

★ **WANT ADS** ... *Serve Humanity, the Biggest Job on Earth* ★

Everybody... and We Mean Everybody... **READS**

TORRANCE HERALD

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.

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 countless other ways.

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

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... its biggest bargain counter!

TODAY, WANT ADS encompass home—business—industry. For here



HERE ARE THE FACTS!

Your Classified Advertisement is Published in BOTH Newspapers at ONE LOW RATE!

TORRANCE HERALD and LOMITA NEWS

...are the Only Newspapers with PAID CIRCULATIONS in this area which can GUARANTEE Complete COVERAGE!

Torrance! Lomita! Harbor City! Seaside! Riviera! Shoestring! Waltheria! North Torrance!

(NOTE FOR PUBLIC INFORMATION:—The only circulation that is recognized by National Advertisers and other big buyers of newspaper advertising is PAID CIRCULATION. This is the only guarantee of definite Reader Interest. Papers thrown on lawns, gutters, etc... have no assurance of being read.)

Special "Cash-with-order" Rate!
15 WORDS FOR ONLY 60¢

(Add 10¢ bookkeeping charge for advertisements not paid for at time of placing copy or by noon prior to first publication date).



— for Your Convenience!

WRITE YOUR AD HERE! JUST CLIP OUT AND MAIL

TORRANCE HERALD WANT AD BLANK

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 |

RUN AD TIMES

WRITE YOUR AD AT HOME

Bring or Mail to Office

TORRANCE HERALD—1619 GRAMERCY—TORRANCE, CALIF.

Buy, Sell, Exchange, Trade Swap, Find, Rent Thru

WANT ADS IN YOUR HOME-TOWN

...for Quick Action Use Herald's

EFFICIENT TELEPHONE WANT AD SERVICE

... just phone Torrance

444

... and a courteous Want Ad Girl will be glad to help you.

DEADLINE—TUES. 6 p. m.

CASH CLASSIFIED ADVERTISING RATES

(Add 10¢ bookkeeping charge for advertisements not paid for at time of placing copy or by noon prior to first publication date).

| | 1 Time | 2 Times | 3 Times | 4 Times |
|-----------------------------|--------|---------|---------|---------|
| 15 Words | \$.80 | \$1.05 | \$1.50 | \$1.95 |
| 20 Words | 1.00 | 1.45 | 2.10 | 2.75 |
| 25 Words | 1.00 | 1.85 | 2.70 | 3.55 |
| 30 Words | 1.20 | 2.25 | 3.30 | 4.35 |
| 35 Words | 1.40 | 2.65 | 3.90 | 5.15 |
| 40 Words | 1.60 | 3.05 | 4.50 | 5.95 |
| 45 Words | 1.80 | 3.45 | 5.10 | 6.75 |
| 50 Words | 2.00 | 3.85 | 5.70 | 7.55 |
| For each Additional 5 Words | .20 | .40 | .60 | .80 |

TORRANCE HERALD

1619 GRAMERCY AVE.

Established 1914
Thirty-eight Years Young

TORRANCE, CALIFORNIA

★ **WANT ADS** ... *the American People's Everyday Market Place* ★