



IT'S FACT

Your newspaper helps stretch the family budget.

There's one sure way to get the most for your money—and that's to know where the bargains are. That's one big reason why the pages of The Times are read so eagerly in more than a half million Southern California homes every morning.

The Times has the best offerings of hundreds of merchants every day, regularly publishing more than half of all the advertising found in all four Los Angeles newspapers combined. That means, of course, that The Times advertises a far greater variety of merchandise at select from—far greater values for your shopping dollar.

Are you concerned in stretching your family income to the limit and getting the most for your money? See The Times every morning—it's the west's leading directory of merchandise and services.

you less.

Learning
the why
of things
is one of
the best
ways to
enrich
your life.



IT'S FACT

You get 47.1% more newspaper than you did in 1951.

Perhaps you haven't realized it, but The Times has grown steadily in size and content during the past ten years. An average weekday edition in 1951 contained 39 pages. Today's weekday Times averages 77 pages. On Sundays, during the past ten years, The Times has grown from the 1951 average of 111 pages to today's average of 343 pages per issue.

All of which simply means that you are getting much more in today's Los Angeles Times—more news, more features, more editorial value—more of everything that makes your newspaper more valuable to you and your family.

The Los Angeles Times

ONE OF THE PEOPLE'S CHOICE NEWSPAPERS

THERE IS
A FULLER
PAINT
OUTLET
NEAR YOU!

ROYAL HILLS

Fuller Store
443 N. Lamar Blvd.

SILVER CITY

Edwin Street & State St.
10737 Venice Blvd.

Edwin Street & Hill St.
9133 Culver Blvd.

GARDEN

Edwin Street
11442 N. Western Ave.

WILSHIRE

Fuller Store
432 Northridge Blvd.

HERNDON BLVD.

Fuller Store
123 Herndon Avenue

Herndon Avenue
321 Pacific Coast Hwy.

HOLLYWOOD

Fuller Store
1028 N. Highland Ave.

WILSHIRE

Seaside Point &
Wilshire
7908 N. Washington Ave.

Seaside Point &
Baker's Square
721 N. La Brea



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A FULLER
PAINT
OUTLET
NEAR YOU!

LONG BEACH

Seaside Point &
1028 N. Pacific Coast Hwy.

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Fuller Store
4028 North Hollywood
Pershing Square Co.
2620 Broadway Blvd.
Seaside Point &
Seaside Point &
at Hollywood

WILSHIRE BLVD.

Seaside Point &
3127 Wilshire Avenue

REDWOOD BLVD.

Seaside Point &
212 Avenue 1

SANTA MONICA

Fuller Store
1027 Wilshire Blvd.
321 Wilshire
1028 Ocean Park Blvd.

FIRLAND

Seaside Point &
1028 Redwood Blvd.

WILSHIRE

Seaside Point &
6218 West 8th Street

WILSHIRE

Fuller Store
1027 Wilshire Ave.

CA
SA

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rooms for rent.

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Sq. Yd.

Regularly
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