IT PAYS TO SHOP IN TORRANCE ON TUESDAYS

We invite you to come in and see the many beautiful and unusual selections of fabrics ....

VaKay Yardage Center

1614 CABRILLO — FA 8-4666

— The SPORT SHOP —

SALE RACK
COTTON DRESSES 5.95 to 10.95
Afternoon Cottons 8.95 thru 17.95
PLAY CLOTHES 2.95 to 7.95

THE SPORT SHOP

1112 CRENSHAW BLVD.
PHONE FA 8-1359

NEW ARRIVALS IN

COTTON DRESSES

AT $3.99

Guaranteed Fast Color by Mode O'Day and Good Housekeeping

MODE O' DAY

CORNER SARTORI and POST

REG. 7.35 GELVATEX EXTERIOR VINYL

STUCCO PAINT $5.55 GAL.

Lasting protection against sun, sea, smog, grease, oil & alkali

NATIONAL PAINT & WALLPAPER

1422 MARCELINA AVE.

SEE OUR SPECIAL VALUE

$100.00

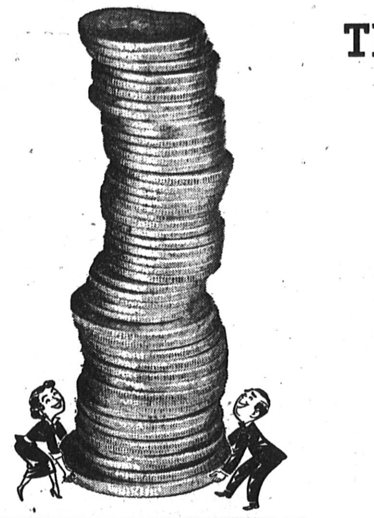
DIAMOND ENGAGEMENT & WEDDING RING SET

—EASIEST TERMS—

ALLEN JEWELERS

1321 SARTORI AVE. FA 8-3003

$$



THE TORRANCE HERALD'S

SILVER BONUS

(COPYRIGHT BY J. A. DOWNEY)

Mrs. J. J. MacDonald

1420 ACACIA ST.
TORRANCE, CALIFORNIA

$35.00 Winner

TUESDAY $35 SILVER DOLLARS

SCHEDULE OF AWARDS

SALES SLIP OR SALES SLIPS FOR

$5.00 or more $35.00
$2.50 or more $20.00
Any sales slip ...$10.00

Members of the Torrance Herald staff and their immediate families are not eligible to enter the contest.

Owners of Silver Bonus stores and their employees can win the additional awards only on sales slips from stores other than that with which they are connected.

READ THESE RULES .....

Each week for an indefinite period The Torrance Herald will appropriate $35.00 to be awarded to the winner of a great contest. The winner of each week's contest may accept his award in silver dollars according to the schedule of awards shown on this page.

Everybody in and around Torrance, 18 years of age or over, is eligible to participate in this contest and everybody is urged to do so. Here is all you have to do to be eligible to win:

If you are not already entered, secure an official entry blank from any Silver Bonus store or from The Torrance Herald and complete this sentence in 25 additional words or less:

"I like to shop in Torrance because ....

...."

Send or bring your entry to the office of The Torrance Herald or leave it at any Silver Bonus store before 4 P.M. Tuesday of this week. If you wish to participate in this week's contest and all future weekly contests.

All entries will be judged each week by three competent judges and the person who, in the opinion of the judges, has submitted the best entry for the week will be declared the winner and will receive $5.00 in silver dollars. In the event of a tie an identical prize will be paid to each tying contestant.

The Silver Bonus Man will call at the home of the winner of this week's contest Tuesday evening between 6:00 and 6:30 and will hand him his $5.00 prize. If nobody answers the door when the Silver Bonus Man calls a note will be left instructing the winner to call at The Torrance Herald office and receive his $5.00 prize.

EXTRA AWARDS

Now here's how you can win EXTRA AWARDS in this contest:

If the winner is at home when the Silver Bonus Man calls to deliver the $5.00 prize, he will be asked if he has sales slip or slips (or a facsimile thereof) showing purchase or payment on account made at one or more of the Silver Bonus stores whose advertisements appear on this Silver Bonus Page Sunday, May 9, 1954.

If the winner has such a sales slip or slips and produces them within three minutes, the Silver Bonus Man will pay him total amounts according to the schedule of awards shown above these rules.

Whatever part of the award is not given in any week will be added to the next week's bonus. The $5.00 prize for the best entry of the week will be paid regardless of whether the winner has a sales slip or not.

You may enter the contest at any time by securing an official entry blank and completing thereon the above sentence and delivering it to The Torrance Herald or to a Silver Bonus store. Your entry will remain in the contest and will be judged each week as long as contest continues or until your entry has been declared a winner. Winner may re-enter the contest by submitting a new entry.

Entries will be judged principally on the basis of their sincerity and quality of thought but neatness and attractiveness will also count. Under no circumstances will the judges be permitted to know the names of the person submitting the entry. It will be judged impartially on its merits and every contestant will have an equal chance to win.

All entries become the property of The Torrance Herald and the decision of the judges will be final.

Briefly, here's all you have to do to be eligible to win the entire amount of the award:

1. ENTER THE CONTEST AS DIRECTED, BY COMPLETING THE ABOVE SENTENCE, IF YOU HAVE NOT ALREADY DONE SO.
2. EACH TUESDAY SHOP AT SILVER BONUS STORES AND SECURE SALES SLIPS DATED TUESDAY, SILVER BONUS DAY.
3. HAND YOUR SLIPS PROMPTLY TO THE SILVER BONUS MAN WHEN HE CALLS TUESDAY EVENING.
4. REMEMBER . . . YOU NEED NOT ENTER MORE THAN ONCE. YOUR ENTRY REMAINS IN THE CONTEST UNTIL IT WINS.

This contest is subject to Federal, State and local regulations.

$$

REG. 1.69 **NYLON HOSIERY** 2 pair $1.69

BUY ONE PAIR— GET ONE PAIR FREE!

JERSEY BLOUSES $1.39

Reg. 2.98—Wool Angora Trim

THE Gay SHOP

1319 SARTORI AVENUE

BEST BUY

ANY WEEK IS THE TORRANCE HERALD FOR ONLY......... 30¢ MONTH

HOME DELIVERED BOTH SUNDAYS and THURSDAYS

JUST PHONE FA 8-4004

THE TREND IN MEN'S SHIRTS IS

"PINK" $3.95 up

See Levy's complete selection of short & long Sleeve sport & dress shirts in this new Bold Color —Sam has one of the largest stocks of men's shirts in Southern California.

SAM LEVY

DEPARTMENT STORE

1311 SARTORI AVE. TORRANCE

T.V. CHAIRS

Finished in beautiful silk like plastic. A good buy at our regular price of **$14.95**

A better buy on our

SILVER BONUS SPECIAL $9.88

McMahan's

1306 SARTORI — FA 8-1252

100% WOOL

GIRLS COATS $5 OFF

BROKEN SIZES
TUESDAY ONLY

NETA'S TOTS & TEENS

1272 SARTORI AVENUE

A DRIP IN YOUR HOUSE?
REPLACE THAT OLD WATER HEATER!

20 GALLON	39.50
30 GALLON	49.50
40 GALLON	67.50

Before You Buy "See".

A & F SUPPLY

1306 PACIFIC COAST HWY. DA 6-3951

VALUES TO 3.99

Blouses $1.49

ALL SIZES & STYLES
TUESDAY ONLY

ADAM'S DRESS SHOP

1274 SARTORI AVE.

POWER MOWERS

MOTO-MOWER $90.95
17½" Swath, "Clinton" Motor

GRASS GROOMER $99.95
18" Swath, Briggs & Stratton" Mtor

ECONOMATIC $56.80
Electric Mower, 16" Swath

Torrance Hardware Co.

CHAS. V. JONES, Owner

1513 CABRILLO AVE. FA 8-2693

Regular 18.95 Famous Brand

MENS SHOES $12.95

This is an exceptional close-out of popular French Toe Oxfords in brown or black. A to E widths in the group.

FENWICK'S

Quality Shoe Repairing

Home of Quality Shoes for Men and Boys
1420 MARCELINA — TORRANCE

SET OF FOUR

Mixing Bowls $1.69 SET

THESE BOWLS, MADE BY CORNING GLASS WORKS, ARE HEAT RESISTANT!

NATIONAL HOME APPLIANCE CO.

1267 SARTORI AVE. FA 8-1953

Reg. 3.79—Men's 8-oz. Sanforized

BIB OVERALLS $2.99

CANNON—WHITE MUSLIN

Pillow Cases 49¢

STRUM'S

DEPARTMENT STORE
1261 SARTORI AVENUE

LADIES 2 FOR

NYLONS $1

SIZES 8½ to 10½
WHILE THEY LAST
2NDS

J. J. NEWBERRY

Corner Sartori & El Prado — Torrance

ZENITH - EMERSON - ADMIRAL

PORTABLE RADIOS

LOW AS $24.95

EASY TERMS!

LIBERTY HOME APPL. CO.

1623 CRAVENS FA 8-5410

SHANTUNG DENIM
Short and Pedal Pusher Lengths

JUMPERALLS

Sizes 2 to 14
Reg. $2.98 and $3.98 values

$1.98 All Sizes

Squire Style Shoppe

FOR CHILDREN

1313 Sartori FA 8-1975

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14 ONLY

RUBBERIZED BACKED

SHAG RUGS $1.99 ea

VALUES FROM $2.99 to $7.50
ASSORTED SIZES AND COLORS

BAKER'S FURNITURE

"WE ALWAYS SELL FOR LESS"

1512 CRAVENS FA 8-2778 or NE 6-3151
Across from the City Hall