

TORRANCE TRIPLE TERS

In cities all over the U. S. October means the start of the mad winter social whirl and Torrance is no exception.

Anyway, this organization holds its first ball shindig this month. A four-man membership committee brings in new members, plans dances, etc.

Eureka! I have it! The TORRANCE TIRELESS TREADERS!!

LUSTY LISTENERS Eyebrow arched and popy-eyed was I last Sunday when glancing thru the personals of the L. A. Times Classified I met up with exactly nine (9) ads inserted by professional listeners.

Maybe it's not such a bad idea that... with the world full of bum listeners. Now if someone would only advertise for a worried person to TALK to them, the National Guard would have to be called to handle the applicants.

PAXMAN'S PROGRESS

Up & coming young Carl Paxman, typical of youth, is fixed with many surprisingly good ideas. Latest with Carl is the purchase of a pistol and rifle that shoot small pellets, as well as shrapnel-pointed, feather tipped darts.

Another Paxman innovation for hardware stores is the wearing of similar colored shirts and ties by both Carl and his Texas helper, Carl also is making quite a thing of the world series, has pasted a box score sheet on the window as well as pictures of all the players of both teams.

OLD TIME ADVERTISERS

Many advertising oddities appear in Vol. 1, No. 1 of the Torrance's first newspaper. The Torrance News (Reviewed in detail on page 1-B today's Herald). First issue was Oct. 11, 1913.

Here are a few hot ones: The Dominguez Land Corp. (which seemed to be about tops in Torrance in 1913) advertises 15 three to five room cottages for rent from \$15 to \$20.

Here are some news-facts gleaned from that first edition of the first newspaper here: H. A. Marx was president of the Chamber of Commerce and Dr. Norman A. Leake was treasurer and also secretary of the Torrance Athletic association, whose president was Mayor Smith.

One of the funniest is the ad from Marx & Moyle at 21614 Cabrillo, shoe merchants. They talk of style, appearance, etc., and show two rowdy looking

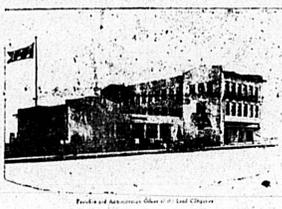
First Torrance Newspaper Appeared 24 Years Ago; Herald Born Few Months Later

This is California Newspaper Appreciation Week but The Herald, preferring to let its regular weekly editions speak for themselves instead of laying claim to "appreciation," asks its readers to consider these two reproductions of "firsts" in Torrance publishing history.



Torrance Destined to Become Great Industrial Center

Torrance is destined to become the great industrial center of Southern California.



A SAFE INVESTMENT

Investment in Torrance is a safe investment.

'13 Editorial Still Holds Good Today

Twenty-four years after it was published in the first newspaper for Torrance, the first editorial contains much that is pertinent today in the interest of The Herald and present-day residents.

This was Editor E. M. McClure's (since deceased) introduction for his Torrance News:

"In publishing a newspaper in Torrance the publisher realizes that he has undertaken a task that is fraught with many difficulties and that only by close application to business, much hard work and intellectual labor can the enterprise be made a success.

"However, the success of the paper means much to the success of business in Torrance.

"We feel that it is only reasonable that all citizens should assist in making the paper a success because the paper has been established for the purpose of helping in the grand scheme of making Torrance truly a modern industrial city."



Torrance Will Have Splendid Float in the Renowned Tournament of Roses

Torrance will have a splendid float in the famous Tournament of Roses.

AMERICA'S FIRST GREAT INDUSTRIAL GARDEN CITY

History of the Herald covers nearly quarter century of home publishing.

Less than three months after The Torrance News appeared as the first newspaper to be published in this city, The Torrance Herald issued its Vol. 1, No. 1 edition in the three-year-old community.

About a year later Roberts, who is now publishing a Wilmington paper, sold his interests in The Herald to Grover C. Whyte and W. Harold Kingsley.

On March 24, 1922, Knutson sold The Herald to C. P. Roberts, who moved his Lomita plant to this city and, because business locations were very scarce on account of the oil boom at that time, crowded his equipment into a small room at 1709 Carson street, opposite the Torrance Laundry and Dry Cleaning company.

The News Lived Up to Its Name in Reporting, Boosting, Serving City

"Torrance is destined to become the great industrial center of Southern California."

So declared Editor E. M. McClure in the first sentence on the front page of Vol. 1, No. 1 of The Torrance News, first newspaper to be published in this city. The edition bore the date of Saturday, Oct. 11, 1913.

That will be 24 years ago next Monday. Twenty-four years... ground has been broken for this city just a year and a half before The News was printed; preparations for the 1915 San Diego exposition were being made; William A. Hammel was county sheriff; Culebra Cut was just opened for the Panama Canal; R. E. Smith was mayor of Torrance; and Harry McManus was fire chief.

Eight-Page Tabloid City Clerk A. H. Bartlett treasures the copy of The News from which the above reproduction was made. Eight tabloid pages in size, it contains a number of photos of city streets and buildings and was well patronized by the advertisers of the day—Thomas D. Campbell & Company, who was sales agent for land here; the Dolley Drug company, Hurum E. Reeve, hardware dealer; Dominguez Land Corporation; Sam Rappaport, dry goods; Isenstein's Torrance grocery; the Torrance theatre; M. B. Field, insurance, and the First National Bank.

Editor McClure died a number of years ago and no one knows how long The News lasted. His widow has been principal of the Reseda Elementary school for many years. The Torrance Herald appeared for the first time on Jan. 1, 1914.

Here are some news-facts gleaned from that first edition of the first newspaper here: H. A. Marx was president of the Chamber of Commerce and Dr. Norman A. Leake was treasurer and also secretary of the Torrance Athletic association, whose president was Mayor Smith.

"The unpleasant sand showers of last spring will not occur

Four Academy Vacancies Open to District Boys

There is a vacancy for 1938 at the Military Academy at West Point, and three at the Naval Academy at Annapolis, to be filled by the recommendation of Congressman Charles J. Colden.

Miss Maxwell Returns From Eastern Trip

Miss Esther Z. Maxwell, superintendent of Jared Sidney Torrance Memorial hospital, is expected to return to her duties Monday. She went to Atlantic City early last month to attend a meeting of the American College of Hospital Administrators and returned Tuesday. She is in Los Angeles helping her sister, who came west with her from Washington, Iowa, get settled in a new home.

Vienna Reduces Sulfides VIENNA (U.P.)—The city's anti-sulfide bureau announces it has saved on an average of five persons a week.

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About a year later Roberts, who is now publishing a Wilmington paper, sold his interests in The Herald to Grover C. Whyte and W. Harold Kingsley. They issued their first edition in June, 1923. A few months later they moved the plant to a new building at 1419 Marcelina avenue, the location now occupied by the Torrance Electric shop. On July 1, 1929 Editor-Publisher Whyte purchased

PIPER'S CLEANERS 1344 POST AVENUE Phone 370-J

ROBERTS LIQUOR STORES WE GLADLY CASH YOUR PAYROLL CHECKS

OIL DRILLERS ENDANGERED

Oil-well workers engaged in drilling on the Weston ranch in Lomita thought they were being sniped at by Chinese sharpshooters late last week when rifle bullets started singing around them.

Ben Weston reported to local police Friday that the persons, whoever they were, were shooting high-powered rifles at the old gravel pit nearby and thus were endangering the workers on the new oil rig that was being erected on the family ranch.

Notices are posted about the Weston property, he said, instructing all persons to stay off the premises, especially those with guns. Officers Perkin and Bennett were detailed by Capt. John Stroh to investigate the shooting. They reported later that the "snipers" had disappeared.

Kingsley's interest in the paper

Near 24th Birthday Thus the history of Torrance publishing is briefly told in the stories of The News and The Herald. At one time Torrance had a daily—The Herald was issued semi-weekly for a time—but this was for five days only. The 1922 Fiesta was the cause for the daily being published here, eight pages in size, 11 by 15 inches.

The Herald, always eager to champion anything for the improvement of the city and the peace, comfort and convenience of its residents, looks forward as it nears its 24th birthday to many more years of presenting Torrance residents with the best possible "mirror of local and county events."

Symphony is Incorporated; Plans Opera

Determined not to let what many a Torrance resident declares is this city's most important cultural asset die on his hands, G. N. Mershon, assisted by his wife and Jean Shaffer, Columbia Steel worker, have instituted proceedings to incorporate the Torrance Symphony orchestra.

Mershon, conductor of the group of some 35 or 40 musicians who presented a number of free concerts last season in the Civic Auditorium, said that the symphony was being incorporated as a "non-profit organization." Together with Mrs. Mershon and Shaffer, who plays the trumpet, they are the sole directors of the symphony.

"We intend to present a short opera this season which has only been performed once before in the United States," the musician said. "It is a simple thing with just a few singers, a small orchestra and a small amount of decoration yet I believe it to be very interesting. We have not determined a date yet for its presentation, in fact, we have not even started rehearsals but I am confident that it will be presented in Torrance."

Dressmaking Classes at Lomita School

Classes in dressmaking are being held each Tuesday from 9 a. m. to 3 p. m. at the Lomita Elementary school under the direction of Mrs. Christine Krug. The course includes training in construction, making over old garments into new ones, dress and costume designing, fitting of commercial patterns to individual master patterns and tailoring. It is open to all women in Lomita.

ONLY at the BEACON

can you buy these well-known nationally advertised products, whose manufacturers have appointed The BEACON Drug Company EXCLUSIVE AGENTS in Torrance...

BISMA-REX... For quick and more complete relief from acid-indigestion, gas, etc.

B. T.... Relieves attacks of Asthma and Hay Fever.

SEN-LAX TEA... General laxative and system regulator that is healthful and absolutely harmless.

RO-MARI... A physician's formula which offers hope of real relief from ARTHRITIS.

Rexall REMEDIES Famed from Coast to Coast.

Puretest ANTISEPTICS AND ALLIED PRODUCTS PRODUCTS FOR EVERY EMERGENCY

KLENZO • CARA NOME and • ADRIENNE COSMETICS

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• The BEACON also carries a complete line of standard brand products, sold at LOWEST PRICES permitted under the FAIR TRADE ACT.

CHECK A COLD BEFORE YOU GET IT WITH PURETEST HALIVER OIL CAPSULES

BOX OF 50 79¢ Don't wait until you catch a cold... ward it off by keeping your system in shape to resist COLDS, COUGHS, Etc. Now's the time to take Haliver Oil.

BEACON DRUG CO. The Rexall Store Phone 180 Leslie L. Prince 1519 Cabrillo Ave., Torrance Authorized Ticket Agency for Greyhound and Union Pacific Bus Lines