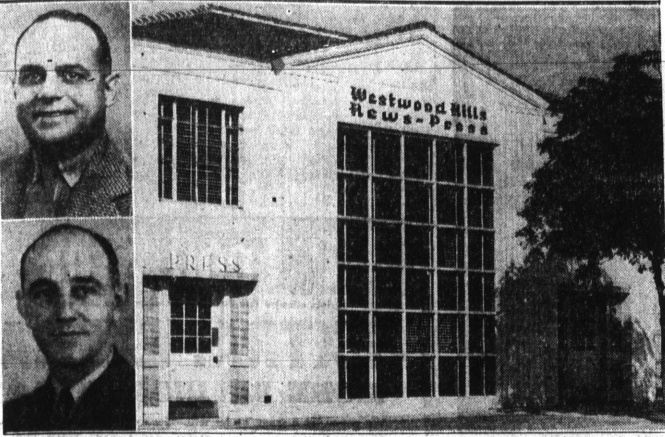


HOUSE UNITED RENDERS THE MOST SERVICE



A BETTER NEWSPAPER has resulted from the merger of the Westwood Hills News and the Westwood Hills Press agree co-publishers James S. Daley (inset, top) and Morgan Coe (inset, below). Greatly increased reader-interest and enlarged advertising budgets in Westwood Hills prove their point. News-Press Photo

Merger of Two Strong Community Newspapers Wins Popular Support in Westwood Hills

When two strong newspapers serve one community—are the community's interests best served by the competition between the two newspapers, or, if the competition were removed, would the result be one outstanding newspaper winning strong popular support of the community at large?

Sounds simple—and pros and cons have raged between readers and newspapermen since the beginning of newspaperdom—but with rarely so emphatic an answer forthcoming as can be made in the case of the Westwood Hills News-Press, smart, news-worthy weekly newspaper serving phenomenal Westwood Hills.

—More Reader Interest—

Briefly, the answer is found in the recent News-Press Anniversary Edition, marking the tenth anniversary of the founding of Westwood Village, forty-eight pages of alert, modern treatment of community news, containing one hundred and seventy-five display advertising accounts.

Aerial photos showing successive stages in the growth of the community, histories of civic and social institutions, biographies of community leaders and prominent merchants, features of interest to women readers—all these were incorporated for the first time in one edition of a Westwood Hills newspaper—something that neither the Westwood Hills News nor the Westwood Hills Press could do on so ambitious a scale prior to their merger on Sept. 17, 1937.

—Meteorite Growth—

Only thirteen years ago was issued the publication to which the present organization traces its earliest ancestry, the Westwood Hills News of Fri., May 13, 1927—a four-page tabloid containing 24 very small advertising displays. The Westwood Hills Press was founded in 1930, and for the next seven years there ensued a competition for dominance in the rich, quickly-growing Westwood Hills field in which publishers of both newspapers, by dint of extraordinary executive management, succeeded in producing publications both of which in competition with suburban weeklies throughout Southern California won prizes for page-one makeup, the best advertising campaign, and general all-around excellence. Still, in

Westwood Hills, there was little to choose between them, public support was divided—and so were the advertisers.

—Doubled Circulation—

When the two newspapers were merged some twenty-one months ago circulation of each was naturally doubled with the addition of readers of what had been the competitor newspaper. With the doubling of circulation, advertisers found they were getting better results, advertising budgets were increased. As advertising revenue increased publishers James S. Daley and Morgan Coe laid plans for building more and more new features of interest to all the readers in the community.

—Newspaper Veterans—

Result: a suburban community weekly newspaper that enjoys unrivalled popularity in Westwood Hills with readers and advertisers alike.

Publishers Daley and Coe both boast long backgrounds in the newspaper profession, both had experience with newspaper mergers prior to the News-Press. Scion of a distinguished Kansas newspaper family, Morgan Coe was already noted for signal successes in the publishing field when he acquired interest in the News-Press three months after the merger. In 1934 he purchased the Herington (Kan.) Times and the Herington Sun, and merged the two papers, creating the Herington Times-Sun. For two consecutive years, in 1934 and 1935, the Times-Sun under Coe's guidance was adjudged the outstanding weekly newspaper in Kansas. Now a highly successful enterprise, Coe sold his interest in the Times-Sun in May, 1937, before entering the Westwood field.

Publisher James S. Daley's newspaper training dates back to his beginning as a boy in his father's newspaper plant in Texas. Coming to Los Angeles in 1921, Daley established the Eagle Rock Reporter, operated it for three years, then purchased the Eagle Rock Sentinel and merged the two to create the Eagle Rock Reporter-Sentinel, known in later years again as the Eagle Rock Sentinel. The merged paper was operated by Daley with signal success for seven years and in 1930 he sold his interest in the

property to enter the Westwood field.

When Daley purchased the Westwood Hills News in May, 1930 he immediately moved into the heart of Westwood Village. Here, after seven years of heated competition between Westwood Hills' two newspapers, during which period the progress of the News was noteworthy for rigid maintenance of the finest traditions of the profession, after carefully surveying the possibilities of the move, Daley guided the consummation of the News-Press merger.

—Outside Publications—

Managing Editor of the Westwood Hills News-Press and serving in that capacity on the Westwood Hills News prior to the merger is twenty-eight-year-old Sidney B. Swirsky whose talent and versatility have been displayed in motion-picture and national magazine writing and on several metropolitan daily as well as other community weekly newspapers.

In addition to the News-Press, issued each Friday morning, the organization also publishes the Westwood Hills Shopping News each Monday and Thursday morning, circulated through Westwood Hills, Bel-Air, Hollywood Hills, West Los Angeles (Sawtelle), some sections of the Pico-Robertson district, and some sections of Beverly Hills.

—Completely Equipped Plant—

Other newspapers totalling more than one hundred and twenty-six pages each week are also published in the News-Press' modern, completely equipped plant. These include the California Daily Bruin, campus daily circulated on the campus of the local University of California at Los Angeles, the Griffith Park News, Venice News, Westlake Pictorial, Hollywood Pictorial, Glendale Independent, and Extension Division News, a feature of the University of California's Extension Division.

Is one strong newspaper better able to serve the community than two newspapers competing in the field? There's no doubt in the minds of News-Press publishers Daley and Coe: added circulation, added revenue, added features of reader interest, — they spell success.

Improved Management of Farms Called Need

STATE COLLEGE, Pa. (U.P.)—Farming is no get-rich-quick scheme, you can take it or leave it from J. E. McCord, professor of farm management at the Pennsylvania State College.

However, you can make a good living at farming provided you are a good manager. In a seven-year survey between 1930 and 1937 in Centre county, Pa., Prof. McCord found

that the total receipts per farm per year averaged only 22 percent of the capital investment in the business.

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IT'S YOUR GLANDS!

Are You Gradually "Slipping" and Aging Before Your Time?
Do You "Get Up Night"? Bladder—Prostate.
Are You Nervous—Sleepless or Restless?
Do You Lack Ambition and Mental Power?
Do You Lack Ability to Think Clearly and Act Promptly?
Have You Constipation—Malnutrition and Indigestion?
Is Your Liver Sluggish and Inactive?
Do You Have Headache—Pain or Ache in the Back or Legs?
Have You Skin Eruptions? High or Low Blood Pressure?
Are You Depressed—Get the "Blues"?
Have You Gout? Anemia? Diabetes? Acidosis? Sinus Trouble?
Do You Lack Energy and Feel "All In"?
Are You Just "Dragging Around"—No "Pop." A Burden to Yourself and Others?



every case has my individual study and care together with the best laboratory products and advice.

Dr. C. O. Gillett,
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MEMBER

Federal
Reserve
System

MEMBER

Federal
Deposit
Insurance
Corporation

1934

1935

1936

1937

1938

1939

5 YEARS OF PROGRESS

Five years ago tomorrow (June 23, 1934) the Torrance National Bank was organized as a truly community owned institution — and it has enjoyed a consistent and sound growth.

Because we realize that the growth has been largely due to the loyal support of the bank's 400 stockholders and other friends in this community, it seems appropriate that a report of this five years of progress should be given on this anniversary.

Since the Torrance National Bank was organized in 1934, it has earned a profit of \$39,620.20, over and above all expenses, dividends on Preferred Stock, losses on loans, and depreciation on building and fixtures. Of this \$39,620 profit, \$12,500 has been utilized in retiring Preferred Stock and the balance of \$27,120 remains in the Undivided Profits account.

During the entire five year period the bank has maintained a high degree of liquidity with adequate reserves to meet any demands, all of which makes the earnings significant of successful operation and sound development, which we trust will merit your continued support.

Here's How We've Grown

LOANS*

DEPOSITS*

1935

\$120,000

\$350,000

1937

\$215,000

\$510,000

1939

\$282,000

\$637,000

*Round Figures

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DIRECTORS

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J. W. McQUAID, Industrialist
H. T. LINTOTT, Industrialist
CHAS. E. CONNER, Postmaster

TORRANCE NATIONAL BANK