

# Announcing—

## A New and Greater Advertising Service

of Supreme Importance to Every Merchant, Every Business House, and Every Person Engaged in Merchandising of Commodities or Services in This Trading Area.

Beginning Next Thursday, March 1, ALL ADVERTISING PLACED IN THE TORRANCE HERALD will ALSO Appear in the Great

## Tri-City TORRANCE GARDENA LOMITA Shopping News

AT NO EXTRA CHARGE. This New Giant Shopping News, Delivered by Mail, Offers you Absolute, COMPLETE Coverage of your Trading Area.

# 8,000 COPIES

Delivered by Mail to Every Home, within the general boundary lines of:

135th Street on the North;  
Avalon Boulevard on the East; and  
Palos Verdes Hills & Redondo South & West

### Covering An Area of 75 Square Miles!

This Complete Coverage Can Be Obtained ONLY by placing your advertising in the TORRANCE HERALD. NO OTHER Single publication can offer you such a blanket coverage of the district from which ALL of your business is solicited.

The huge combined issues of the TORRANCE HERALD, and LOMITA NEWS and the TRI-CITY SHOPPING NEWS offers you TRIPLE ADVERTISING POWER at ONE COST!

It is obvious to everyone that this almost doubled circulation will entail much expense - - - yet the regular advertising rates will continue to prevail. By placing your advertising in this Triple-Powered Medium, you are covering your entire trading area at one cost.

With the revival of business made possible by the increased payrolls in Torrance industries, OUTSIDE Newspapers are anxious to invade OUR trading area and entice our customers to trade OUTSIDE our trading area. The TRI-CITY SHOPPING NEWS will offer every progressive business man the opportunity of reaching EVERY POTENTIAL BUYER in OUR TRADING AREA, and of KEEPING THIS BUSINESS WITHIN THIS TRADING AREA. Don't miss such an opportunity. Get in the FIRST ISSUE - - - out MARCH 1, and Cash in on the Biggest Opportunity Ever Offered to Build Your Business at a Minimum Cost.

Telephone Torrance 444 For Further Particulars!

## Torrance Herald and Lomita News

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