Around the

Council Table

These Expensive Coffees Cost You So Little". See the window posters in the A&P Stores for details of contest.

HAVE YOU ENTERED THE

A&P RADIO CONTEST?

Quality at Low Prices

2 small 14c

No. 1 2 cans 20c

Swift's Bacon PREMIUM Carton 1C WITH THE PURCHASE OF

Swift's "Savor-Tite" Spiced Ham TRIANGULAR CAN ... EASY TO SLICE

BEEF POT ROAST FIRST CUT IS. IIc ROUND BONG CUT IS. 17c CENTER CUT IS. 14c

PORK ROAST BLADE CUTS CENTER LOIN ROAST IL 19c

BAKING FOWL COLORED 16. 27c

RABBITS FRYING DRY PACKED

Fresh Fruits and Vegetables

BIG I SALE

TOMATO SAUCE 3 cm loc

MARGARINE NUTLEY 2 16. 18c

PALMOLIVE SOAP 2 bars 14c

WALDORF TISSUE 2 rolls 10c

MARCO DOG FOOD 3 cans 17c

SPAGHETTI ENCORE 2 cans 15c

APPLE SAUCE FANCY 2 cans 20c

QUAKER OATS

PINK SALMON

ORANGES JUICY-SWEET

2 doz. 15c

ARTICHOKES FANCY

each 5c

Chooses Death Notes From Washington

Charles J. Colden Congressman-elect, 17th District

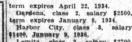
one 1C

one 1c

one 1c

one 1C

one 1C



With Which Is Consolidated the Lomita News
Published Every Thursday
GROVER C. WHYTE, Editor-Publisher

New Building Code Adopted As Emergency in the next in th

Parranci

Cut Out The Gadgets!

This no time to 'fiddle' with advertising.

If you want to keep going in 1933 . . . you MUST spend your Advertising dollar wisely; CUT OUT THE GADGET EXPENDITURES. Gordon H. Ciley, for 16 years advertising manager for John Wanamaker says,

> "If you want to do more real advertising and at the same reduce the cost of it . . . CUT OUT THE GADGETS . . . cut out the Knicknacks, donations, programs, tickets, charged up to 'Good Will Advertising' . . . eliminate waste in postage and wasteful methods and mediums . . . spend this saving of 15 to 25% in the NEWSPAPERS."

Use Space in Your Local Newspaper . . . Convincing . . . Attractive Copy . . . Regularly . . . Continuously! CONCENTRATE! IN THE TORRANCE HERALD! And Remember, every advertisement is RE-PUBLISHED FREE OF CHARGE . . . EVERY WEEK , in the TORRANCE SHOPPER . . . GUARANTEE-ING a 100% COVERAGE of this Shopping Area!

Every Dollar You Invest in Local Newspaper Advertising Goes Into Payrolls and Comes Back to YOU!