Tomp romucs heat.

## Junior Chiefs to Exchange

 Ideas with Other Leaders
# Who Pays For Advertising? 



 and consistontly.

Every line of advertising in our paper is paid for by the FELLOW WHO DOESN'T ADVERTISE: -advernser loses pays the cost of advertising, and ALSO returns
fine profit to the fellow who DOES ADVERTISE
The merchant who does not advertise IS THE MAN WHO PAYS for advertising. He pays for
I in the volume of businoss he loses - in the number of customers who buy elsewhere.
Good advertising does not cost. GOOD ADVERTISING PAYS! It brings back the original in
vestment and profit dollars, too. Almost every store wants more business than it is getting,
Hoping for more business is not as effective as inviting mare bus

## Advertising SAVES Money

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about the COST of advertising . . . not only in THE HERALD but in newspapers, magazines and the radio generally ... but, honestly, in our humble opinion adver tising, partlcularly LOCAL newspaper advertising, used intelligently and fre
``` quently, doosnt' cost money at all.

Rather it helps move merchandise faster, permits distribution economics, proजdes for mass sales and ultmately lower prices, with savings both for the conaumar, sellers, distributors, wholes and manulacturen

Take for example the classic case of the nationally-advertised light bulb. It eosts only one-fourth as much now as it did for an inferior one in 1923. Again, in owners. Now an average set sells for about \(\$ 40\) with ownership in the millions. And so it goes. Mass production, spurred on by judicial advertising, has brought prices down.

Advertising in THE HERALD pays large dividends
More than 28,000 Families Regularly Read
HERALD PUBLICATIONS
Printed in Torrance at 1619 Gramercy Ave.
PHONE FA 8.4000
More Recipes for Tasty Summer Eating fill up cooki Jar Jellied Salads Best Bet FOR SUMMER TREATS

\section*{For Cool Summer Dish}

Hot days ahead! And that means greater demand for dishes that are cool and appetizing.
Jellied salads are just the thing for real cool eating-cool
cooking, too. Make them with meat, fish, or cheese and they'll cooking, too. Make them with meat, fish, or cheese and they'll
sufficiently hearty for main-meal serving. Make them early in the day to lighten your work.
JELLED HAM AND CHCKEN mold and chill until firm.
i tbsp. plain gelatin
 Finger Sandwiches Cood For Summer Entertaining
 \(\qquad\)
\(\qquad\)
\(\qquad\) ns of Boston Brown bread, spread with delicate-



\section*{Soroptimists}
To Hear More
CHARTED BY
MOOSE CLUB
Of Convention

 Is 3 Today

e
 \(\qquad\)

Barringtons New Features

\section*{At Barbecue \\ Added to lce}
 Independence bay when Mr, and
Mrs. H . Barrington hosted
family members and friends at of the YWCA, scheduled for next a barbecued ham dinner in back of the YWCA, scheduled for next
yard setting at their 1511 Post yard setting at their 1541 Post \(\begin{aligned} & \text { of the headquarters bullding in } \\ & \text { Ave. home. } \\ & \text { Tiny American flags and }\end{aligned}\) San Pedro the Tiny Americar flags and de San Pedro, this year will include
analed cakes took the center of new features, according to Mrs.
attraction, with red, white, and
Robert Hoxworth, general chair-




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