

★ **WANT ADS** ... Serve Humanity, the Biggest Job on Earth ★*Everybody...and We Mean Everybody...* **READS****TORRANCE HERALD**

ALL OF THE NEWS of the week does not appear on Page One of your newspaper! You'll find dreams and drama tucked into the 2 and 3 copy lines of the Want Ad insertions in the back of your paper.

YES, THERE'S HUMOR and heart-aches ... calls for help, and services offered ... bargains and profits—voiced by the people, in Want Ads!

TODAY, WANT ADS encompass home—business—industry. For here

is the pulse of the people—the barometer of business—the prosperity or depression of a community forecast in the jobs offered, versus jobs wanted—in the ups and downs of real estate prices—and, in countless other ways.

LOOK TO THE SMALL TYPE of your Want Ads for BIG opportunities. Read and use the Want Ads for profit, result and human interest—it is the world's largest market place ... its biggest bargain counter!

**HERE ARE THE FACTS!**

Your Classified Advertisement is Published in BOTH Newspapers at ONE LOW RATE!

**TORRANCE HERALD and LOMITA NEWS**

...are the Only Newspapers with PAID CIRCULATIONS in this area which can GUARANTEE Complete COVERAGE!

Torrance! Lomita! Harbor City!  
Seaside! Riviera! Shosong!  
Walteria! North Torrance!

(NOTE FOR PUBLIC INFORMATION:—The only circulation that is recognized by National Advertising and other big buyers of newspaper advertising is PAID CIRCULATION. This is the only guarantee of definite Reader Interest. Papers thrown on lawns, gutters, etc. have no assurance of being read.)



— for Your Convenience!

WRITE YOUR AD HERE! JUST CLIP OUT AND MAIL  
**TORRANCE HERALD WANT AD BLANK**

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

Write One Word in Each Space—

|    |    |    |    |    |
|----|----|----|----|----|
| 1  | 2  | 3  | 4  | 5  |
| 6  | 7  | 8  | 9  | 10 |
| 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 |

RUN AD  
TIMES

WRITE YOUR AD AT HOME

Bring or Mail to Office

TORRANCE HERALD—1619 GRAMERCY—TORRANCE, CALIF.

**WANT ADS IN YOUR HOME-TOWN****CASH CLASSIFIED ADVERTISING RATES**

(Add 10¢ bookkeeping charge for advertisements not paid for at time of placing copy or by noon prior to first publication date.)

|                             | 1 Time | 2 Times | 3 Times | 4 Times |
|-----------------------------|--------|---------|---------|---------|
| 15 Words                    | \$.60  | \$1.05  | \$1.50  | \$1.95  |
| 20 Words                    | \$.80  | 1.45    | 2.10    | 2.75    |
| 25 Words                    | 1.00   | 1.85    | 2.70    | 3.55    |
| 30 Words                    | 1.20   | 2.25    | 3.30    | 4.35    |
| 35 Words                    | 1.40   | 2.65    | 3.90    | 5.15    |
| 40 Words                    | 1.60   | 3.05    | 4.50    | 5.95    |
| 45 Words                    | 1.80   | 3.45    | 5.10    | 6.75    |
| 50 Words                    | 2.00   | 3.85    | 5.70    | 7.55    |
| For each Additional 5 Words | .20    | .40     | .60     | .80     |

Buy, Sell,  
Exchange, Trade  
Swap, Find, Rent Thru

...for Quick Action Use Herald's  
**EFFICIENT TELEPHONE  
WANT AD SERVICE**

... just phone Torrance

**444**

... and a courteous  
Want Ad Girl will be  
glad to help you.

DEADLINE—TUES. 6 p. m.

**TORRANCE HERALD**

1619 GRAMERCY AVE.

Established 1914  
Thirty-eight Years Young

TORRANCE, CALIFORNIA

★ **WANT ADS** ... the American People's Everyday Market Place ★