

# GENERAL PETROLEUM CORPORATION

Among the  
*Successful*  
 BUSINESS FIRMS

**GENERAL PETROLEUM CORPORATION**  
 OF CALIFORNIA  
 A SOCONY - VACUUM COMPANY  
 108 WEST SECOND STREET  
**LOS ANGELES, CAL.**

SOUTHERN CALIFORNIA  
 SALES DIVISION

July 10, 1936

Mr. Grover C. Whyte,  
 Torrance Herald,  
 Torrance, California.

Dear Mr. Whyte:

Torrance is a good city in which to carry on business and advertising in the Torrance Herald is a paying investment.

The experience of our company, which advertises regularly and consistently in your newspaper, proves this to be true.

In Torrance, our sales of Mobilgas, the only brand of gasoline we mention in your columns, are beating those of our non-advertised brand by an outstanding margin. Our Mobiloil, also advertised in your columns, is also showing remarkable gains in volume.

These facts are learned by studying the records of our district manager, Mr. L. T. Barnes, and our wholesale agent, Mr. William Campbell, and the progressive service stations in your area which feature our advertised products.

To your newspaper, to the motoring public, and to our dealers, we wish to express our appreciation for a constantly growing volume of business in the progressive, growing city of Torrance and immediately surrounding area.

Yours very truly,

GENERAL PETROLEUM CORPORATION  
 OF CALIFORNIA

*F. C. Davies*

Sales Manager,  
 Southern California Division.

**Making Outstanding Progress  
 Through Advertising  
 in**

**TORRANCE  
 HERALD**

**Read this Letter from the  
 Major Oil Company That  
 Maintains One of its Largest  
 Refineries in Torrance.**

**General Petroleum Is One of  
 Our Most Successful Users  
 of Advertising Space.**

**F. C. DAVIES**

Sales Manager Southern California Division of General Petroleum Corporation.

Writer of the Letter Shown on this Page



**Join the Ranks of the Progressive Concerns that Consistently Use the Columns of this Newspaper to Increase Business!**

**ADVERTISE IN THE HERALD . . . GO PLACES!**