, JEWELER:  
BEACON DRUG COMPANY:  
DOLLEY DRUG COMPANY:  
ELLWOOD'S:  
FIRESTONE AUTO SUPPLY & SERVICE STORES:  
HAIG & HAIG, PHOTO STUDIO:  
HARRIETT LEECH, FLOWERS:  
HARVEL'S SERVICE STATION:  
HOWARD'S JEWELERS:  
J. LEPKIN, TAILOR:  
J. C. PENNEY COMPANY:  
J. J. NEWBERRY COMPANY:  
KENNEY'S SHOE REPAIR:  
LA MODE FURNITURE:  
NATIONAL HOME APPLIANCE COMPANY:  
PAXMAN'S HARDWARE STORE:  
RB CUT RATE DRUG:  
ROBINSON'S SHOE REPAIR:  
SAFEWAY STORES:  
SAM LEVY DEPARTMENT STORE:  
STAR DEPARTMENT STORE:  
TORRANCE FEED AND POULTRY MARKET:  
TORRANCE PHARMACY:  
TORRANCE PLUMBING COMPANY:  
TORRANCE TIRE & RETREADING COMPANY:  
WESTERN AUTO SUPPLY COMPANY:  
WORRELL, THE HARDWARE MAN:  
WHITNEY'S BAKERY:

### ● HERE'S HOW THE PLAN WORKS ●

On Page 1-B of today's Herald there is a pink "banknote" for 500 complimentary Share-Shekels worth of DIVIDEND DOUGH. This is only a starter. You will need many more thousands of Share-Shekels to "buy" at auction the many valuable prizes also listed on Page 1-B.

To get enough of them to bid successfully here's all you have to do:

Make your purchases with participating Torrance merchants during the month of September and for every 50 cents spent you will be given 50 Share-Shekels or the equivalent thereof. On Saturday nights, September 11 and 18, at 7 o'clock bring your amassed "wealth" to the public auctions at the corner of Marcelina and Sartori avenues.

At each auction each participating merchant will have one of his valuable gifts to "sell" for DIVIDEND DOUGH. If you see something you want, and have the DOUGH to pay for it, bid for it. It will be a grand lot of fun for everyone.

The final auction will be held in the Civic Auditorium at 8:30 o'clock, Saturday night, Sept. 25, to be followed by a free carnival dance sponsored by the Torrance merchants. So ... spend your money in Torrance ... save your DOUGH. Be a bidder at the auctions.

## PRIZES! PRIZES! PRIZES!

EXACTLY

# \$498.31

WORTH

OF VALUABLE GIFTS WILL BE "SOLD" AT AUCTION DURING DIVIDEND DOUGH DAYS ... GET YOUR SHARE! ... SPEND YOUR MONEY ... SAVE YOUR "DOUGH"

SEE PAGE 1-B FOR COMPLETE LIST