

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 18th

| NAME | POINTS |
|---|--------|
| JAMES WALGREN 2067 W. 220TH ST. | 13,500 |
| DOUGLAS SKAGGS 23849 WARD ST. | 6,000 |
| MRS. SMITH 1882 LINCOLN AVE. | 6,000 |
| FRANK LUSH 715 W. 174TH ST. | 3,500 |
| MRS. HARRY GREENWOOD 5330 CAROL DRIVE | 2,000 |
| FRANK BRUMMITT 1662 W. 203RD ST. | 1,500 |
| J. W. ANDERSON 708 COLUMBIA CT. | 1,000 |
| JACK HANSON 1314 W. 219TH ST. | 1,000 |
| MRS. HUGH WILSON 1621 W. 224TH ST. | 1,000 |
| MRS. BEN VAUGHN 1702 W. 236TH ST. | 1,000 |
| JAMES MURPHY 1308 GREENWOOD | 1,000 |
| MRS. NELSON 17004 ARDATH | 1,000 |
| MRS. ELIZABETH SYLVESTER 21128 S. HOBART ST. | 1,000 |

Standings Will Be Published Each Week!

WIN

FIRST PRIZE For Herald Carrier Boys!

\$ 56⁶⁵ 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



Hey Fellows! Enter NOW!

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.

FIRST PRIZE



General Electric Big 12½-Inch—50 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 TV
COMPLETE HOME APPLIANCES
1629 CRAVENS - TORRANCE
PHONE TORRANCE 650

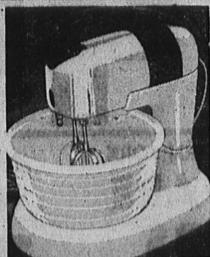
\$ 199⁹⁵

Plus Free Outside Aerial and Installation

2nd Prize

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

\$40.75



DORMEYER ELECTRIC MIXER

Complete With Attachments, mixer and juicer 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. TORRANCE
1267 SARTORI AVE.

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!!