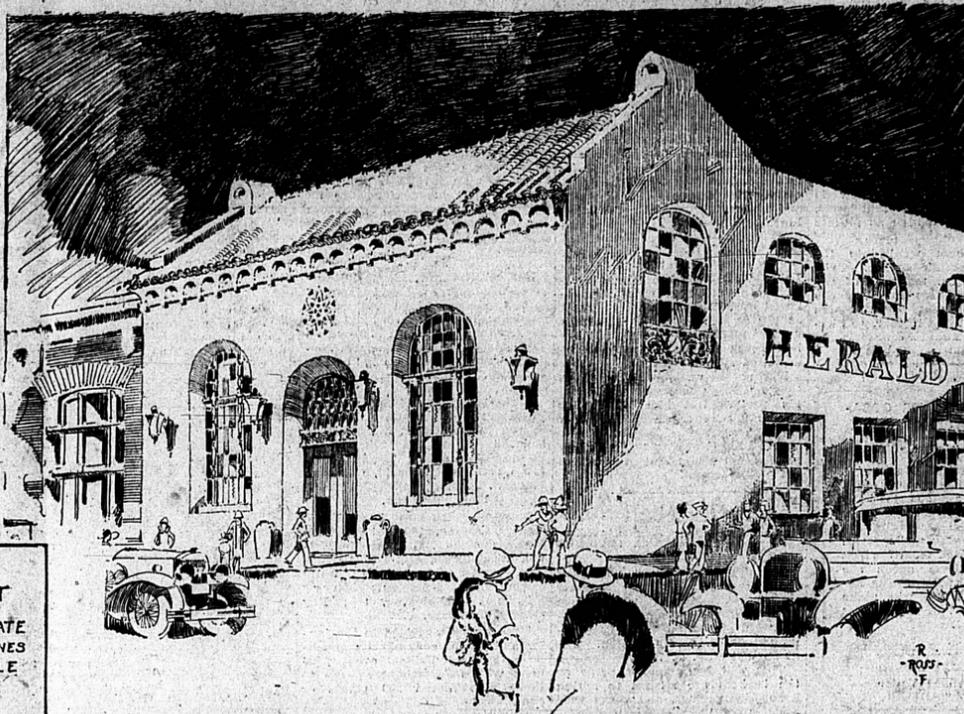
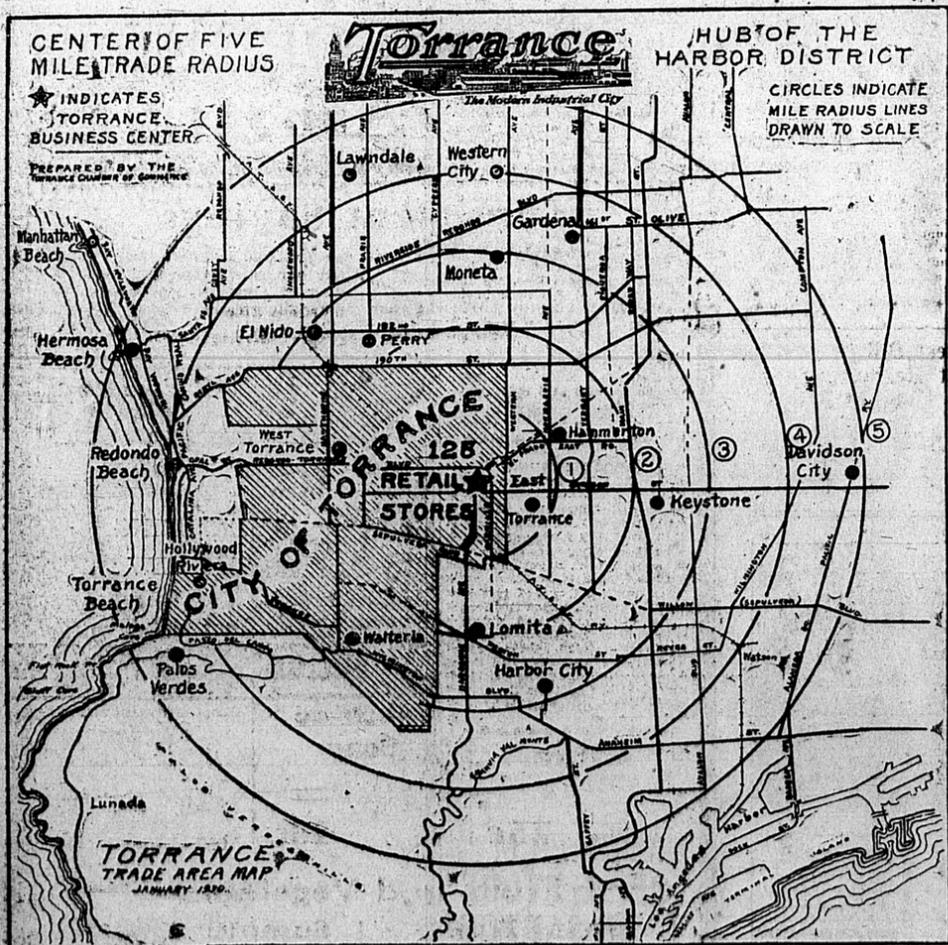


# The Torrance Herald

**A Live Newspaper  
That's Keeping Up With  
An Ever Widening Field.  
Are You Thinking in Terms  
of this Greater Torrance,  
Too!**



Attractive Herald Building—One of the Most Modern Newspaper Plants in the Southland

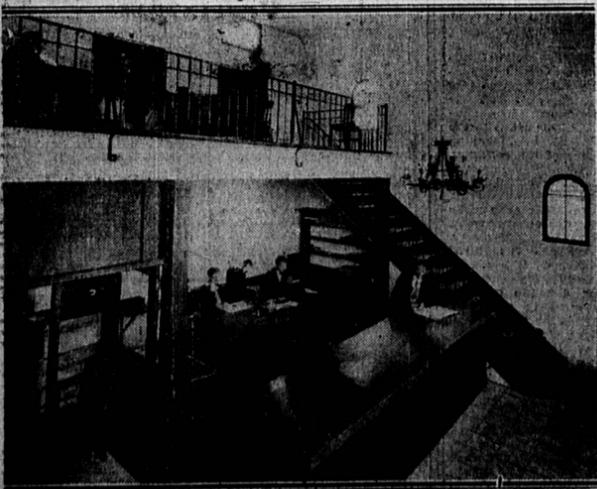


Over 60,000 people Live Within This Five-Mile Trading Area of Which Torrance is the Center. Map drawn to exact geographic scale.

## Mr. Merchant:-

Broaden your vision and you'll enlarge your business. Within this 5-mile circle live 60,000 people,—all of whom are potential customers at your store.

You can attract most of them by regular advertising in this one newspaper that is serving this valuable field.



Courtesy Rules This Office;—and the customer is always right

**HELPFUL**

And Capable Advertising Counsel and Service Is Yours For The Asking, —With Cuts and Illustrations Free of Charge, —

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