

'Herald' Was Issued Daily Back in 1922

The Torrance Herald was once a daily newspaper! Perhaps few of the city's present residents recall it, but during the Factory Frolic in 1922 special arrangements were made to publish The Herald daily on the occasion of the Fiesta.

For five days—Aug. 15 to 19—The Herald was on the street daily at 2 p.m.

In One Room

Herald First Published by B. M. Knutson, on Cravens

Next New Year's Day will mark the 35th anniversary of The Torrance Herald. Although the Torrance News was the first newspaper to be published on the townsite, it was merged with The Herald shortly after Volume 1, Number 1 of The Herald was issued on Jan. 1, 1914.

First editor of The Herald was B. M. Knutson, and the first editor of The News was

E. M. McClure. The first home of The Herald was in a small room on Cravens avenue in the Brighton Hotel Building. A short time later the office was moved to the Erwin Hotel Building on El Prado.

Eight years later, on March 24, 1922, Knutson sold The Herald to the late C. P. Roberts of Lomita, who was then publishing a newspaper in that community, and moved his Lomita plant to Torrance.

Roberts acquired The Herald when the oil boom here was at its height and the only business building he could find was a small room at 1879 Carson street, opposite the Torrance Laundry.

About one year later he sold his interests to the present publisher, Grover C. Whyte, and W. Harold Kingsley. They issued their first paper in June, 1923, and were able to obtain more adequate quarters at 1419 Maccelina avenue, where the Torrance Electric Shop now is located. In 1925 they incorporated the business under the name of the Lomita-Herald Publishing Company.

In a few years The Herald had outgrown this building and the building just vacated at 1336 El Prado was built by Sam Levy and leased to The Herald. The move to the new quarters was made in November, 1928.

On July 1, 1929, Kingsley sold his interest in the newspaper to Editor-Publisher Whyte.

On Nov. 1, 1943 Edwin E. Brown became associated with Whyte in the management of The Herald as business manager and on Jan. 1, 1945 purchased a partnership interest in the newspaper.

During the 35 years The Herald has been published it has advanced from a four-page newspaper to as many as 32 pages for a regular weekly edition and has increased its staff from 3 to 40.

Twice during the last 12 years it has published special souvenir editions—one in 1936 to commemorate the completion of the city's new Civic Center buildings and one in 1938 to mark the opening of radio KNX' new transmitter station on Hawthorne boulevard.

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.



The Torrance HERALD

... is Your Newspaper

In the service of Freedom it is dedicated to improving your life—safeguarding your liberty—helping you in the pursuit of happiness.

Best of Wishes to Grover Whyte, Ed Brown and the entire Herald Staff in their beautiful new home.

B. T. 'Red' Whitney

WHITNEY FINANCE CO.

1524 CRAVENS — TORRANCE

P. S. If you need Christmas shopping money see me ... buy what you want now ... pay on long easy terms next year.



PREDICTION FULFILLED . . . While the "skyline" of these five young women changed materially during the last 10 years, as is evident by comparison of the bottom and the top photographs, The Herald's prediction in 1938 that they would be "Glamour Girls of 1948" has been borne out by the upper photograph, taken this week. They are left to right in both photographs: Janis Haarer, Beverly Hopkins, Nancy Ann Whyte, Marilyn Haarer and Ann Marie Bishop.



Janis and Marilyn are the daughters of Mr. and Mrs. Larry D. Haarer of Compton. Mr. Haarer was formerly on the staff of the Torrance Branch of Bank of America and he is now assistant-manager of the Compton Branch of the bank. Janis is a senior at Roosevelt Junior High, and Marilyn is attending Compton Junior College. Anne Marie is the daughter of Dr. and Mrs. R. F. Bishop of El Prado, and is a student at Torrance High, Beverly, daughter of Mr. and Mrs. Sidney Hopkins of Post avenue is attending U.C.L.A., and majoring in physical education. Nancy Ann is the daughter of Mr. and Mrs. Grover C. Whyte of Post avenue. She is majoring in music at Mills College.

Type Compositors Are Aided by New Machines

The Herald's composing room, where all the type is set for The Torrance Herald and The Lomita News and for other publications, is a busy place—sixteen hours a day.

A crew of four compositors, six Intertype machine operators and a composing room foreman, is kept busy setting news and advertising matter. One of these typesetting machines is equipped to set ten sizes of type—much of it used in advertising.

New machinery added to modernize the plant includes an Eirod line-caster, which casts all column rules and cut-off lines. Large headline type is set by hand, as is the large type in advertisements.

The news and advertising type is assembled in page forms on casters from stands called "turtles" and each page form then is placed under a heavy roller which makes a deep impression of it on a heavy paper matrix. This "mat" is used in a process known as stereotyping, fully described elsewhere.

A new triple-combination fire engine is on order for the city of Torrance and will be delivered early in 1949. North Torrance will have its own fire station as soon as the city's new engine arrives and present equipment can be transferred from the main station.

Frequent service to the beach areas—Redondo Beach and Long Beach—is provided by Torrance Municipal Bus Lines and by Greyhound Lines the year 'round.

Torrance has more than 100 industries, oldest of which is the National Supply Company, successor to the Union Tool Company, a subsidiary of Union Oil Company.

Congratulations to the **TORRANCE HERALD**

W. R. PEER

General Contractor

1328 AMAPOLA

Phone 980-J

TORRANCE

Congratulations

Torrance Herald

... on the beautiful new building, and 35 years of faithful service to the community.

It was our pleasure to lay the carpeting.

Burchfield Rug & Upholstery Cleaners

1319 1/2 W. Carson Torrance, Calif. Tor. 2471

In The New Torrance HERALD BLDG.

Sheet Metal Work

BY

TORRANCE SHEET METAL SHOP

1401 BORDER AVE—TOR. 350

We are happy to have participated in the construction of the modern new publishing plant for the Torrance Herald, an attractive addition to this city's rapidly-growing business district. We are happy, too, that we have performed a service for another satisfied customer.

TORRANCE, CALIFORNIA

PERMANENT

Yes ... The Torrance Herald building was built to STAY ... we know!

... because we were selected to put in the deep, steel reinforced cement foundation, to lay the cement floors and the other general concrete work in this fine modern building.

We believe this building is not only a credit to The Torrance Herald and the city of Torrance itself ... but is one of which the press of America may be justly proud.

C. Ed Chambers CONCRETE CONTRACTOR

1613 Madrid Phone 982-W Torrance