

**You Can Lead A Horse To Water, But You Can't Make Him Drink. Old Proverb.**

**You Can Throw A Paper On Folks Yard, But You Can't Make 'Em Read It. Modern Truism.**

# AGAIN Overwhelming PROOF!

**Of TORRANCE HERALD SUPERIORITY in Circulation, Readership, Results!**

## HERE ARE THE FACTS:

Schultz & Peckham, local Ford dealers, celebrated their 30th Anniversary last week. As a feature they offered for sale a 1937 Ford Tudor Sedan for one 1921 silver dollar. To advertise this unique offer, they ran a half-page advertisement in the Torrance Herald and Lomita News, and a three quarter page advertisement in the Torrance (Peninsula) Press on Sept. 13th. Folks came in Thursday morning with 1921 Silver Dollars and continued in a steady stream till Saturday night at 6 p.m.

Through curiosity, Schultz & Peckham asked most everybody, "How did you find out about this offer?" . . . and a great majority said, "I read about it in the Torrance Herald."

**Torrance Herald Won....**

# 4 to 1

**—in this honest, fact finding TEST of**  
**• CIRCULATION**  
**• READERSHIP**  
**• and RESULTS**

### COMPARATIVE NEWSPAPER RESPONSE

**TORRANCE HERALD . . . . 63.0% 83.6%**  
**LOMITA NEWS . . . . . 20.6%**

**Torrance Press . . . . . 16.4% 16.4%**

**— TORRANCE ALONE COMPARATIVE**  
**TORRANCE 79.4% TORRANCE 20.6%**  
**HERALD PRESS**

THE TORRANCE HERALD IS THE ONLY TORRANCE NEWS-PAPER PRINTED by UNION LABOR and THEREBY PUBLISHES ON PAGE 1 — THE UNION "BUG."

- ★ **EDITED** in Torrance
  - ★ **PRINTED** in Torrance
  - ★ **OWNED** by Torrance Folks
- 92 OUT OF EVERY 100 HOMES IN THE GREATER TORRANCE TRADE AREA BUY and READ the TORRANCE HERALD**

# TORRANCE HERALD

**1619 GRAMERCY — 37 Years Young — TORRANCE**

**You Need No Longer Be Told You Must Buy TWO Ads to Sell the Torrance Market.**

CHAS SCHULTZ

GEORGE PECKHAM

Schultz & Peckham



1420 CARRILLO AVENUE  
TORRANCE, CALIFORNIA

September 17 1951.

Mr. E. B. Brown,  
Torrance Herald,  
1619 Gramercy Ave.,  
Torrance, California.

Dear Ed:

As you know, we celebrated our 30th anniversary with a little used car special—a 1937 Ford for one 1921 silver dollar. We thought we might get several dollars in on it, and draw straws or do something to select the purchaser.

Well, we learned fast...that first day people came in completely out of breath. I guess they had run all the way from home. And before the thing was over we had taken in 928 1921 silver dollars. Ed, the thing really floored us. It was so gratifying to have so many people come in and deposit their dollars with us. We wanted to get acquainted with a few new people and we were OVERWHELMED!

Incidentally, we issued a receipt for each dollar and noted on that receipt how they found out about our deal. Sunday I figured up the results and I think they might be of interest to you. Here is the breakdown:

| NEWSPAPER COMPARISON            |             |            |
|---------------------------------|-------------|------------|
|                                 | Entire Area | Local Only |
| Torrance Herald.....            | 358         |            |
| Unknown (we forgot to ask)..... | 174         |            |
| Lomita News.....                | 117         |            |
| Torrance Press.....             | 93          |            |
| Word of Mouth.....              | 66          |            |
| Sign on Used Car Lot.....       | 60          |            |
| Miscellaneous.....              | 48          |            |
| Sign on Show Room Window.....   | 12          |            |
| Total.....                      | 928         |            |
|                                 |             | 79.4%      |
| Torrance Herald                 | 63.0%       |            |
| Lomita News                     | 20.6%       |            |
| Torrance Press                  | 16.4%       |            |

Now a couple of those items may need explanation. "Unknown" means we got so busy a couple or three times that 174 people didn't get asked. "Miscellaneous" means that they learned about it from several sources. Neither of these items counted in the percentage above, but thought I'd mention it anyway.

Eddie, thanks for everything. You and the rest of your staff were a real and effective help in putting over our anniversary celebration.

Sincerely yours,

SCHULTZ & PECKHAM  
*Charles Schultz Jr.*  
 Charles Schultz Jr.

Original receipts and copy  
of this tabulation is available.

**Actual Tabulation of the  
928 People Who Made a  
1921 Silver Dollar  
Deposit on  
Schultz and Peckham's  
1937 Ford USED CAR SALE**

|                                    |     |
|------------------------------------|-----|
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| Lomita News .....                  | 117 |
| Torrance Press .....               | 93  |
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| Sign on Used Car Lot .....         | 60  |
| Miscellaneous .....                | 48  |
| Sign in Show Room .....            | 12  |