Report of a Door to Door Mail Questionaire, a FACT FINDING

NEWSPAPER READERSHIP SURVEY of TORRANCE and LOMITA

— CONDUCTED FOR NATIONAL ADVERTISERS by the STATE WIDE

CALIFORNIA NEWSPAPER ADVERTISING SERVICE

THE QUESTION: "What Newspapers Do You Read?" NEVER ☐ OCCASIONALLY ☐ REGULARLY ☐

9,000 HOMES
TORRANCE

(Entire City Limits—Including Walteria, Riviera, Seaside, Kettler Knolls, and North Torrance)

— The Ratio of Replies Showed:

	Never Read	Occasionally Read	Regularly Read
Torrance Herald	432	990	6930
Los Angeles Times	927	3105	3510
Torrance Press	1530	2340	3150
Los Angeles Examiner	1620	3340	2610
L. A. Herald-Express	2970	1800	1080
L. A. News	3510	1080	1080
L. B. Press-Telegram	3340	2610	990
Los Angeles Mirror	2790	2430	810
Lomita News	3870	1260	324
San Pedro News-Pilot	4140	945	279
Redondo Breeze	4050	1215	189

(Certified Copy Available)

2,000 HOMES
TORRANCE FRINGE

Shoestring, Keystone Area, East and North of City

— The Ratio of Replies Showed:

	Never Read	Occasionally Read	Regularly Read
Torrance Herald	380	200	1200
Los Angeles Times	250	620	666
Los Angeles Examiner	420	620	620
Torrance Press	500	420	420
L. A. News	780	200	380
Los Angeles Mirror	666	540	332
Lomita News	1000	82	332
Redondo Breeze	700	420	250
L. B. Press-Telegram	780	460	200
San Pedro News-Pilot	1040	122	162
Lomita Progress	1040	82	82
L. A. Herald-Express	750	540	82

(Certified Copy Available)

5,000 HOMES
LOMITA

— The Ratio of Replies Showed:

	Never Read	Occasionally Read	Regularly Read
Lomita News	210	600	3650
Los Angeles Times	550	2100	1750
Lomita Progress	1800	1400	1750
San Pedro News-Pilot	1350	1650	1350
Los Angeles Examiner	1150	1950	1000
L. A. News	2350	900	750
L. B. Press-Telegram	1250	1750	750
Torrance Herald	2100	1150	455
L. A. Herald-Express	2600	600	420
Torrance Press	1650	1500	420
Los Angeles Mirror	2000	1350	165
Redondo Breeze	2950	165	85

(Certified Copy Available)

FOR YOUR INFORMATION:

In spite of claims to the contrary, the TORRANCE HERALD is the ONLY Torrance Newspaper printed by UNION LABOR and thereby publishes on Page 1 the UNION "BUG." If you see the Union Label on the front page, that paper is printed by Union Labor. If it is not there it is not qualified to publish it.

TORRANCE HERALD

1619 GRAMERCY — — TORRANCE

Again Proof of Torrance Herald Unquestionable Leadership in Circulation and Results