

DO YOUR PART TO COMBAT INFANTILE PARALYSIS ... Attend the President's Ball ... Hollywood Riviera ... January 30

ENTER HERALD'S BIG PRIZE CONTEST! Reconstruct Short Paragraph About President's Ball: Win \$5 Cash Award!

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

CONTEST EASY! HERE ARE RULES!

- 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.
- Words may be clipped and pasted together or may be written out in longhand or on the typewriter. The contest is open to everyone.
- 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.
- Awards will be made on the basis of accuracy in reconstructing the paragraph and on promptness and neatness.
- In case of a tie duplicate awards will be made.
- Contest starts today, Jan. 21, and all entries must be in The Herald office by Wednesday noon, Jan. 27.
- 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.

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 Pharmacy
GEORGE 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. Mitchell
Authorized 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

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. Locke
TORRANCE 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

J. Lepkin
MERCHANT TAILOR
1320 Sartori Avenue
This LOCAL tailor has been in Torrance 14 years

Quality Super Markets
1325 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