THE TORRANCE HERALD 22

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PROGRESS **B.F.Goodrich** PRODUCTS HIGHANS PROMOTIONS

MARKET PREVIEW . . . Russell Harris (right), manager MARKET PREVIEW ... Russell Harris (right), manager of the B. F. Goodrich store at 1323 Cravens Ave., is shown as he discusses advertising and merchandising plans with W. B. Flora, general manager of the B. F. Goodrich retail sales from Akron, Ohio. Harris and managers of 52 other BFG retail stores in the West saw marketing plans that call for newspaper advertising to be doubled in key mar-kets during the year.



JOINS GIANT . . . Don W. Zilliox has been added to the sales staff at Giant Realty and will be assigned to their offices at 2918 Sepulveda Blvd., it was announced here yesterday. Zilliox has been in this area for 35 years, and has traveled the seven Western states for a major company. Zilliox may be reached by calling DA 6-9111.

collegiate forensics group, the contest will be held in original oratory, extemporaneous, im-promptu, and badabe classifi-cations, San Francisco Superior Court Judges Joseph Karesh and John W. Bussey, and Mu-nicipal Court Judgt Leland J. Lazarus will judge the contest. The debate topic for the third annual tournament will be: "Resolved: That Social Security benefits should be ex-tended to include complete medical care."

Speech teams from Torrance

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Ortales Return Home From European Visit

A winning habit is a good and rewarding habit, says Al Ortale, aggressive Torrance Rambler Dealer, Winner of the nationwide sales contest for the third consecutive year, Mr. and Mrs. Ortale accompanied other victorious national dea-lers to Spain and Portugal. The all expense paid trip en-abled the Torrance couple to spend several days in Lisbon, Portugal and the outstanding citics and showplaces of Spain

cities and showplaces of Spain before returning to Southern California on Jan. 28. Greet W/bite?

California on Jan. 28. As one of the nations lead-ing Rambler dealers Ortale iso one of the few agencies throug-out the country to triumph three successive times. In 1962 Ortale won the Switzerland-Rome trip and in 1963 the Las Vegas jaunt. During the Portugal phase of the trip the winning contingent Tower, Jeronomos Monastery, the native Fish Market, Estoul Casino and Palacio Sateias, for-mer residence of Kings of Por-tugal. The Ritz Hotel, one of the most elegant hotels in the

the most elegant hotels in the world, was the groups' resi-dence while in Lisbon.

Greet White's

