

Herald Celebrating 50th Anniversary Year

Newspaper Founded In Beginning Days Of City's Growth

From the day the surveyors had laid out the new townsite, B. M. Knutson, publisher of a Gardena paper, had thought about starting a newspaper in Torrance.

As the months rolled on, his Torrance correspondents sent more and more news from the newly founded city, and it became more evident each week that he might achieve his dream.

There was one drawback, however. The publisher of a Lomita paper had announced plans to start a newspaper in Torrance to be called the "Torrance News."

Mr. Knutson, saw his opportunity return a few weeks after the first editions of the "Torrance News" were issued in the fall of 1913. The paper floundered, and by Christmas, it was evident that there still was need for a newspaper in Torrance.

On Jan. 1, 1914, the first issue of the city's new newspaper, Vol. 1, No. 1, of The Torrance Herald was issued from a small printing plant set up in the Cravens Avenue side of the Brighton Hotel building.

THAT FIRST edition of The Torrance Herald set forth the tenor of the newspaper . . . stating boldly that it would be an instrument for the betterment of Torrance.

Mr. Knutson moved his shop to the Erwin Hotel Building on El Prado a few months after beginning publication and there did job printing, issued a weekly edition of his newspaper, and took an active role in the affairs of the new city.

In the eighth year of The Torrance Herald, Mr. C. P. Roberts, who had been publishing a Newsletter in Lomita, acquired the Torrance Herald properties from Mr. Knutson, combined the two facilities by moving his printing equipment to Torrance, and took over publication of both the Herald and the Newsletter from the Torrance plant. His Torrance Enterprise was dropped.

INASMUCH AS Mr. Roberts brought his equipment and ambitions to Torrance at the beginning of the city's oil boom, he found space at a premium. He was forced to crowd into a small room at 1877 Carson St. (between Cabrillo and Border Ave.) across from the Torrance Laundry.

He held on for more than a year before selling to Grover C. Whyte and W. Harold Kingsley in June, 1923. The new publishers moved into a new building at 1421 Marcelina (now Torrance Sport and Cycle Shop).

Whyte and Kingsley formed the Lomita-Torrance Publishing Co. in association with Lute Fraser, city editor of the newspaper, and operated The Torrance Herald and later The Lomita News until July 1, 1929 at which time Kingsley sold his stock to Whyte and left the firm.

FOR NEARLY a quarter of a century following, the newspaper was published by Grover C. Whyte. He moved the plant and its equipment to 1336 El Prado, and maintained the publishing headquarters there until the modern Herald Building at 1619 Gramercy Ave. was erected in 1948.

During the early years of the newspaper's history, it had three publishers—B. M. Knutson, C. P. Roberts, and Grover C. Whyte—and it had four editors—the three publishers plus W. Harold Kingsley.

IN LATER years, other editors associated with the newspaper included Michael Strasser, Cliff Johnson, F. S. Selover, and J. O. Baldwin. Baldwin served as managing editor until 1951, and was succeeded in the post by Reid L. Bundy, in November of that year.

Grover Whyte continued to publish The Torrance Herald until his death in 1953. The newspaper was published during the next year by his widow, Pluma, and on June 1, 1954 was purchased by King Williams and Glenn W. Pfeil and published by King Williams Press, Inc.

During the past decade, new equipment has been installed in the Herald plant, a modern, high-speed rotary press was installed, and the newspaper's circulation soared as the city grew, currently exceeding 40,000 as certified by Verified Audit Circulation.

EARLIER THIS year stock control of King Williams, Inc. was acquired by the Los Angeles publishing firm of Rodgers & McDonald. King Williams retired, and Glenn W. Pfeil, who had been co-publisher, was named publisher. Seniority among the Herald's present personnel is claimed by Managing Editor Bundy. He has been on the staff since April, 1950, and in his present post for more than 12 years. Gene Roberts, display advertising manager, first joined The Herald in 1953. Publisher Pfeil has been associated with The Herald since July, 1954, and Edna Cloyd, women's editor, since October of that year.

Torrance Herald

Volume 1, Number 1
Torrance, California, January 1, 1914
5 CENTS PER COPY, \$1.00 PER YEAR

TORRANCE WILL HAVE SPLENDID FLOAT IN THE RENOWNED TOURNAMENT OF ROSES

The most important of the city's activities this year will be the participation in the Tournament of Roses. The Torrance Herald will be the only newspaper in the city to have a float in the parade. The float will be a representation of the city's growth and progress. It will be a splendid sight to see as it floats down the streets of Pasadena.

AMERICA'S FIRST GREAT INDUSTRIAL GARDEN CITY

Torrance is a city of beauty, of wealth, and of progress. It is a city that has grown from a small town to a great industrial center. It is a city that has become a garden city, with its beautiful parks and its modern buildings. It is a city that is proud of its achievements and its future.

SMITHSONIAN INSTITUTION

The Smithsonian Institution has announced that it will purchase a collection of Torrance fossils. This collection includes a variety of shells and other marine life. It is a significant discovery for the study of the city's geological history.

RECORDING LAST IN

The recording of the city's history is a task of great importance. It is a task that requires the cooperation of all citizens. It is a task that will ensure that the city's achievements are remembered for generations to come.

CHURCH OF CONGRESS

The Church of Congress is a place of worship and a center of community activity. It is a place where people can find comfort and support. It is a place where people can come together and work for the betterment of the city.

SELECTS NEW OFFICERS

The city council has selected new officers for the coming year. These officers will be responsible for the city's affairs and for the well-being of its citizens. They will work to improve the city and to ensure that it remains a place of opportunity and growth.

CAMPBELL SANTA CLAUDE

Campbell Santa Claude is a popular event in the city. It is a time when people come together to celebrate and to enjoy the company of their friends and neighbors. It is a time when the city's spirit is at its highest.

ONE OF THE WONDERS

One of the wonders of the world is the city of Torrance. It is a city that has grown from a small town to a great industrial center. It is a city that has become a garden city, with its beautiful parks and its modern buildings. It is a city that is proud of its achievements and its future.

NEW MANAGER OF THE

The city has a new manager. This manager will be responsible for the city's affairs and for the well-being of its citizens. He will work to improve the city and to ensure that it remains a place of opportunity and growth.

KEEP AT IT

Keep at it, Torrance! Keep at it, Torrance! Keep at it, Torrance! The city is growing and it is growing fast. It is a city that is proud of its achievements and its future. It is a city that is working hard to make itself a better place for everyone.

CHRISTMAS TURKEY

Christmas is a time of joy and celebration. It is a time when people come together to share their love and their gifts. It is a time when the city's spirit is at its highest. It is a time when the city's people are proud of their achievements and their future.

FOR US CIVILIANS

For us civilians, the city is a place of opportunity and growth. It is a place where we can find comfort and support. It is a place where we can come together and work for the betterment of the city. It is a place where we can be proud of our achievements and our future.

THE FIRST HERALD . . . A reproduction of the front page of the first issue of the Torrance Herald indicates it was to be a civic booster from the start. The newspaper was issued by B. M. Knutson, a Gardena publisher, who set up equipment in the Brighton Hotel and published weekly editions for the next eight years.



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PLANNING THE NEXT . . . Herald Publisher Glenn W. Pfeil (seated) goes over plans for today's anniversary edition with Managing Editor Reid L. Bundy (left) and Gene Roberts, display advertising manager. Today's special edition celebrates the 50th anniversary year of The Torrance Herald, one of California's outstanding newspapers.

When a newspaper has a birthday, we think it's good news for everyone. Because a good newspaper looks beyond its headlines. It comes to know the community on a first-name basis. It helps convert public-spirited thinking into worthwhile, working projects. Beyond faithfully and accurately reporting each day's events, it helps make our town—and yours—a place to be proud of. The Torrance Herald turned 50 this week. And we're pleased to join all their friends to wish them a Happy Anniversary!

Automobile Club of Southern California



Torrance: 2606 Sepulveda Boulevard
Gardena: 2416 West El Segundo Boulevard
San Pedro: 1616 South Gaffey Street

