

# IT PAYS TO SHOP IN TORRANCE ON TUESDAYS

Announcing The Arrival of our **Butterick & Simplicity Patterns**  
 Enjoy your vacation with our Carefree No-Iron Cottons  
 Dressmaking, Designing and Alterations  
**VaKay Yardage Center**  
 1614 CABRILLO — FA 8-4666

The **SPORT SHOP**  
 FRENCH NET — COTTON \$3.95  
**Sport Sweaters**  
 COTTON SEERSUCKER \$5.95  
**Shirttail Pajamas**  
**THE SPORT SHOP**  
 1112 CRENSHAW BLVD.  
 PHONE FA 8-1359

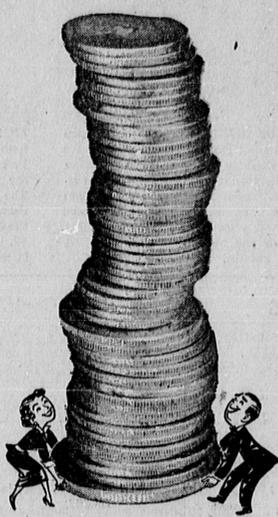
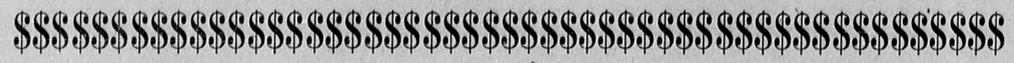
Cool, No Iron Cotton Plisse  
**SLIPS & PETTICOATS**  
 Shadow Panel  
 Slips — 2.99  
 Camisoles — 1.99  
 Petticoats — 1.99  
**MODE O' DAY**  
 CORNER SARTORI and POST

Nationally Advertised  
**TEXOLITE DURAVAL** \$4.58  
 RUBBER BASE PAINT  
 13 Beautiful Colors  
**NATIONAL PAINT & WALLPAPER**  
 1422 MARCELINA AVE.

FAMOUS SILCO STAINLESS **TABLEWARE** Reg. \$8.95  
 SILVER BONUS SPECIAL \$6.95  
 24 piece service for 6  
 By the makers of International Sterling  
 —EASIEST TERMS—  
**ALLEN JEWELERS**  
 1321 SARTORI AVE. FA 8-3003

SPECIAL! SPECIAL! SPECIAL!  
**1/2" FLEX - 100-FT. COILS** 11 1/2 ft.  
**1/2" FLEX CONNECTORS** 8 ft.  
 BEFORE YOU BUY "SEE!"  
**A & F SUPPLY**  
 1306 Pacific Coast Hwy. Harbor City  
 DA 6-3951—Open Sun. — S & H Green Stamps

BABY SATIN **Quilt & Pillow** \$3.98  
 INFANTS **Dress & Panty Set** \$2.29  
**STRUM'S**  
 DEPARTMENT STORE  
 1261 SARTORI AVENUE



THE TORRANCE HERALD'S

## SILVER BONUS

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TUESDAY  
**\$160**

SILVER DOLLARS

**MRS. MAX VALDEZ**  
 1210 EL PRADO  
**\$5.00 Winner**

SCHEDULE OF AWARDS  
**SALES SLIP OR SALES SLIPS FOR**

**\$5.00 or more ... \$160.00**  
**\$2.50 or more ... \$100.00**  
**Any sales slip ... \$50.00**  
 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, June 27, 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.



CLIP THIS AD  
 GOOD FOR ONE PAIR OF  
**FREE!**  
**NYLON HOSE**  
 WITH THE PURCHASE OF ANY PAIR AT THE REGULAR PRICE  
 \$1.00 — \$1.19 — \$1.29 — \$1.39 — \$1.69  
 (LIMIT ONE FREE PAIR PER CUSTOMER)  
**Gay**  
 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**

**IT'S PINK OR HILO**  
 FOR ALL THE FELLOWS THIS SUMMER  
 PINK OR HILO — Short Sleeve \$3.95 to 5.95  
**SPORT SHIRTS** 3 to 5.95  
 MATCHING SOCKS . . . . . 1.00  
**SAM LEVY**  
 DEPARTMENT STORE  
 1311 SARTORI AVE. TORRANCE

**SOFA PILLOWS**  
 Assorted Colors  
 15"x15" Fringed  
 Reg. \$1.00 Bonus Special  
**SALE 79¢ SALE**  
**McMahan's**  
 1306 SARTORI — FA 8-1252

SIZES 1 TO 3  
**RUMBA SUN SUITS** \$1.99  
 GIRLS 2 PCE. SIZES 4 & 5 \$1.99  
**PLAY SETS**  
**NETA'S TOTS & TEENS**  
 1272 SARTORI AVENUE

WOMEN'S PLAY TOGS  
**SHORTS** \$1.99 to \$3.99  
**T-SHIRTS** \$1.99 to \$3.99  
 TOREADOR — LACE LEG PEDAL PUSHERS \$2.99  
**ADAMS DRESS SHOP**  
 1274 SARTORI AVE.

"LITTLE BROWN JUGS"  
**THERMOS JUGS** \$5.40  
 ONE GALLON JUGS WITH WHITE ENAMEL PORCELAIN INTERIOR. For Summer Picnics.  
 WITH SPIGOT . . . . . \$6.40  
**BLACK BEAUTY CHARCOAL** 5 lbs. 70¢  
 10 lbs. . . . . 1.20  
 20 lbs. . . . . 2.10  
**Torrance Hardware Co.**  
 CHAS. V. JONES, Owner  
 1513 CABRILLO AVE. FA 8-2693

Regular 16.95  
 Famous Brand **MENS SHOES** \$10.95  
 This is an exceptional close-out of popular Medallion Tip Oxfords in Rich Brown Leather B-C-D Widths in Group  
**FENWICK'S**  
 Quality Shoe Repairing  
 Home of Quality Shoes for Men and Boys  
 1420 MARCELINA — TORRANCE.

SAVE \$2.00 — REG. 5.95  
**T.V. LAMPS** \$3.95  
 Colorful Ceramic Lamps to ease eye strain and add beauty to your room  
 LIMITED QUANTITY  
**NATIONAL HOME APPLIANCE CO.**  
 1267 SARTORI AVE. FA 8-1953

LADIE'S 2 PRS.  
**NYLON HOSE** \$1  
 SIZES 8 1/2 TO 10 1/2 SUMMER SHADES  
 THESE ARE SECONDS  
**J. J. NEWBERRY**  
 Corner Sartori & El Prado — Torrance

Brand New  
**Whirlpool Auto. Washer**  
 1953 Model  
 REG. \$314.50 NOW \$249.95  
**EASY TERMS**  
**LIBERTY HOME APPL. CO.**  
 1623 CRAVENS FA 8-5410

NOW IS THE TIME TO START  
**'BACK TO SCHOOL LAY-AWAYS'**  
**BILLY-THE-KID JEANS** \$2.98 PR.  
 COLORS: BLUE—BROWN—GREEN  
 WAISTS: SLIM—REGULAR—HUSKIE  
 SIZES 4 TO 12  
 SIZES 14-16 & HUSKIES . . . . . \$3.50 PR.  
 DENMOOR & SCOTTY \$1.39 UP  
**T-SHIRTS**  
**Squire Style Shoppe**  
 FOR CHILDREN  
 1313 Sartori FA 8-1975

REPEAT BY POPULAR DEMAND  
**FRAMED PICTURES**  
 Large 22"x28" Assorted Subjects  
 Regular \$9.95  
**SALE . . . . \$2.95**  
**BAKER'S FURNITURE**  
 "WE ALWAYS SELL FOR LESS"  
 1512 CRAVENS FA 8-2778 or NE 6-3151  
 Across from the City Hall