



# WHY CHEAT YOURSELF

## Of Fun, Knowledge, Opportunity, and MONEY!

You wouldn't knowingly deprive yourself of the chance to enjoy life to a fuller degree. Nor would you pass up an opportunity to **SAVE MONEY**. Yet, **YOU DO JUST THESE THINGS WHEN YOU FAIL TO READ THE TORRANCE HERALD EVERY WEEK!**

Let's glance thru this issue of The Herald and see what it contains of benefit to **YOU**—

First, there is the front page containing the more important news of this community. Every alert person wants to know what is going on around him. It broadens the viewpoint, opens up new thoughts, and opportunities,—tells vital facts that affect your life, your property, and perhaps your job. Knowledge is power, and you must keep informed if you are to get ahead in this rapidly changing age.

Second, there are the food pages, containing novel recipes to vary the daily menu,—and more important, there are the Food Market Advertisements offering **SAVINGS** in food costs—Savings that each week will pay for the yearly subscription to this newspaper.

Then, there are the Woman's Pages with their interesting accounts of social functions, fashion notes, and club doings. They help you get better acquainted with your fellow townspeople, to enlarge your group of friends.

Next come the Sport Pages and Theatre News,—to add to your entertainment. The School News keeps parents informed on activities of their children and thus to better understand their youthful problems and ambitions. Then, there's the Classified Ads, with their

many offerings; the Business Directory, which is a convenient list of firms offering many services.

Scattered thru the paper you will find: Church News, Developments of local Industrial Plants, news of nearby communities, Boy Scout Doings, Comics, Hospital Notes, Advice on Legal Matters, Congressman Colden's views of Washington affairs, Social Security data, Shop Notes, new books at the Torrance public library, Betsy Byrnes' interesting column, births, deaths, municipal affairs, accidents, police work, and just hundreds of other items that will interest you. Yes, indeed, you are cheating yourself if you aren't a regular subscriber to The Torrance Herald,—and remember, The Herald is the **ONLY** newspaper that carries **ALL** the Torrance news.

# FREE! \$200<sup>00</sup> IN CASH

To Be Given Away to Some New or Old Subscriber Who Pays \$2.00 or More On a Subscription Before June 19th.. Ask Circulation Campaign Workers Now In the Field for Further Details On This \$200.00 Subscriber's Bonus.

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