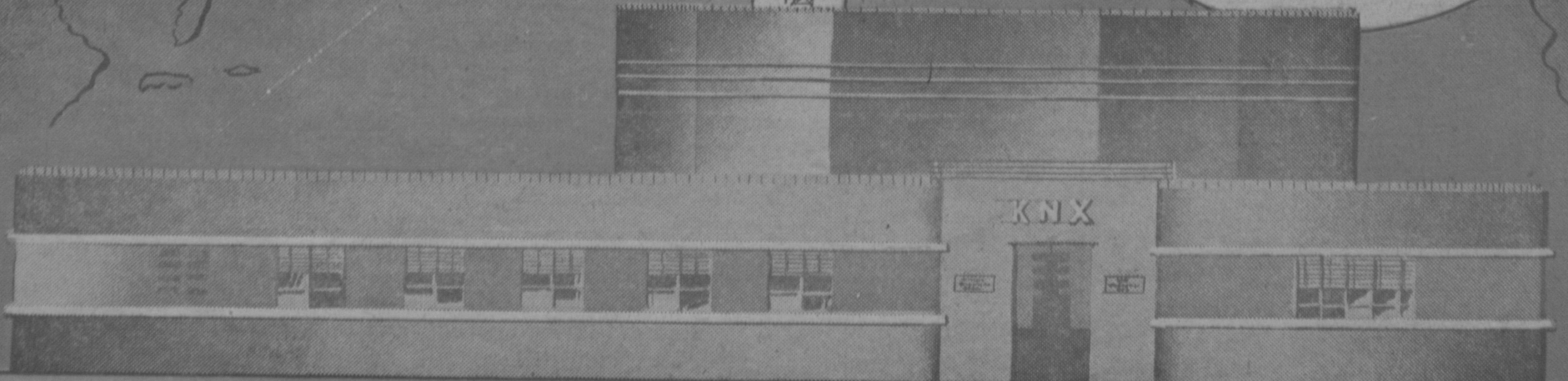
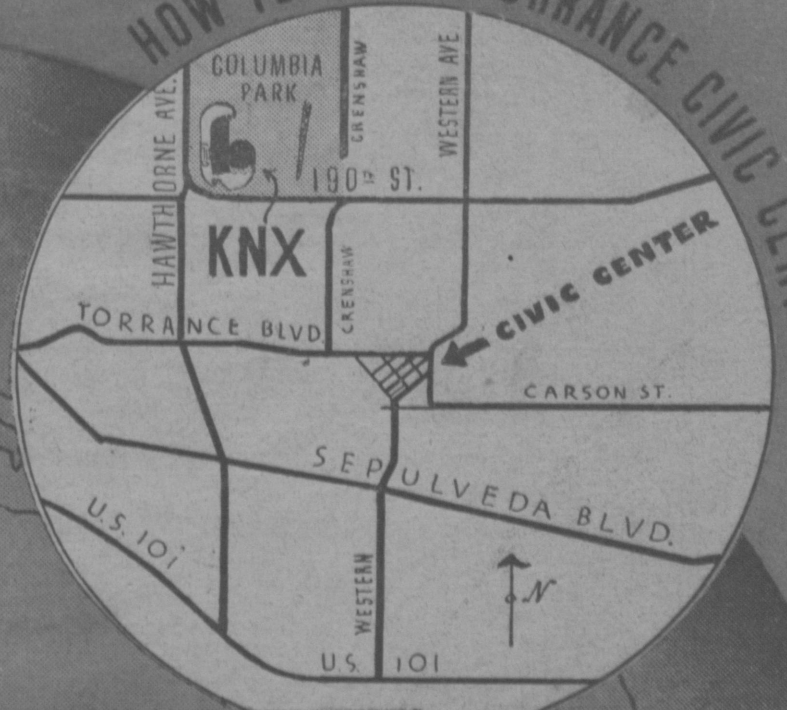


TORRANCE ON THE AIR!

Area 18.88 Square Miles—Assessed Valuation Over \$21,000,000.00
 Payrolls Over \$1,000,000.00 a Month—50 Industrial Plants
 City Population 10,000—Trading Center of 40,000 People
 Civic Center One of Most Beautiful in Nation

Building Permits 5th in So. Calif.—\$2,280,637 First 6 Months of 1938
 Every Facility to Work, Live, and Play Enjoyably
 Most Active Oil Development Area in Southern California

HOW TO GET TO TORRANCE CIVIC CENTER



CELEBRATING THE OPENING OF THE NEW TRANSMITTING STATION FOR KNX AT TORRANCE
 KEY STATION OF COLUMBIA BROADCASTING SYSTEM IN THE WEST

TORRANCE HERALD