

# Isn't It Significant Mr. Merchant?

That the PIGGLY WIGGLY Store had the BIGGEST CROWD IN TOWN at their opening last Saturday, and that the ONLY ADVERTISING THEY DID was the advertisements in the TORRANCE HERALD and LOMITA NEWS.

IT PROVES, beyond a doubt, that these two papers COVER THE FIELD LIKE A BLANKET and that ADDITIONAL ADVERTISING IS NEEDLESS EXPENSE.

We can all learn something every day, and it seems that local business houses can learn from the Large Chain Food Stores and other National advertisers who spend large sums of money in advertising.

These big buyers of advertising have discovered by careful study that it pays to spend ALL THEIR MONEY in local advertising WITH THE NEWSPAPERS

## Spend Your Christmas Advertising Money With the Newspapers

And Reach ALL the People with the ONE COST

Our advertising department will Gladly Help You Write and Plan Your Christmas Advertising.

Next Week is Thanksgiving—Then Christmas

Phone TORRANCE 200 and Start the Ball Rolling

**Torrance Herald**

**Lomita News**

All Advertisements Run in BOTH PAPERS for the ONE Cost