

# Readership Did It!

## Here's PROOF



May 22, 1968

William B. Curtis  
TORRANCE PRESS-HERALD  
Torrance, California

Dear Bill:

Although I am not normally given to writing testimonials, I feel that as a result of the overwhelming response to our recent advertisement in your newspaper, I would like to offer my congratulations on a job well done!

Over the effective dates of the ad, three days, we were swamped with coupons from our ad in your paper. Although the prices on the sale merchandise were quite low, we were extremely pleased with the readership of your publication. We found customers lined up at the door before we had opened, and at final count we had received over 600 coupons!

Again, thanks for the excellent response of your newspaper! We are looking forward to a long and mutually profitable business relationship with your firm.

Cordially,  
Donald Stephens  
Manager

"...Swamped with coupons for 3 days."

"...people waiting at our doors before we had opened."

"...over 600 coupons at final count... overwhelming response-"

To Press-Herald & Press-Journal Advertisers . . .

**"OVERWHELMING RESPONSE"**

**IS NOT UNUSUAL!**

*Call Today..*

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

**Press-Herald**

Serving the Residents and Businesses in:  
★ TORRANCE ★ LOMITA ★ HARBOR CITY  
Call DA 5-6060 for Your Display Advertising Representative

**Press-Journal Harbor Mail**

Serving the Residents and Businesses in:  
★ CARSON ★ WILMINGTON ★ DOMINGUEZ  
Call TE 4-4581 for Your Display Advertising Representative