

HERALD Near 25th Year of Service to City



HERALD HAS BIG FAMILY . . . Most of the members of The Herald staff are shown above. They are, front row, left to right: Micheal Straszer, Robert Lewellen, Miss Lute Fraser, Grover C. Whyte, Mrs. Roxie Sleeth, L. L. Cleveland and Ray Brooks; second row, left to right, Bob Sleeth, LaVern Jones, Tommy Justice, Bobby Lewellen, Jr. George Wall, Phillip Hoffman, Newton Sleeth, Bur-

man Ingram, Frank Travioli, Carl Gilbert and William Husbands; third row, left to right, Ted Smith, Weston Leech, Richard Leech, Jack Schwartz, Harry Lewis and Alfred Pina; top row, left to right, Pete Barrera, Armando Moreno, Mike Zamorra, Lupe Pina, Phillip Covington and Bill Wuethrich. The adult members of this staff put in many hundreds of extra hours in planning, editing, composing and printing this edition.

Herald Staff Averages 6 Years' Service

A factor which is indicative of the harmony that prevails in "The Herald Family" is the average length of service for the 12 adult members of this newspaper's staff. Survey of the employment records show that this is six years.

As publisher of The Herald, Grover C. Whyte of course is the leading veteran. He has

directed publication for 15 years and four months. Miss Lute Fraser, secretary joined the staff two months after Whyte became editor-publisher. The third veteran is Robert Lewellen, mechanical superintendent and sports writer, who started work on The Herald 14 years ago next month.

His son, Bobbie Lewellen,

who now combines the jobs of "printer's devil" and carrier boy is the youngest on the regular staff but he has two and one-half years' service to his credit. Youngest member in point of service is Bill Husbands who was employed two months ago to take photographs for this edition.

Paper Under Present Publisher For Past 15 Years; 32 on Staff Produced This Big Edition

NEW Year's Day next year will be The Herald's 25th birthday altho the first newspaper published in this city, The Torrance News, issued its Vol. 1, No. 1, three months before The Herald was born. The News appeared for the first time Oct. 11, 1913, under the editorship of E. M. McClure. Ground had been broken for the new city of Torrance just a year and a half before.

Editor McClure died a number of years ago and no one can be found who knows how long The News was published. The first editor of The Herald, who brought out his initial edition Jan. 1, 1914, was B. M. Knutson, who now publishes several weeklies in the San Fernando Valley. The Herald's first home was located in a small room on Cravens avenue in the Brighton Hotel building.

Member of United Press

A quarter century has wrought great changes in the city's voice and historian. From a four-page newspaper it has advanced to as many as 26 pages for a regular weekly edition; it has increased its staff from three people to 32; it has extended its news coverage as the city increased in area and population and is now a member of the United Press for both news and photo service; and it has, with this souvenir issue, published the largest and most costly edition in its history.

The Herald is a member of the California Newspaper Publishers' Association and was adjudicated a legal newspaper of Los Angeles county in March, 1927. It has been this city's official newspaper almost since its inception.

Has Veteran Staff

On March 24, 1922, Knutson sold his eight-year-old Herald to the late C. P. Roberts of Lomita who was then publishing a Lomita newspaper. Mr. Roberts moved his Lomita plant to Torrance, crowding his equipment into a small room at 1878 Carson street, opposite the Torrance Laundry and Dry Cleaning company. About a year

later he sold his interests to Grover C. Whyte and W. Harold Kingsley. They issued their first edition in June, 1923.

A few months later the new owners moved The Herald to a new building at 1419 Marcelina avenue where the Torrance Electric Shop is now located. In November, 1928, The Herald moved to its present location at 1336 El Prado. On July 1, 1929, Editor-Publisher Whyte purchased Kingsley's interests in the newspaper and he has continued its publication ever since without change in ownership.

Today he heads The Herald's staff which consists of Miss Lute Fraser, who has been secretary since August, 1923; Robert Lewellen, mechanical superintendent since October, 1924; Ray Brooks, who became advertising manager Nov. 1, 1935; Micheal Straszer, city editor 1930 to 1932 who returned here in November, 1936; Mrs. Roxie Sleeth, society editor since April, 1933; Cliff Johnson, Los Angeles correspondent for the past four years; William Husbands, whose camera work embellishes this edition, and Walter M. Jones, Los Angeles business representative.

Delivered by 20 Boys

In the mechanical department there is LaVern Jones, printer; L. L. Cleveland, linotype operator; Carl Gilbert, stereotyper and apprentice, and Bobbie Lewellen, whose status is "printer's devil."

The Herald and its auxiliary Tri-City Shopping News, which is delivered free throughout the Torrance trading area, is carried to homes here by Jack Schwartz, Weston Leech, Newton Sleeth, Bobbie Lewellen, Leslie Foster, George Wall, Ted Smith, Tommy Justice, Richard Leech, Harry Lewis and Burman Ingram, with Phil Hoffman as substitute carrier.

In Lomita the carrier boys are Philip Covington, Norman E. Turner, Warren Wolfe, Jr., Chris Wuethrich, Jr., Jack Gassaway, Nick Palica, Howard Willson and Donald Bailey. Walteria deliveries are made by Pat Huffine.

Modern Publishing Plant

Produces Wide Variety
of Printed Matter

- COMMERCIAL PRINTING
- SOCIAL STATIONERY
- MAGAZINE and NEWSPAPER PUBLISHING



• Herald Building
1336 El Prado

In addition to publishing The Torrance Herald and Tri-City Shopping News, this large plant produces other printed matters such as: Magazines, Booklets, Programs, Business Forms, Tickets, and all other types of job printing, Engraved and Printed Wedding Announcements, Birth Announcements, and other types of Social Printing.

Torrance Herald

1336 El Prado

Telephone 444