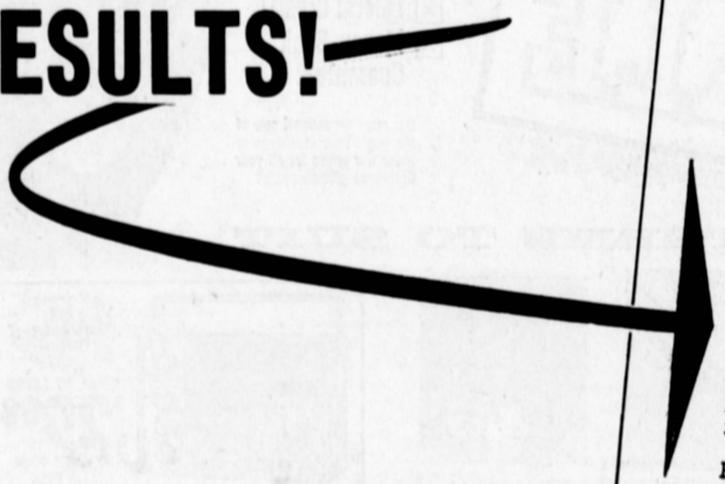


# “EVERYONE LIKES TO HEAR SUCCESS STORIES” . . .

THE KEY TO THE SUCCESS OF THE PRESS-HERALD IS UNSURPASSED READERSHIP AND CIRCULATION . . .

which adds up to outstanding

## ADVERTISING RESULTS!



Mr. Gene Roberts  
Advertising Manager  
Press-Herald

Dear Mr. Roberts;

Everyone likes to hear success stories, so I thought you might like to hear ours. The Sir Loin Meat Shoppe is now in the 5th year of its existence, and this is by far our finest year.

We are confident that it will be better in years to come also. Why are we so sure? It's the way that we CARE for our customers that give us this confidence. Sir Loin Meat Shoppe has become well known for fine personal service and high quality meats at reasonable prices.

The Sir Loin Meat Shoppe in the Plaza is the only one in existence and has been in the same location for five years.

As much as we'd like to expand to perhaps other areas, we are convinced that the type of personnel we employ to serve our patrons is just too difficult to obtain. Consequently, we have chosen to concentrate in this one location so we can assure the best personal service and the best quality of meat to be found in the entire South Bay.

The Press-Herald has played a key roll in our success story by providing outstanding readership for our advertising program. Your readers know a good thing when they see it...this awareness has shown up in excellent advertising results. We have been with the Press-Herald since our opening and although we tested other papers in the area we find that the Press-Herald is our first choice.

Please thank Donovan Rankin for his help in our advertising program.

Yours very truly,

*Sam Morris*  
Sam Morris, Owner  
Sir Loin Meat Shoppe  
Rolling Hills Plaza Shopping Center



The Press-Herald believes that a community responds to a business which BEST SERVES that community!

IT'S TIME FOR YOUR BUSINESS FIRM TO TAKE ADVANTAGE OF THIS MASS CIRCULATION... FAR MORE EFFECTIVE COVERAGE THAN ANY OTHER PUBLICATION IN THESE IMPORTANT AREAS!

### Press-Herald

Serving the Residents and Businesses in:  
★ TORRANCE ★ LOMITA ★ HARBOR CITY  
DA 5-6060

### Press-Journal Harbor Mail

Serving the Residents and Businesses in:  
★ CARSON ★ WILMINGTON ★ DOMINGUEZ  
TE 4-4581