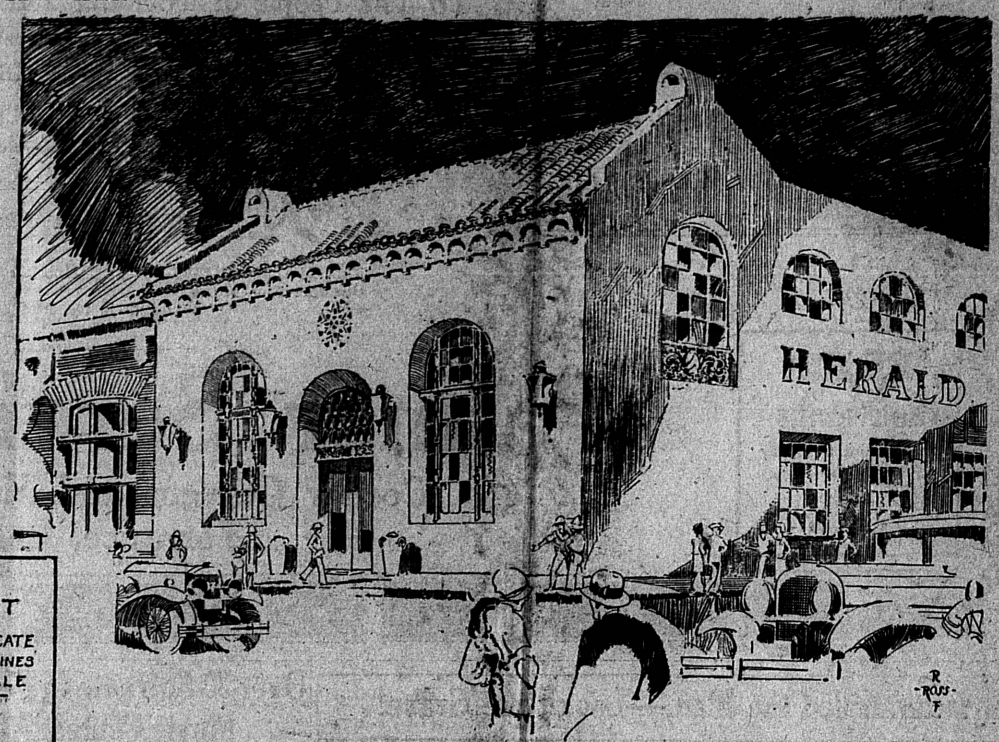
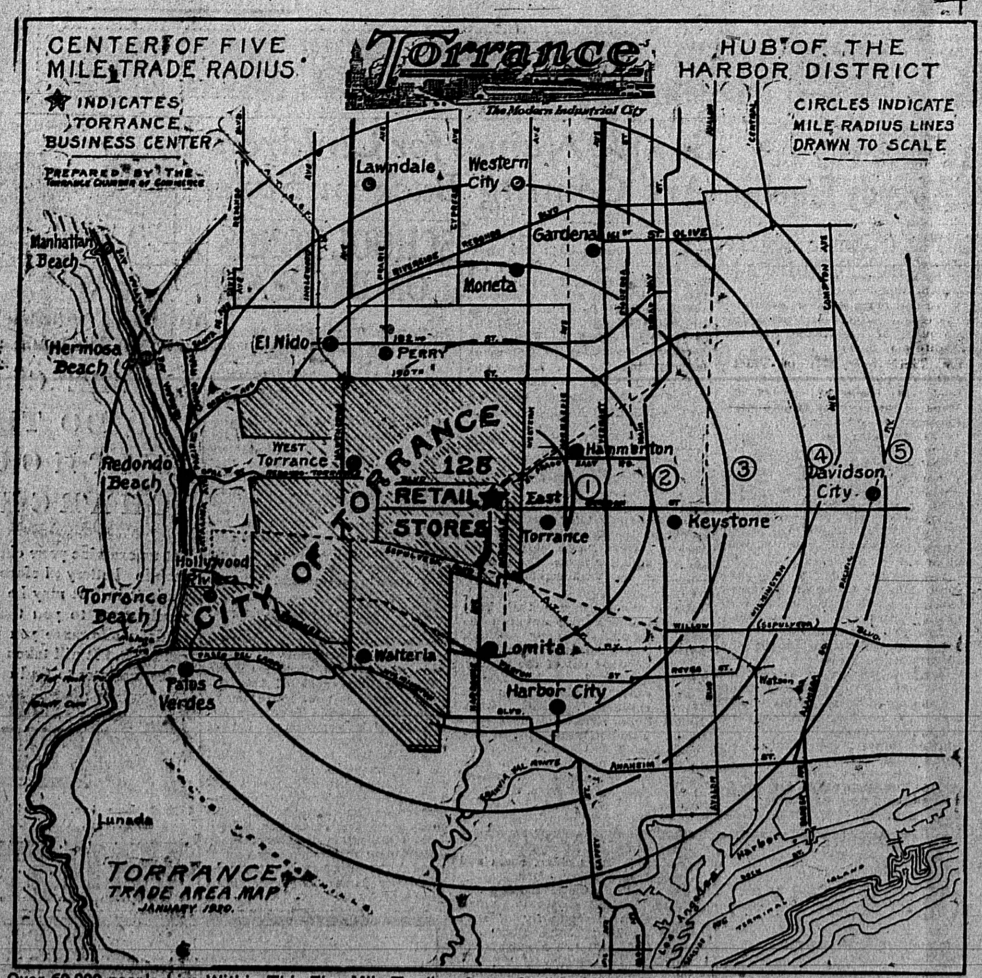
The Torrance Herald

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 MostModern Newspaper Plants In the Southland

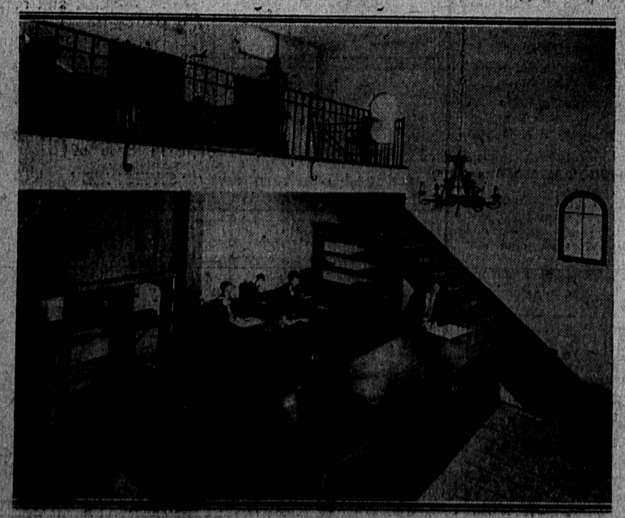


Over 60,000 people Live Within This Five-Mile Trading Area of Which Torrance is the Center. Map drawn to exact geographic scale.

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, ——

PHONE

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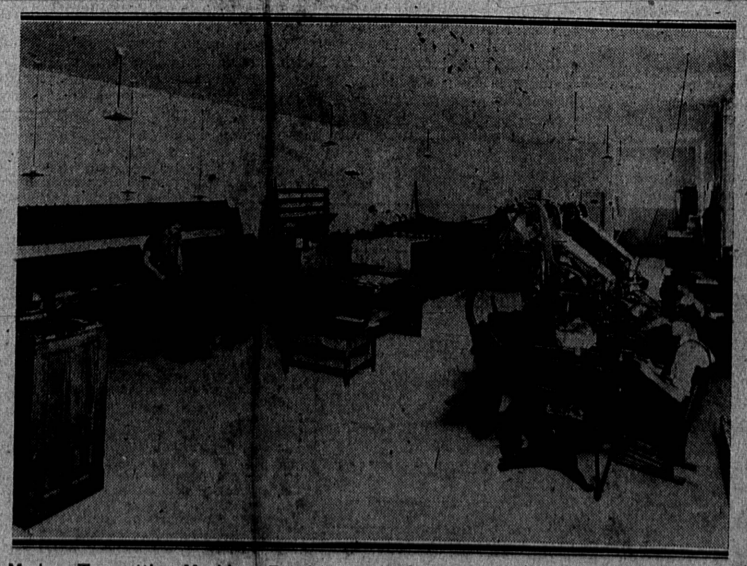
ADVERTISING DEPARTMENT



Modern Typesetting Machines Furnish Fresh New Type For News and Advertising Every Issue