## TORRANCE HERALD ADVERTISING SUCCESS STORIES:

".... effectively carried our story"

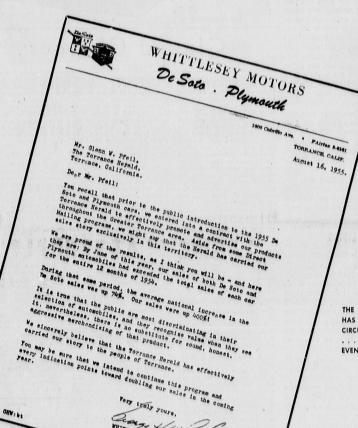
## - SALES UP 400%!

## That's the Case Record of this Torrance Automobile Dealer Who has Relied on THE TORRANCE HERALD To Carry his "Sales Story Exclusively"

The Torrance HERALD congratulates Mr. George Whittlesey, owner and manager of Whittlesey Motors, leading De Soto-Plymouth agency in this area, on the sales record his firm has established. And we take pardonable pride in the part The HERALD has played in making this tremendous 400% gain possible.

Mr. Whittlesey's letter, reproduced here, speaks for itself. Unsolicited, it is convincing evidence how The HERALD is being relied upon by smart, economy-minded retailers in all fields to carry their sales stories... the confidence expressed by Mr. Whittlesey and scores of other businessmen is responsible for unprecedented gains in HERALD advertising—now at an all-time high under the new ownership of this 41-year-old newspaper.. classified volume up 52% for the first seven months over 1954... display volume up 29% over a like period!





GEORGE WHITTLESEY

Owner and Manage

THE TORRANCE HERALD
HAS BY FAR THE GREATEST
CIRCULATION IN THIS AREA
... NO OTHER PUBLICATION
EVEN COMES CLOSE!

Sound merchandising calls for The HERALD! Alert buyers of advertising space in this rapid-growing, important Greater Torrance trading area are relying more and more on The HERALD, the only NEWSpaper with guaranteed circulation plus ACCEPTANCE in the home. They've learned to separate the chaff from

the wheat... the unsupported claim from the fact. They know you need The HERALD to grow with Torrance. They know the increased effectiveness of their advertising when it appears in a community newspaper that is not merely circulated—but is carefully read—thanks to thorough editorial and pictorial cov-

erage of al local news...society...sports. For further information how you can boost sales volume, why not call a HERALD advertising representative? He'll be pleased to give you full details. Telephone HERALD Advertising Department, FAirfax 8-4000 today.

You, too, Can Achieve More with THE HERALD Because So Much More goes into THE HERALD!

FIRST ...

In Circulation
In Readership
In Advertising

## THE HERALD

TORRANCE'S COMPLETE NEWSPAPER With Greatest Circulation By Far In The Torrance Area