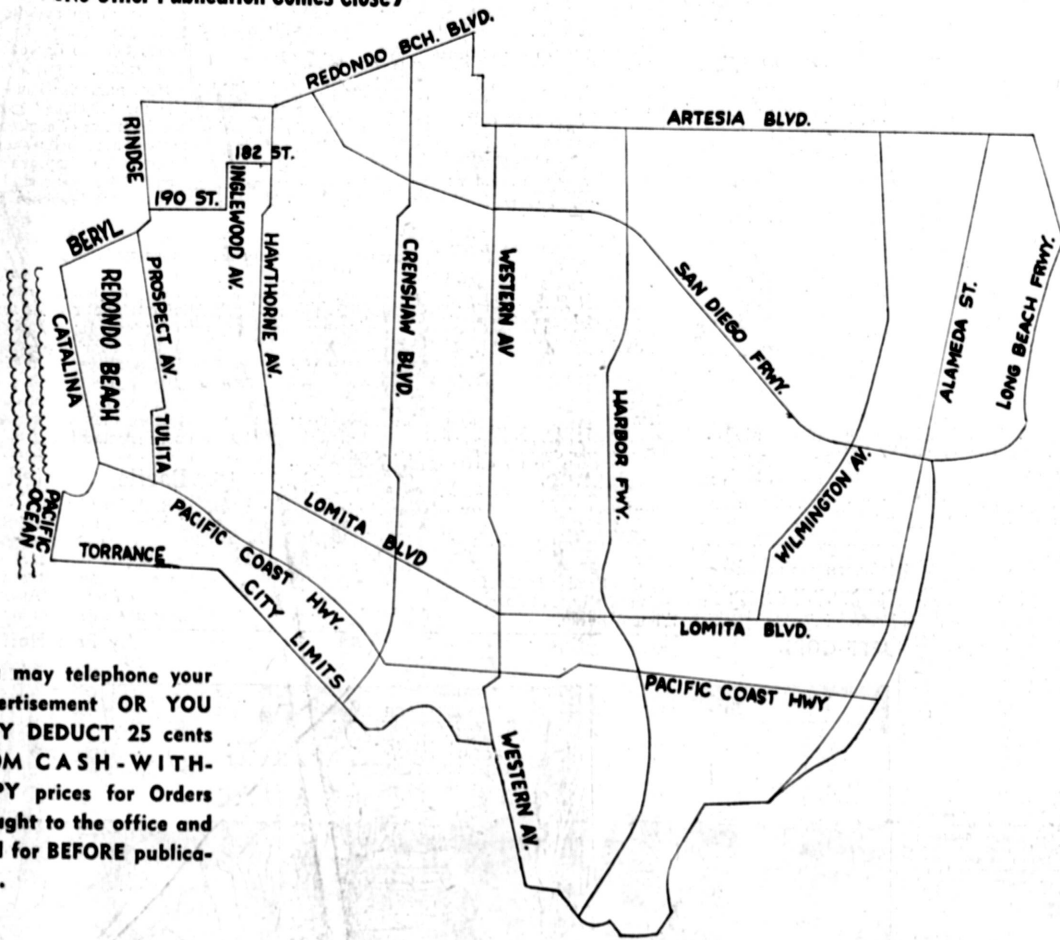


NO OTHER HOME-DELIVERED PUBLICATION NEWSPAPER or SHOPPER ANYWHERE REACHES ALL THESE FAMILIES!

Your Ad Covers Nearly Every Home in the Area Map Below. (No Other Publication Comes Close)



You may telephone your advertisement OR YOU MAY DEDUCT 25 cents FROM CASH-WITH-COPY prices for Orders brought to the office and paid for BEFORE publication.

NEW LOW PRICES FOR COMBINATION CLASSIFIED ADS

INFORMATION PRESS-HERALD PRESS-JOURNAL HARBOR MAIL CLASSIFIED ADS The following rates for Classified Advertising appearing in the Torrance Press-Herald (Sundays and Wednesdays) and the Press-Journal - Harbor publication (Thursdays only) are acceptable at these prices cash-with-copy and you may deduct 25 cents from these prices for orders brought to the office and paid for at the time is given to establish same.

Classified Ads Sold in Both Newspapers As One Unit For One Low Price!

EFFECTIVE OCTOBER 1, 1964

	2 Issues Consecutive	4 Issues Consecutive	1-Month 9 Issues Consecutive
3 Lines	\$ 2.50	\$ 3.25	\$ 5.65
4 Lines	3.44	4.25	7.45
5 Lines	4.30	5.25	9.25
6 Lines	5.16	6.25	11.05
7 Lines	6.02	7.25	12.85
8 Lines	6.88	8.25	14.65
9 Lines	7.74	9.25	16.45
10 Lines	8.60	10.25	18.25
11 Lines	9.46	11.25	20.05
12 Lines	10.32	12.25	21.85

Place Your Classified Ad Orders Before 3 P.M. Tuesday For Wednesday Issue; Before 3 P.M. Friday For Sunday Issue.

Press-Herald, Press-Journal—Harbor Mail, Wednesday, Thursday, Sunday

A Complete Index to Press-Herald, Press Journal--Harbor Mail Classified Ads

CLOSING TIME for acceptance of Classified Ads is Friday and Tuesday at 3 p.m. Ads received later will be held over to the following issue. Not responsible for more than one incorrect insertion. Errors will be corrected by republication.

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ARRANGED LOGICALLY AND CLASSIFIED FOR THE READERS CONVENIENCE

Classified Ads sold in both newspapers as one unit for one low price!

Press-Herald

PRESS-JOURNAL--HARBOR MAIL

2 OFFICES FOR YOUR CONVENIENCE

1619 Gramercy Ave., FA 8-4000
23922 Avalon Blvd., TE 4-4581

Your Classified Ad Home-Delivered into Practically Every Home in Torrance - Lomita - Wilmington - Harbor City - Carson Area - El Nido and Redondo!

THE ONLY NEWSPAPER THAT REACHES ALL THESE FAMILIES!