One Resident To Receive State Funds

22224 Catskill Ave., who attends Our Lady Quee of the Angeles Seminary High School, was the lone Torrance winner.

Each scholarship is to be used for payment of tuition and fees to a miximum of \$600 per year at the institution at tended by the award winner.

No student at the three local high schools was awarded a

A number of students from A number of students from surrounding school districts were awarded State school funds. They were: Redondo High, two: Mira Costa, four; Compton, four; Glendale Hoover, eight; Hawthorne, one; Lynwood, four; and South Gate,

Jayhawker Reunion

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1502 CABRILLO AVENUE -:-

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Pasadena, June 8.

Herald Joins Southland Papers In New Circulation Audit Plan

A total of 727 students have been selected to receive state scholarship Commission. The holarship Commission. The holarship Commission. The hotal area to holarship Commission of the Verified Audit Circies the name of only one local resident.

Kenneth Herbert Wenker, 22224 Catskill Ave., who attends Our Lady Quee of the local controlled circulation combined with other Los Angeles rolls to delivered newspapers and make a scientifically controlled field audit with the boyletin the area served. VAC will tehn issue a newspaper audit report for that year, and will permit the VAC symbol to be used by subscribing newspapers.

The audit of the circulation combined with other Los Angeles Independent and Westwood Hills Press.

Representing regional advertising manager, Thrifty Drugs; R. L. Kokkelenberg, advertising manager of Sears, papers.

Operation of VAC's controlled circulation combined with other Los Angeles Independent and Westwood Hills Press.

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The audit of the circulation of controlled circulation community newspapers by VAC, as Verified Audit Circulation Co. is known, is a great step forward because for the first time representatives of controlled advertisers will have audited circulation newspapers, three disculstion figures put out on a regional advertisers and circulation for the controlled advertisers and circulation figures put out on the controlled advertisers and circulation figures put out on the controlled circulation newspapers, three Diana Wear, media director of controlled circulation figures put out on the controlled circulation division is mons.

Agency members are George Anthony, media director of Honic-Cooper and Minor; Mrs. Diana Wear, media director of controlled circulation division is mons.

a ing firm.

For many years the controlled circulation newspapers have had a battle to earn acceptance of their circulation figures. We feel that in time VAC's audits will bring us the same recognition that ABC has brought to the wholly paid publishing field, Williams said.

VAC members will issue publisher's state of the controlled circulation figures. We feel that in time VAC's audits will bring us the same recognition that ABC has brought to the wholly paid publisher's state of the controlled circulation newspapers on the board are Jerry Deal, Deal Publications, chairman; B. Knight Co., a marketing research organization since 1937.

PALEW'S BARBECUE

Breckfast

VAC members will issue publisher's statements, on VAC ayhawker Reunion
The Abilene and Dickison ounty, Kansas, reunion will out warning, will send in a

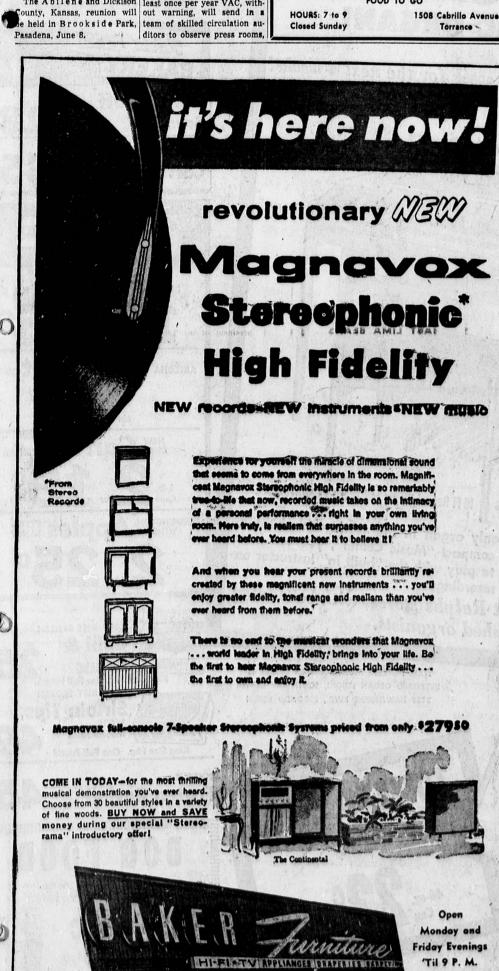
circulation figures put out on are regional advertisers and a standard form by a national-three are representatives of ly recognized circulation auditation advertising agencies.

| Dana Wear, media director of O. Davis, media director of Mc-live and Co., Inc., and Paul Co., Inc., and a

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