

"Torrance-On-the-Air" ...

months of 1938 totaled \$2,469,416—a gain of more than 257 percent!

WOMAN: Splendid health service is available to all Torrance residents at the County Branch Health Center—that's real security!

MAN: But the Civic Center of Torrance is the heart of the community—six municipal buildings and a new Federal postoffice designed in the modern manner for beauty of line and convenience of operation!

SOUND: (FILTER ... FADING IN, CROSS-FADE WITH TYPICAL RADIO PROGRAMS ... MUSIC ... SPEECHES ... DRAMA ... ENDING WITH NEWS BROADCAST ...)

VOICE: Completed at a cost of more than \$300,000 KNX-Columbia Broadcasting System's new transmitter station goes on the air today releasing all KNX and CBS programs from Columbia Square in Hollywood and thruout the world from Columbia Park in Torrance!

ANNR: Yes, Torrance is on the air—but not up in the air! This remarkable 27-year-old city is still looking forward to additional achievements ...

September 20 its voters will pass judgment on a \$100,000 expansion of the city's recreation facilities ... They will vote on three bond issues which have been proposed for a new municipal swimming plunge, bath house, recreation buildings, illuminated tennis courts and playgrounds. The story of Torrance is continually unfolding ... the city's best historian is The Torrance Herald, its voice and observer for 24 years ... And the people who make that story one of amazing achievement are the people of Torrance themselves ... every shop worker, every business man ... every housewife ... every professional man ... every school child! ... They are Torrance and so long as they maintain the heritage of "the city that had the blessing to be well born" they will continue to enjoy their community's abundance! ... Torrance on the Air salutes Torrance with its feet on the ground with its bristling oil derricks and smokestacks offering a Southern California landmark of municipal achievement!

MUSIC: (FANFARE)

ANNR: Ladies and gentlemen, you have heard the story of Torrance framed in the newest form of historical record—as reported by radio. Torrance on the Air is presented as a feature of The Torrance Herald.



The Herald Appreciates ...

This 64 page souvenir edition is a tribute to the civic spirit of Torrance public officials, and industrial and commercial interests. Had it not been for the splendid cooperation extended The Herald by the Chamber of Commerce and city officials, and particularly the substantial financial support given by industrial and commercial firms, this issue would not have been possible. The Herald gratefully acknowledges this contribution and hopes that our joint efforts will prove beneficial to the city.



BOY SCOUT TROOP ... Typical of the B.S.A. units in this city is this group, Troop 211, sponsored by the Torrance 20-30 club. Top row, left to right: Jim Rawls, club committeeman; Wendell Coldiron, Sam Johnson, Joe Higgins, committeeman; Jules Andre, Clyde Anderson, Bob Hatter and Scoutmaster Henry Carlson. Middle row, left to right: "Tilly" Johnson, committeeman; Jimmie Weir, Bert Smith, Don Speck, Sam Internill, Johnny Agapito, Russell Pankey and Dick Bidwell. Bottom row, left to right: Clarence Bay, assistant scoutmaster; Charles Rampley, Floyd Stevens, Gerald Day, Jerry Hallamon, Kenny Evorts, Ray McAvoy and Thurlow Weir—all good Scouts.

• 14 Years in Torrance ...

Mme. Teala Bellini

CONCERT PIANIST
and
TEACHER OF PIANO

STUDIOS

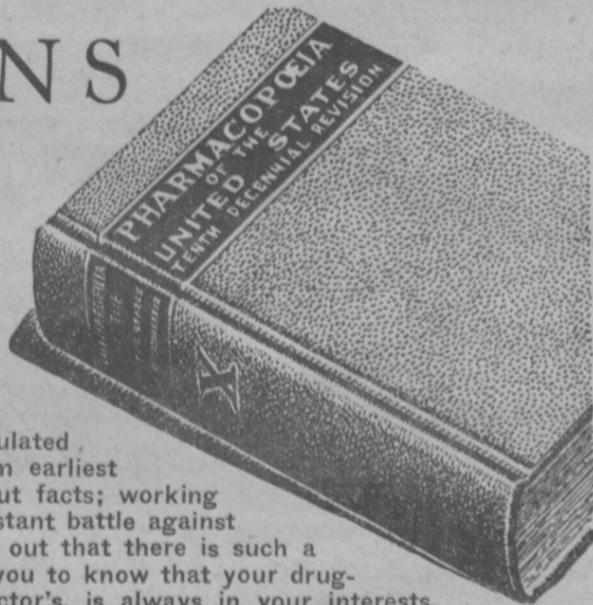
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MILLIONS

Would Die ...

IF ALL EDITIONS OF THIS BOOK WERE DESTROYED! ...



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