

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!

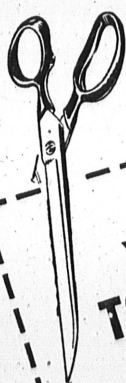
Your Classified Advertisement is Published in BOTH Newspapers at ONE LOW RATE!

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! Shoestring! Waverly! North Torrance!

(NOTE FOR PUBLIC INFORMATION:—The only circulation that is recognized by National Advertisers 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 | \$.80 | \$1.05 | \$1.50 | \$1.95 |
| 20 Words | 1.00 | 1.45 | 2.10 | 2.75 |
| 25 Words | 1.20 | 1.85 | 2.70 | 3.55 |
| 30 Words | 1.40 | 2.25 | 3.30 | 4.35 |
| 35 Words | 1.60 | 2.65 | 3.90 | 5.15 |
| 40 Words | 1.80 | 3.05 | 4.50 | 5.95 |
| 45 Words | 2.00 | 3.45 | 5.10 | 6.75 |
| 50 Words | 2.20 | 3.85 | 5.70 | 7.55 |
| For each Additional 5 Words | .20 | .40 | .60 | .80 |

TORRANCE HERALD

1619 GRAMERCY AVE.

Established 1914
Thirty-eight Years Young

TORRANCE, CALIFORNIA

...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.

