

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 is winning 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.



FINAL 3 WEEKS OF CONTEST!

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	1171	Christopher Ferragamo	318
Wesley Hanson	975	David Rojas	296
Jim Anderson	894	Richard Minnis	289
Sammy Smith	523	Jimmy Fields	283
Jerry Wilson	437	Lee Lush	281
James Walgren	410	Dal Derouin	268
Frank Montez	401	Bobby White	262
Kenneth Wheat	365	Harold Sisco	239
Douglas Skaggs	335	Lee Zuver	235
Clyde Milam	323	Dennis Hansen	232

Distributors' Point Standings as of August 15

James Murphy	63,500	Mrs. T. W. Smith	6,000
James Walgren	51,000	Mrs. Ben Vaughn	6,000
Jack Hanson	11,500	J. W. Anderson	6,000
Elizabeth Sylvester	8,500	Frank Brummitt	2,000
Frank Lush	8,500	Mrs. C. R. Nelson	1,000
Mrs. Harry Greenwood	7,000	Mrs. Hugh Wilson	1,000
Donald Skaggs	6,000	Mrs. C. C. Hines	1,000

FIRST PRIZE



General Electric
Big 12½-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—



\$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 ending August 31st.

This Bicycle Now on Display at—

TORRANCE CYCLE & FIX-IT SHOP

1343 El Prado - 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

Anco Press 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-1 PHOTO SERVICE Everything Photographic 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