



You can count on MORE from THE HERALD because so much MORE goes into THE HERALD!

In a salute to National Newspaper Week, the publishers of The HERALD pause to rededicate themselves to the firm belief that this Newspaper is a public trust; that all connected with it are, to the full measure of their responsibility, trustees for the public; that acceptance of a lesser service is a betrayal of this trust.

Published herewith in capsule pictorial form is the story behind your HERALD. It takes more than 50 people, plus 135 carrier boys, to bring you the news of Torrance to an unmatched degree... it takes highly complex mechanical equipment and skilled craftsmen... it takes trained, devoted newsmen, photographers, advertising representatives... it takes an investment of hundreds of thousands of dollars, an investment perhaps exceeded only by our large industrial plants. All of this adds up to providing you with the best possible hometown newspaper, a paper concerned not with trying to be all things to all neighboring cities. Our concern is an exclusive concern, that of Torrance only and its citizens. The Award-Winning Herald is YOUR newspaper.



Co-Publisher Glenn W. Pfeil confers with Douglas Anderson (left), advertising manager, and Reid Bundy, managing editor. Such conferences determine number of pages each issue and stress to be given various stories. The Herald twice in recent years has achieved top state general excellence awards.



"Willie" Willard (left) and Beal Belford, display advertising salesmen, discuss layout for a future advertisement. These men serve as the contact between the buying public and the merchants of the area. The Herald leads by far in local advertising volume, carrying most of it on an exclusive basis.



Busy preparing advertisements for the classified section are Alva Williams at the front counter, and behind her, Micki Barnhardt, Eleanor Sarkin, and Evelyn Stillwell. Under the direction of Manager Stewart Josephs, the Herald's classified section has grown in volume to an indisputable position of leadership.



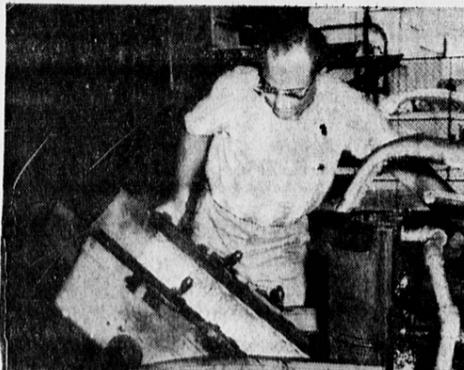
Edna Cloyd, women's editor of the Herald, indicates placing of stories to Jim Haines, composing room foreman, during "make-up" of the extensive women's section. Careful attention to all details of the process from gathering news information to placing it in the page is the key to the Herald's leadership in women's news.



Supervising the production of pictures which go into the Herald's Sunday and Thursday editions is Bob Wilton, staff writer and photographer. Wilton is shown with the Herald's Scan-A-Graver, an electronic marvel which converts pictures to engravings. Approximately 250 to 300 local pictures appear monthly in the Herald.



Setting type for the Herald's news stories and advertising matter here are Clarence "Shorty" Newcomb (foreground) and Pete Crump. All of the news stories, photo captions, and much of the advertising matter in each issue of the award-winning Herald is cast into type on these complex machines. The Herald has four such machines.



Foreman Bill Sovern of the Herald's stereotype department opens the plate caster which converts a paper mache page mold into the half cylindrical plate. Sovern and his men work with molten metal, pouring it directly onto the paper matrices to make the pages for the Herald's huge rotary press.



Press Foreman James Simpson checks reproduction on last Sunday's Herald during early minutes of press run to assure even printing and ink distribution. The Herald's press, at speeds up to 36,000 copies per hour, can print a total of 64 pages at one time, and has facilities for full color reproduction throughout the newspaper.



Circulation Manager Darrel Westcott, his staff, and the 135 carrier boys are the final link in bringing your Herald to your doorstep each Thursday and Sunday morning. Circulation of the Herald is now at an all-time record high of 37,000 audited copies, a total far in excess of any other Torrance area publication.

Greatest Audited Circulation in the Torrance-South Bay Area

Torrance Herald

For 45 Years Your Leading Hometown Newspaper



Published by King Williams Press, Inc. — King Williams, President; Glenn W. Pfeil, Vice-President