

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. Foremost of the local fun and frolic clubs is the TTT which stands for Treading, Trundling Tee-totallers . . . or . . . the Tiring Terrific Treaders . . . I mean the Trenchant Torrance Trundlers . . . Blimey! What I ACTUALLY mean is the Tireless Tri-Motored Twirlers . . .

NUTS!

Anyway, this organization holds its first fall shindig this month. A four-man membership committee brings in new members, plans dances, etc. Once the committee was composed of Marshall, Gattenfelder, Appenzeller and Schultz. Sounds like a New York Law firm. Is almost as bad as the advertising agency of Batten, Barton, Durstine & Osborne.

Eureka! I Have It! The TORRANCE TIRELESS TREADERS!!

LUSTY LISTENERS

Eyebrow arched and pop-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. A professional listener is one who . . . well, it must be one who just plain old listens . . . listens, as it were, to all your problems, has cashed in on the old human desire to "get it off your chest."

Some time ago the first Los Angeles Listener was given considerable publicity and since have come many others into the field. Sample commercial appeal of a listener to have some sucker pay them for it: Lucille listens, your worries fade. Confidential, courteous, capable. Call DR-0975.

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 fired with many surprisingly good ideas. Latest with Carl is the purchase of a pistol and rifle that shoot small pellets, as well as sharp-pointed, feather tipped darts. Carl plans to hold weekly contests, has ordered a large wooden target. Shots will sell 10 for a nickel and go into a general fund that is won each sat. nite by the best marksman.

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 his window as well as pictures of all the players of both teams.

VIVA PAXMAN!

OLD TIME ADVERTISERS

Many advertising oddities appear in Vol. 1, No. 1 of 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) advertised 15 three to five room cottages for rent from \$15 to \$20. (Imagine fifteen houses for rent in Torrance NOW!)

Dominguez also announces 1,000 acres of sugar beet land for rent, \$15 per acre. They likewise advertise 100 tons of barley hay for sale. (Go over and ask Chick Curtiss if he has any hay for sale. Hey! Hay!)

Hurum E. Reeve states he sells stoves, kitchenware, hardware, paints and glass.

Harry Dolley, of all people, claims that he is special agent for Nyal's Family Remedies, Edison Phonographs and Eastman Kodaks.

Sam Rappaport advertises men's and ladies' shoes and hats and ELECTRIC shoe repairing at "The Hub."

Golden State Butter is prominent in the ad of Isenstein's "Torrance Grocery." (Isenstein is now Jack Isen).

The First National Bank of Torrance (which incidentally makes history in an ad in today's Herald) proclaims that "We do a general banking business, receive deposits, sell exchange both domestic and foreign."

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

(Continued on Page 8-B)

# Torrance Herald

TWENTY-THIRD YEAR—No. 39.

TORRANCE, CALIFORNIA, THURSDAY, OCTOBER 7, 1937

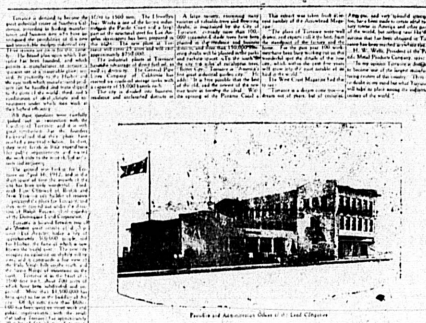
\$2.00 PER YEAR — SINGLE COPY 5c

## 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. To the left is a photostat of Vol. 1, No. 1 of the first newspaper to be printed in this city . . . The Torrance News, issued Oct. 11, 1913. To the right is the News' successor . . . Vol. 1, No. 1 of The Torrance Herald, which appeared Jan. 1, 1914.

### The Torrance News

Torrance Destined to Become Great Industrial Center



"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.

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

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. B. 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 agents 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.

News of the Day "A temporary public library will be opened up by J. S. Torrance in a bungalow at 218th and Gramercy avenue by Nov. 1." That bungalow was the home of the late Mrs. Isabel Sarah Torrance Henderson, first librarian who passed away last August.

"Master Arthur Burmaster has nearly recovered from an injury resulting from contact with a lustily heaved brick."

"The unpleasant sand showers of last spring will not occur

### '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 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."

### 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. Colder. Because of the large number of applicants, Colder has requested the Civil Service Commission to hold an examination at the Postoffice building in San Pedro, Nov. 6, for selection for appointment.

All those qualified as residents of the 17th Congressional district and who desire to take this examination should communicate with Colder at his San Pedro office, 209 Federal building, at once to secure important information and credentials for admission to the examination.

In order to be eligible for appointment, applicants should not only be bona fide residents of the 17th Congressional district, but should be graduates of a high school in this district.

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

### Torrance Herald

Torrance Will Have Splendid Float in the Renowned Tournament of Roses



### 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. Its first editor was B. M. Knutson, who now publishes several weeklies in the San Fernando Valley. Its first home was in a small room on Cravens avenue in the Brighton Hotel building.

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.

**FALL Has Definitely ARRIVED!**

• There's no use fooling yourself any longer. Fall is here and you can't wear those summer glad rags. Which means that you'll have to probe through closets and bring out last year's garments. Of course, they must be cleaned and from every standpoint PIPER'S IS BEST!!!

**PIPER'S CLEANERS**  
1344 POST AVENUE Phone 370-J

### 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. They knew it could not be Japanese snipers because of the number of sons of Nippon who farm in that area.

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 Stroth 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  
Vistalain PRODUCTS FOR EVERY EMERGENCY

### KLENZO

- TOILET PRODUCTS
- SYMPHONY Stationery
- CASCADE Wrist Watches
- CARA NOME and
- ADRIENNE COSMETICS
- SCOUT FLASHLIGHTS and BATTERIES

• 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 **79c**

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

Open 7 A. M.

Close 2 A. M.

1281 Sartori

## ROBERTS

LIQUOR STORES

**WE GLADLY CASH YOUR PAYROLL CHECKS**

**GLENMORE STRAIGHT BOURBON WHISKEY**

Pint **95c** Quart **\$1.80**

Tudor Hall Straight Bour. **73c**

**WHISKEY full pt. 73c**

**JUST RYE DRY GIN 1-5th 65c**

3 Feathers 8 Yr. Old Canadian Bond **WHISKEY pt. \$1.27**

**VALUABLE COUPON!**

• Seldom do we offer a wine special as sensational as this. Just bring in this coupon and receive a full gallon of Robert's Famous Northern Wine for only 79c. Sherry, Port, Muscatel, Angelica, Tokay, Reg. price 98c. This is extra high quality wine. Try it! **GALLON 79c**

Old Mr. Boston Straight Rye Whiskey pt. **\$1.00**

Quart **\$1.94**

Red Head—12 oz. Cans **Beer or Ale, 3 for 25c**

**BEER or ALE**

FINER FLAVOR **3 12 oz. Cans 25c**

ABOVE DISTILLED SPIRITS PRICES INCLUDE STATE EXCISE TAX!