

Herald Circulation Zooms Up!

In the Torrance Herald's Annual Summer POPULARITY CONTEST

for Herald Distributors and Carrier Boys!



BOYS

If you want to sell Torrance Heralds, phone Herald office, TORRANCE 444, for name of the distributor nearest your home.

A Special Contest that will win many new friends and readers for the Torrance Herald. There is a Herald distributor in your neighborhood interested in giving you the best of service.

Help Your Favorite Distributor Win One of These Prizes!
BUY THE TORRANCE HERALD EVERY THURSDAY FROM YOUR CARRIER BOY OR . . . DISTRIBUTORS GET EXTRA POINTS FOR EACH ONE YEAR SUBSCRIPTION.



If you are not already getting 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!

Here are the "TOP TWENTY" Carrier Boys and their standings:

| | |
|-------------------------------------|------------------------------|
| Mickey Valencia 698 | David Rojas 185 |
| Wesley Hanson 657 | Bobby White 176 |
| Jim Anderson 622 | Frank Montez 160 |
| Douglas Skaggs 335 | Richard Minnis 159 |
| Sammy Smith 320 | Lee Zuver 157 |
| Kenneth Wheat 293 | Clyde Milan 155 |
| James Walgren 252 | Ronald Gates 154 |
| Christopher Ferragamo 222 | Dennis Hanson 153 |
| Tommy Koehn 204 | Alan Bell 132 |
| Dal Derouin 189 | Jacky Lenton 118 |

Distributors' Point Standings as of August 1st

| | |
|-------------------------------------|--------------------------------------|
| James Walgren 25,000 | Mrs. Harry Greenwood 4,000 |
| James Murphy 17,500 | Frank Brummitt 2,000 |
| Frank Lush 8,000 | Jack Hanson 2,000 |
| Elizabeth Sylvester 7,500 | Mrs. C. R. Nelson 1,000 |
| Donald Skaggs 6,000 | Mrs. Hugh Wilson 1,000 |
| Mrs. T. W. Smith 6,000 | Mrs. C. C. Hines 1,000 |
| Mrs. Ben Vaughn 6,000 | J. W. Anderson 1,000 |

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—



\$199⁹⁵

Plus Free Outside Aerial and Installation

FIRST PRIZE! FOR HERALD CARRIER BOYS IT'S NOT TOO LATE TO ENTER!



Schwinn Deluxe Model BIKE

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

\$56.95

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

Anso Press Flash Camera



Junior Press Flash Camera, includes 3 bulbs, 1 roll film, 2 batteries, press badge, carrying case, instruction book. \$13.00 value.

On Display at

A-1 PHOTO SERVICE
 Everything Photographable
 1312 SARTORI TORRANCE

2nd Prize

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

\$40.75



DORMEYER Electric MIXER

Complete With Attachments, Bowls 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