

### L. A. County Boasts 168 Newspapers

Readers of newspapers in Los Angeles County alone have a wider choice of newspapers to select from than do the readers in many other states, it is revealed by the 1949 edition of the annual Newspaper Directory of the California Newspaper Publishers Association just off the press and now being distributed nationwide.

The Torrance Herald and the Lomita News are only two of the 168 newspapers distributed in Los Angeles county a survey of the newly published book indicated.

The survey showed that: Six million 661,392 subscribers regularly buy and read the 374 daily and weekly newspapers of general circulation in California.

Of these 374 newspapers,

457 are weeklies and 117 are dailies. Of these, 436 weeklies and 109 dailies, or 426 in all, are members of the California Newspaper Publishers Association, including the Torrance Herald and Lomita News.

Every county of the 58 counties in the state, except Alpine county, boasts of local newspapers serving its community. Only five of the remaining 53 counties have but one newspaper each, Mariposa, Mono, Sierra, Trinity and Yuba.

One column inch of advertising in every newspaper in the state costs less than \$800; postcards sent to every one of their subscribers costs \$66,615.94 for the postage alone.

Information contained in the CNPA Newspaper Directory includes the name of the newspaper, its county, its publisher, date of its establishment, its day of issue, its circulation, mechanical specifications, and its advertising rates.

ORIGINAL Self-Service DRUG STORES IN SO. CALIFORNIA

# 1334 EL PRADO TORRANCE

PRICES GOOD THURS. - FRI. - SAT. February 24-25-26  
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## SAVE! SAVE! SAVE! Bargain Days



**Dollar Days**  
FRIDAY and SATURDAY!  
AT  
**TREND O' FASHION**

**New Celanese SLIPS \$1.69**  
REGULARLY SELL FOR MUCH MORE.  
New — Well tailored — Easy to wash — No noods or misfits — White, Tea Rose and Blue — Sizes 32-42.

**SPECIAL PURCHASE BLOUSES \$1.85**  
A SPECIAL \$ DAY FEATURE  
White washable Rayon Crepe and Colored Checks — Just unpacked for \$ Day —

**New Boucle SWEATERS \$2.00**  
FOR \$ DAYS WHILE THEY LAST.  
Wide variety of Spring Colors — Ideal with your Skirts, Suits and Slacks — Sizes 34 to 40.

**White - Pastel COTTON TEE SHIRTS \$1.00**  
AN UNUSUAL \$ DAY VALUE  
Indispensable for Spring and Summer wear with Play Shorts, Pedal Pushers, Slacks and Skirts.

**2 for \$5.50 DRESSES \$2.79**  
A GENUINE 3.98 VALUE  
Featured for \$ Days at this low price — Percales in bright prints and stripes — Size: 12 to 20; 16 1/2 to 24 1/2

**Celanese PANTIES \$1.00**  
\$ Days - 2 prs. ....  
USUALLY SELL FOR 79c PR.  
Heavy run-resistant knitted Celanese Panties in elastic and band leg — White, Tea Rose and Colors.

- PACQUINS hand cream 25¢
- DRENE Shampoo 49¢
- DR. LYONS tooth powder 39¢
- JOHNSONS Baby powder 49¢
- NOXZEMA Skin cream 59¢
- BROMO Seltzer 57¢
- KREML Shampoo 59¢
- NEW LISTERINE TOOTH PASTE WITH DIFFERENT DOG HEAD CAPS! 29¢
- LISTERINE TOOTH PASTE 29¢
- Portrait DELUXE COLD WAVE Complete with 48 Benzaldehyde New TWIN-Grip Plastic Curlers \$2.00
- FANCY PATTERN PLASTIC TABLE COVER 98¢
- REG. 15c HEAVY WASH CLOTH 9¢
- REG. 49c HEAVY CANNON BATH TOWEL 4 for \$1
- REG. 12c M.D. Toilet Tissue 3 Rolls for 25¢
- 25-40 WATT LIGHT BULBS 9¢
- REG. \$1.39 Apple Blossom Crockery CASSEROLE 79¢
- REG. 49c 100 POKER CHIPS 37¢
- REG. 9c JUMBO SODA STRAWS 5¢
- REG. 30c RED HEART Knitting Yarn 4 for 98¢
- REG. \$1.79 6 GALLON GARBAGE CAN \$1.29
- REG. 19c PLASTIC SINK STRAINER 11¢
- CANDY SPECIALS
- REG. 25c 6 oz. BAG Hershey Dainties 17¢
- ALL REG. 5c Chewing Gum 3 for 10¢
- REG. 5c MILK and ALMOND Chocolate Bars 2¢

Special Sale!  
REG. 49¢ RAYON PANTIES  
STOCK UP AT THIS LOW PRICE!  
**21¢**  
4 PAIR \$1.00

REG. 15¢ MEN'S WHITE Handkerchief 7¢  
SAVE 8¢ each

REG. 49¢ PLASTIC APRON WATERPROOF 29¢  
SAVE 20¢

REG. 33¢ GLASS CANDY DISH WITH LID 19¢  
SAVE 14¢

REG. 25c 2 oz. Camphorated Oil 19¢

REG. 89c Hot Water Bottle 49¢

REG. 89c ORAL-RECTAL-BABY Fever Thermometer 59¢

REG. 1.25 HEAT LAMP \$1.10

REG. 15c 1-OUNCE CASTOR OIL 7¢

LARGE OXYDOL or RINSO 23¢

REGULAR \$3.29 WATERPROOF PLASTIC SHOWER CURTAIN  
OUR SPECIAL PURCHASE MAKES THIS SALE POSSIBLE! THESE ARE FIRST QUALITY—WE PASS ON THE SAVINGS!  
**98¢**  
55" x 70" COLORS

DOUBLE-THICK CHILD'S COTTON TRAINING PANTS 17¢  
ELASTIC WAIST  
REG. 25¢

HALO Shampoo 49¢

COLGATE tooth paste 25¢

SAVE! BABY NEEDS

- INFANT GLYCERINE SUPPOSITORIES 13¢
- REG. 59c RUBBER BABY PANTS 39¢
- 14.5 oz. TIN FORMULAC 17¢
- REG. 25c BLUEBIRD COMPLETE NURSING UNIT 17¢

BOTTLE-CAP-DISK-AND-NIPPLE  
MANY OTHER LOW-PRICE VALUES!

FIGHT THAT COLD

- REG. 25c 2 oz. Camphorated Oil 19¢
- FOUR-WAY COLD TABLETS 17¢
- REG. 25c 12 oz. FRESH Citrate of Magnesia 13¢
- RAZ ELECTRIC VAPORIZER 249

ALL COLD ITEMS COST LESS AT MCCOWN'S!

SICKROOM NEEDS

- REG. 89c Hot Water Bottle 49¢
- REG. 89c ORAL-RECTAL-BABY Fever Thermometer 59¢
- REG. 1.25 HEAT LAMP \$1.10
- REG. 15c 1-OUNCE CASTOR OIL 7¢

FOR LOWEST PRICES SHOP MCCOWN SELF-SERVE STORES!

SAVE ON Tussy Cleansing Creams

REGULAR \$1.75 SIZE \$1.20  
NOW \$1.95 PR.

HAIR TONIC 41¢  
PEPSODENT tooth paste 25¢  
MURINE for EYES 54¢  
FITCH'S Shampoo 57¢

1280 SARTORI AVE. TORRANCE  
CHARLES A. MILLER, Manager