

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 DeSoto-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.



GEORGE WHITTLESEY
Owner and Manager
Whittlesey Motors

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!

WHITTLESEY MOTORS
De Soto . Plymouth

1800 Cabrillo Ave. • FAirfax 8-8181
TORRANCE, CALIF.
August 16, 1955.

Mr. Glenn W. Pfeil,
The Torrance Herald,
Torrance, California.

Dear Mr. Pfeil:

You recall that prior to the public introduction to the 1955 De Soto and Plymouth cars, we entered into a contract with the Torrance Herald to effectively promote and advertise our products throughout the Greater Torrance area. Aside from some Direct Mailing programs, we might say that the Herald has carried our sales story exclusively in this territory.

We are proud of the results, as I think you will be - and here they are: By June of this year, our sales of both De Soto and Plymouth automobiles had exceeded the total sales of each car for the entire 12 months of 1954.

During that same period, the average national increase in the De Soto sales was up 7%. Our sales were up 400%!

It is true that the public are most discriminating in their selection of automobiles, and they recognize value when they see it, nevertheless, there is no substitute for sound, honest, aggressive merchandising of that product.

We sincerely believe that the Torrance Herald has effectively carried our story to the people of Torrance.

You may be sure that we intend to continue this program and every indication points toward doubling our sales in the coming year.

Very truly yours,
George Whittlesey
WHITTLESEY MOTORS, INC.

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 all 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