

# You Can Help in the Torrance Herald's Annual Summer POPULARITY CONTEST

for Herald Distributors and Carrier Boys!

## \$ 850.00 in PRIZES!

Who Make the Largest Gain During July and August



If you are not already getting your Torrance Herald by mail . . . you can help your favorite distributor and carrier boy by buying your Herald from him or by subscribing one year in advance at the regular rate of \$2.00.

At 5c per copy the Torrance Herald gives you one of California's finest newspapers . . . TOPS in local news . . . TOPS in local pictures . . . TOPS in local advertising!

### DISTRIBUTOR Contest Standings As of July 11th

	POINTS
JAMES WALGREN	4,500
2067 W. 220TH ST.	
FRANK LUSH	3,000
715 W. 174TH ST.	
J. W. ANDERSON	1,000
708 COLUMBIA CT.	
MRS. JACK HANSON	1,000
1314 W. 219TH ST.	
MRS. GLADYS QUINN	1,000
1438 W. 218TH ST.	
MRS. HUGH WILSON	1,000
1621 W. 224TH ST.	
MRS. SMITH	1,000
1882 LINCOLN AVE.	
MRS. BEN VAUGHN	1,000
1702 W. 236TH ST.	
JAMES MURPHY	1,000
1308 GREENWOOD	
MRS. NELSON	1,000
17004 ARDATH	
FRANK BRUMMITT	1,000
1562 W. 203RD ST.	
MRS. ELIZABETH SYLVESTER	1,000
21128 S. HOBART ST.	
DOUGLAS SKAGGS	1,000
23849 WARD ST.	
MRS. HARRY GREENWOOD	1,000
5330 CAROL DRIVE	

Standings Will Be Published Each Week!

## FIRST PRIZE



General Electric Big 12 1/2-Inch-750 Television

To the Distributor who gets the most Contest Points.



Television at its best! It has the new Black-Day-light Picture Tube, contained in a rich polished cabinet.

NOW ON DISPLAY AT-

**TORRANCE TREE TV**  
COMPLETE HOME APPLIANCES  
1629 CRAVENS - TORRANCE  
CRAVENS PHONE TORRANCE 650

**\$ 199<sup>95</sup>**

Plus Free Outside Aerial and Installation

### Help Your Favorite Distributor Pile Up Extra Points to Win!

GOAL REACHED . . . . . 5000 Points  
A pre-determined percentage dependent upon the possible potential gain of each individual distributor.

NET INCREASE, per paper . . . . . 10 Points  
Weekly average increase for July and August compared with net sales of June 15, 1950.

SUBSCRIPTION, Paid in Advance . . . . . 500 Points  
For one year, paid in advance at the regular rate of \$2.00.



## WIN FIRST PRIZE For Herald Carrier Boys! \$ 56<sup>65</sup> De Luxe Model BICYCLE

to the Boy who sells the Greatest Number of Papers During the Nine Weeks from July 6 to August 31st.

This Bicycle Now on Display at-

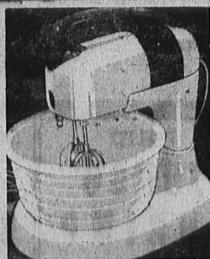
## TORRANCE CYCLE & FIX-IT SHOP

1343 El Prado - Torrance

## 2nd Prize

To the Distributor who has the second to highest total points.

\$40.75



### DORMEYER ELECTRIC MIXER

Complete with attachments and mixer. Makes Cooking a Pleasure!

NOW ON DISPLAY AT

## UNIVERSAL

The World's Lowest Priced Furniture Store  
1317 Sartori Torrance

## 3rd PRIZE!

To the Distributor in THIRD PLACE in the Contest.

A Glamorous "Beauty Crest"

### PERMANENT

FROM TORRANCE'S LEADING BEAUTY SHOP

## Beauty Crest

(Formerly ALICE BEAUTY SALON)

1215 El Prado Phone 1077 Torrance



### CARRIER'S 2nd PRIZE

To the Herald Carrier Boy in Second Place

### Travel-Aire Personal RADIO



Every boy would like to have this fine set, excellent tone speaker, gets all stations. See it on display at-

NATIONAL HOME APPLIANCE CO.  
1267 SARTORI AVE. TORRANCE

### CARRIER'S 3rd PRIZE

To the Herald Carrier in Third Place

### Anseo Flash CAMERA



Junior Press Flash Camera, includes 3 bulbs, 1 roll film, 2 batteries, press badge, carrying case, instruction book. \$15.00 value.

On Display at

A-I PHOTO SERVICE  
Everything Photographic  
1312 SARTORI TORRANCE

**- PLUS \$500.00 in CASH - FOR SUBSCRIPTION PRIZES!!**