

You Can Be SURE When Your Ad Appears In THE HERALD!

# AUDITED CIRCULATION

.... That's What You Get, Mr. Advertiser, When You Rely On THE HERALD To Carry Your Sales Message, for THE HERALD is the Only Publication in the Important, Growing Torrance Trade Area That Has Been Audited By VAC . . . .



The Award-Winning Torrance Herald, long recognized as an honest newspaper with an honest circulation figure, now leads the way again . . . with the first local audit of circulation. And the audit shows the Herald is out front by far in its circulation coverage of the Torrance trading area. No other publication even comes close!

Advertisers now can take the guess work out of buying advertising . . . clear the smoke away . . . by insisting on verified circulation.

The Herald's audit was provided by the Newspaper Division of the Verified Audit Circulation Company (VAC).

The audit of the circulation of controlled circulation community newspapers by VAC, as Verified Audit Circulation Company is known, is a great step forward because for the first time advertisers will have audited circulation figures put on a standard form by a nationally recognized auditing firm. VAC's audits will bring the same recognition that ABC has brought to the wholly paid publishing field.

Operation of VAC's controlled circulation division is directed by a ten man Board of Governors. Four members are representatives of controlled circulation newspapers, three are representatives of regional advertisers and three are representatives of advertising agencies.

Newspaper representatives on the Board are: Jerry Deal, Deal Publications, Chairman; Oran T. Ass, News Herald Publication; Maurice Markham, Van Nuys News and Green Sheet; C. Deane Funk, West Los Angeles Independent and Westwood Hills Press.

Representing regional advertisers are: Leonard Jick, Advertising Manager, Thrifty Drug; R. L. Kokkelenberg, Advertising Manager of Sears, Roebuck and Company; Donald Conroy of Thriftmax, Markets.

Agency members are: George Anthony, Media Director of Henig-Cooper and Minor; Mrs. Diana Wear, Media Director of Heintz and Company, Inc.; and Paul O. Davis, Media Director of McCann Erickson, Inc.

VAC is operated by the John B. Knight Company, a marketing research organization since 1937.

# 33,533

Copies of THE HERALD Distributed Every Thursday Morning

No Other Publication - Daily, Weekly or Shopper - Even Comes Close to Matching THE HERALD'S Virtual Blanket Coverage of Torrance!

\*VAC-audit is for the three-month period ending March 31, 1956. It shows a total average qualified circulation every Thursday of 32,533 plus 670 additional copies for advertisers, agencies, etc.

Out Front By Far . . . .

In Circulation and Acceptance!

**Torrance Herald.**