

Torrance Herald

FOURTEENTH YEAR—No. 46

TORRANCE, CALIF., THURSDAY, NOV. 15, 1928

5c per Copy

WILL DEDICATE NEW BUILDING FRIDAY

Herald-Automatic Building Is Recognized Nationally as Model Small-Town Plant

Local Contractors Are Proud of Parts Played in Construction of Building

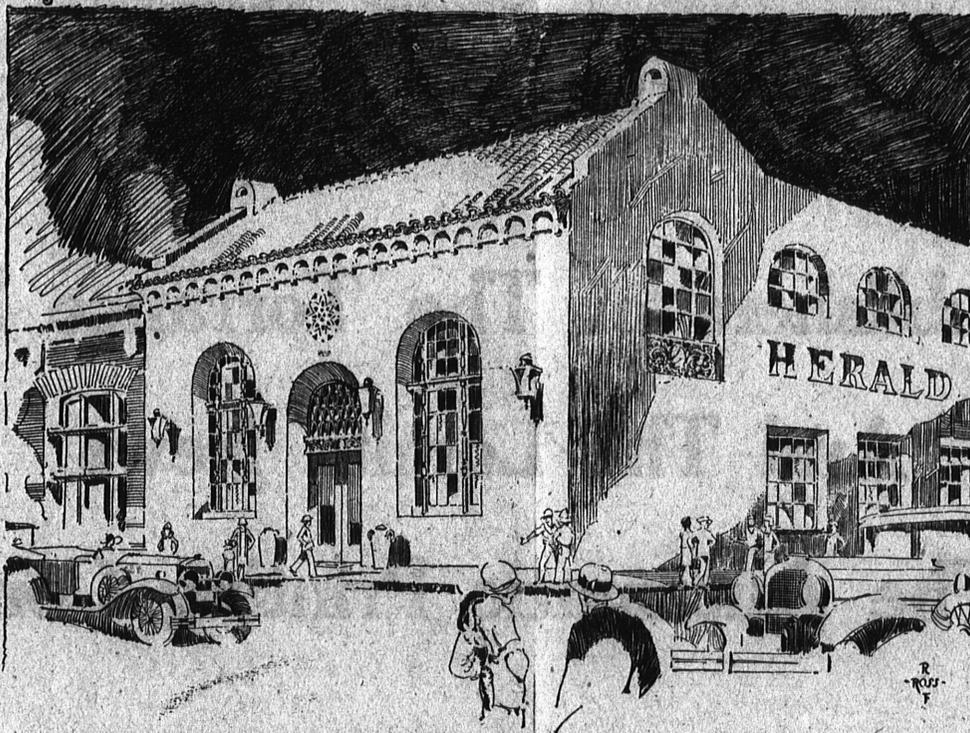
The attractiveness of the new Herald-Automatic building has called forth comment throughout the United States. The Publishers' Auxiliary, a national newspaper magazine published in Chicago and having the largest distribution of any printing journal in North America was so impressed with the size and character of architecture of the new building that they published a picture of it in their magazine as a model for newspaper and printing plants in smaller communities. The Long Beach Press-Telegram, the California Editor and numerous other Southern California publications have run pictures and stories of the new Torrance plant.

The Herald-Automatic building is 30 feet wide by 140 feet deep. The office portion of the building is two stories providing mezzanine offices for the editor and general manager over the general offices and the commercial printing offices on the main floor. The exterior of the new structure is individual in type and particularly adapted to the printing and publishing business. The Spanish motif predominates with the characteristic white stucco and red tile roof.

The plant and offices are well lighted with large windows in the front and alley sides of the building.

The building was erected by Sam Levy with P. O. Guy as general contractor. The sub-contractors were as follows: Cement work, Frank Sammons; Plastering and Stucco, Geo. C. Hall; Plumbing, Pemberty & Anderson; Electrical Wiring and Installation, Two Macks Electric; Painting and Decorating, Torrance Wall Paper & Paint Company; Roofing, W. L. Rider Roofing Company; Brick Work, Linderman and Dueker.

Supply houses which furnished materials for the building were: Hardware, Paxman's Hardware; Lumber, Sash and Doors, Consolidated Lumber Company; and Brick, Torrance Brick Co.



View of New Herald-Automatic Building, Which Is Calling Forth Favorable Comment Throughout the Nation as Model Plant in Smaller Cities of the United States. Building Now Houses Plants and Offices of the Torrance Herald, Lomita News, and Automatic Printing Company. Two Trunk Telephone Lines Provide Better Service. Numbers 444 and 445.

Public Invited to View Plant in Operation

Tomorrow, Friday, November 16, has been chosen for the formal dedication and house warming of the new Herald-Automatic building at 1336 El Prado.

This will be a memorable day for the publishers of the Torrance Herald and the Lomita News, as it was just six years ago that W. Harold Kingsley and Grover C. Whyte came to Torrance and took over the ownership of these papers from C. P. Roberts.

This month also marks the 15th year of continuous publication of the Torrance Herald and the 10th anniversary of the founding of the Lomita News. During these years the papers have maintained a policy of constructive journalism, fostering every worthwhile development and project for the development of the communities which they serve.

From very modest papers of two small pages a week, which were scarcely more than bulletins, the Torrance Herald and Lomita News have grown to full metropolitan size newspapers, carrying an attractive array of national features as well as complete news of the week.

Among the most widely known features of the Torrance Herald and Lomita News are Mr. Kingsley's "Observations," "Towne Talks," by Ras Berry, and "Week's World News," an interesting resume of the week's world events, impartially interpreted.

Other features of these two papers of particular interest to women readers are the "House and Garden" and "Vogue Fashions," both of which are illustrated; the weekly lesson in bridge; famous recipes on the Market Basket page, and "That Car of Yours," which is a column of timely hints for the motorist supplied by the Automobile Club of Southern California. There are also comic strips for the young readers.

PUBLIC RECEPTION

And

Dedication of the New Building

Friday, November 16

3 to 5 P. M. and 7 to 9 P. M.

Souvenirs for All

Exhibition Runs on Presses

At 4 and 8 o'Clock

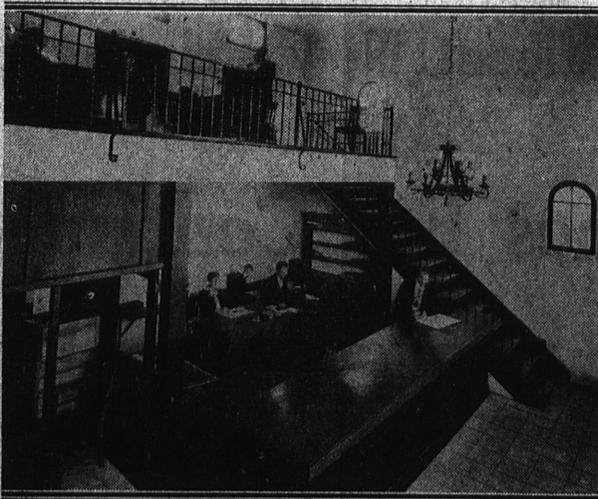


Photo by LaPlante

General offices, showing stairway to mezzanine where are located the offices of Mr. Kingsley and Mr. Whyte. On the left of the picture and located on the lower floor is the office of Mr. Ulbright.

MOST MODERN MACHINERY INSTALLED IN PLANTS

No greater array of publishing and printing machinery is housed under the roof of any California city of the size of Torrance than speeds the newspaper and printing work in the new home of The Torrance Herald, Lomita News and Automatic Printing Company.

The modern equipment in the new buildings of the two companies includes the following:

NEWSPAPER

- 1 Multiple Magazine Intertype.
- 1 Single Magazine Linotype.
- 1 Goss Comet Newspaper Press.
- 2 Metal Saws, Display Type, Modern Stereotyping Equipment, Type Cabinets, Imposing Stones.

PRINTING

- 1 Platen Press.
- 1 Miller Automatic Press.
- 1 Kelly Automatic Press.
- 1 Multiple Magazine Intertype.
- 1 Power Paper Cutter.
- 1 Power Stitcher.
- Display Type, Storage Cabinets, Perforators, Gang Punches, Type Saws, Mortising Machine.

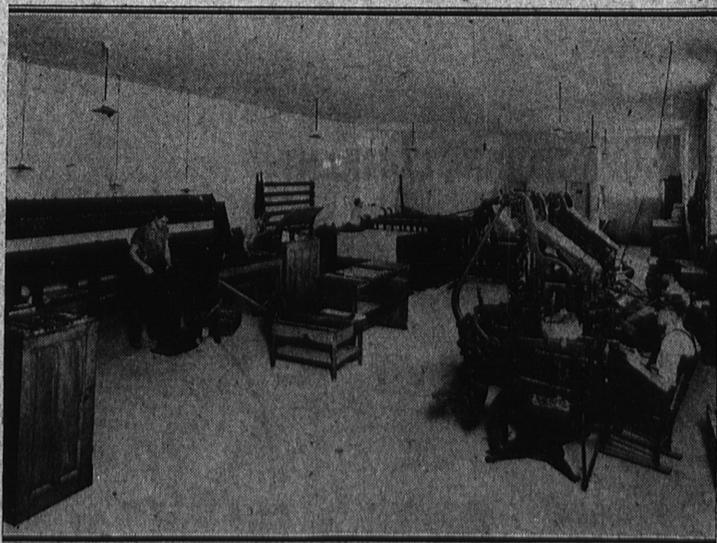


Photo by LaPlante

View in newspaper department of new plant, showing two of the three modern typesetting machines, the up-to-date Goss newspaper press which prints 3500 complete papers an hour and the entrance to the stereotyping department. At the right can be seen the "ad alley", where the advertisements are set and the type pages made up.



Photo by LaPlante

Portion of the commercial printing department of the Automatic Printing Company. In the foreground can be seen one of the modern type setting machines and farther forward the automatic presses. The "Kelly" press in the background will print 100,000 letterheads every 8 hours. To the left a portion of the bindery machinery is visible.