IF YOU NEED TO— SELL TRADE RENT BUY HIRE EXCHANGE

PHONE TORRANCE 444

ALL OF THE NEWS of the week does not appear on Page One of your newspaper! You'll find dreams and drama tucked into the 2 and 3 copy lines of the Want Ad insertions in the back of your paper.

YES, THERE'S HUMOR and heartaches . . . calls for help, and services offered . . . bargains and profits—voiced by the people, in Want Ads!

TODAY, WANT ADS encompass home—business—industry. For here is the pulse of the people—the barometer of business—the prosperity or depression of a community forecast in the jobs offered, versus jobs wanted—in, the ups and downs of real estate prices—and, in countles other ways.

LOOK TO THE SMALL TYPE of your Want Ads for BIG opportunities. Read and use the Want Ads for profit, result and human interest; it is the world's largest market place . . . it's biggest bargain counter!

• Look at This LOW • 80¢

Cash With Order Rate!

15 WORDS FOR ONLY . . . . .

Add 10c bookkeeping charge for advertisements not paid for at time of placing copy or by seven days after first insertion.

WRITE YOUR AD HERE! JUST CLIP OUT AND MAIL

TORRANCE HERALD WANT AD BLANK

RUN AD TIMES

NAME

ADDRESS

Write One Word in Each Space—

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25

TORRANCE HERALD—1619 GRAMERCY—TORRANCE, CALIF.

The Only Paper In the City Of Torrance and Vicinity That Gives You PAID CIRCULATION--

PLUS . . .

8 Neighborhood Papers For the ONE LOW COST!

YOUR AD REACHES OVER 100,000 READERS!

CASH CLASSIFIED ADVERTISING RATES

	1 Time	2 Times	3 Times	4 Times
15 Words....	$ .80	$1.10	$1.70	$2.00
20 Words....	$1.10	$1.50	$2.30	$2.70
25 Words....	$1.40	$1.50	$2.30	$2.70
30 Words....	$1.70	$2.30	$3.50	$4.10
35 Words....	$2.00	$2.70	$4.10	$4.80
40 Words....	$2.30	$3.10	$4.70	$5.50
45 Words....	$2.50	$3.50	$5.30	$6.20
50 Words....	$2.90	$3.90	$5.90	$6.90
For each additional 5 Words....	.30	.40	.60	.70

TORRANCE HERALD

Established 1914

1619 GRAMERCY AVE. — *Thirty-Nine Years Young* — TORRANCE, CALIFORNIA