ADVERTISING RESULTS STORIES ARE NOT UNCOMMON HERE!

MR. DONOVAN RANKIN ADVERTISING SALES PRESS-HERALD AND PRESS-JOURNAL 3238 W. SEPULVEDA BLVD., TORRANCE On various occasions in our weekly edvertising program, we use some coupon cials. We thought you would like to know the results of some of those sales. DEAR MR. RANKIN We feel the results were outstanding, due to proper merchandising these fine newspapers" readership acceptance and coverage. Here is the cour Total Coupon Count: 2,536 .Total Coupon Count: 1,388 three of our ads: Tatel Coupon Count: 1,079 Ad of January 10th Ad of February 21st ... We don't have to test your papers' effectiveness with coupon Ad of July 3rd ... at Grants, and your readers really react to bargainsi AL BROCKMIRE Manager, W. T. Grants Carson Shopping Center

(munth W. T. GRANT COMPANY

"Results were outstanding due to proper merchandising combined with this fine newspaper's readership acceptance and coverage!"

"We don't have to test your paper's effectiveness with coupons . . . coupons mean bargains and your readers really react to bargains!"

> THE ABOVE STATEMENTS ARE EXCERPTS FROM THIS LETTER . . ATTESTING TO THE FACT THAT TO PRESS-HERALD AND PRESS-JOURNAL ADVERTISERS . . .

> > OUTSTANDING

RESPONSE IS NOT UNUSUAL! and it's all because of

> OUTSTANDING READER ACCEPTANCE!

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

UTHER PUBLICATION IN THESE IMPORTANT AREAS!

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

