

# The News-Herald

## Tells Its History

### On 30th Birthday

The Highland Park News-Herald this week is celebrated the 30th anniversary of its founding. The newspaper might logically claim that it has been in existence 31 years, for it was in the spring of 1905 that S. A. Wheaton, real estate dealer, brought out the first issue of The Highland Park Herald, which he distributed free among the widely scattered homes of the infant community. But Wheaton's paper was devoted altogether to promotion of his realty business and it was not until a year later that it became a full-fledged newspaper.

In fact, The Herald was not the first newspaper in this community. Eighteen years before, there sprang into existence "The Garvanzan," a two-column sheet published by Jones & Messerole, Garvanza realty dealers, and this soon was succeeded by Winfield Hogaboom's "Gazette." Hogaboom, a man with a rare sense of humor, ran his paper until the "lean nineties" came along and stifled not only his humor but The Gazette as well.

After demise of The Gazette the community did without a newspaper until Wheaton founded The Herald. The time was ripe for Wheaton's venture, for the Southland just then was getting back on its feet after a long period of depression, and in the Highlands a general quickening in all lines of activity was beginning to take place.

#### Randall Bought Herald for \$100

Wheaton published The Herald until the spring of 1906 when he transferred his proprietorship to Charles A. Randall for \$100 and went into the real estate business with John F. Meier under the firm name of the Star Real Estate company at 5709 Pasadena avenue, now North Figueroa street. By April 10 of that year Randall was giving the community a newsy paper in which he was chronicling all important happenings. Randall's first edition and all subsequent issues are preserved in a file in the News-Herald office. Those first papers were four pages of six columns each.

"The new publisher of The Herald," Randall wrote in his editorial debut, "takes charge of the paper this week, but owing to his connection with the Santa Fe in the city has been unable to give attention to issuance of a paper, and probably will find it impossible to get into the newspaper harness before March 15. If our readers will be patient for a short time, they will be rewarded with a good Highland Newspaper."

The Herald at that time was published at 5811 Pasadena avenue. Immediately on his succession to the editor's chair, Randall about to build up the publication both in appearance and in standing in the community. He introduced a much finer grade of white print paper, began publishing a series of pictures typical of Highland Park homes, and added further strength to the paper by giving it a definite editorial policy with a "backbone" in it.

Among the various items of interest to be noted in The Herald of those days is this one taken from the issue of March 18, 1906:

"Members of the committee recently created to devise a way of forming a great pleasure park in the Arroyo Seco have about decided to recommend the plan which has been successfully tried in Essex county, N. J. The legislature will be asked to pass a bill giving the interested communities the right to form a park district. Bonds will then be issued by the district to cover the expense of laying out the park." The Victory Park problem 21 years ago!

#### "Door is Down; Hinges Thrown Away"

The dawn of the year 1909 found The Herald in a new home at 5711 Pasadena avenue. Editor Randall took this intimate way of announcing the change:

"The Herald is now located at 5711 Pasadena avenue, where all our friends are invited to call and leave news items and advertisements for the paper. Accommodations have been provided for writing, telephoning and reading the exchanges. Come in and make yourself at home. The latch string is not only out, but the door has been taken down and the hinges thrown away."

Frequently during the first few years of Randall's regime the size and shape of the paper changed, and it was not until April 13, 1907, that the standard page style now in use was adopted. The enlarged page brought with it an increase to seven columns per page, until late in 1914, when a temporary return was made to solid size, the paper remained in this form.

Always Randall was optimistic in his vision of the future. On The Herald's fifth anniversary in June 1909, he commented:

"The Herald starts today in its fifth year. How time flies! It seems but yesterday that the paper began its career. These few short years have witnessed a wonderful transformation in Highland Park. Looking back to the days of 1905-06, the territory west of Monte Vista street contained but few homes. Today that section of Highland Park will far outnumber in population the older portion between Monte Vista and the Arroyo, which was Highland Park in 1905.

"The Herald has constantly sung the praises of this beautiful suburb, and from its first issue has predicted that Highland Park will become a creditable second edition of Pasadena. All our predictions are rapidly coming true. Greater Highland Park is spreading with astonishing rapidity toward Eagle Rock valley and San Rafael Heights, while a few years ago many people thought Highland Park would be confined to a narrow plateau between the first rows of hills and the Arroyo Seco.

"The future holds more for Highland Park than the  
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# on the News-Herald's Thirtieth

## Paper's Growth Indicative of District's Progress

(Continued from page 1)

wildest dreamer ever thought of. Shall we mould its growth along certain lines, and is it necessary that some sort of live improvement association be continued, so that proper attention to our needs by city officials and others may be secured? The Herald thinks our people should awaken to their opportunities in making here the grandest residence district in all Los Angeles."

Randall brought success not only to The Herald but also to himself. His keen understanding of public affairs and his rare faculty of grasping the essence of such affairs and interpreting them plainly and forcefully in his columns won his paper a wide following. Randall became known not only in Highland Park, but throughout the city and state; so well known, in fact, that at the polls in 1914 the publisher of The Herald was chosen to represent this district in Congress.

### Palmer Buys Paper and Sells to Welty

Realizing that his duties in Washington would make it impossible for him to continue to get out a newspaper, Randall sold The Herald to Harlan G. Palmer, now owner of the Hollywood Citizen-News, in December, 1914. Palmer continued as owner of the paper through 13 months until January, 1916, when he sold it to D. C. Welty of Highland Park. Welty took charge of the paper on January 22 and in his introductory message to readers, he wrote:

"The Herald will stand first and foremost for this community, and we want everybody in this whole section who can afford to do so to become subscribers of the paper and help us boost and advertise this beautiful and desirable Highland Park section. A good newsy, healthy-looking paper is the best possible advertisement that a community can send out. Help us make The Herald that kind of paper."

Beginning with the issue of March 11, 1916, Welty abandoned the tabloid style and increased the size of the paper to seven columns a page. Shortly thereafter he moved the business to 5713 Pasadena avenue, next door to its previous location.

When the United States entered the war in 1917, The Herald responded by loyally and persistently urging readers to buy Liberty bonds and war savings stamps, conserve food supplies, knit socks and sweaters and in every other way possible help the boys "over there." On November, 1918 the paper came out with the full text of the Armistice, accompanied by two-column flag-draped pictures of President Wilson and General Pershing.

### The Herald Misses an Issue

It was during Welty's regime as publisher that The Herald, for the first and only time in its long existence, missed an issue. That was early in 1920. The publisher, temporarily laid out by the flu, couldn't get down to his office—and so, on February 20, 1920, subscribers failed to receive their weekly budget of news. The next week Welty apologized and emphatically promised that he would not let it happen again and he bitterly denounced the flu.

On April 22, 1921, C. Henry Harrington, a recent arrival from Detroit, Mich. went into partnership with Welty serving as assistant editor and business manager. "Business at The Herald has grown to the extent that it could not properly be taken care of without help," Welty wrote.

During the war the high price of paper had made necessary an increase in The Herald's subscription price in order to keep abreast of rising cost of printing. By this time, however, these costs were receding. Realizing he could reach a much wider field and make it easily possible for everybody in the district to take the paper if the rate was lowered, Welty reduced the subscription price from \$2 to 50 cent a year on October 1, 1921.

Early the following year, business having increased materially, Welty purchased the Griffith block at 5713 Pasadena avenue and a few months later moved into these quarters from 5713 Pasadena avenue (now Figueroa street). The prosperity of The Herald was reflected still further in October of the same year when a new intertype machine was installed "on which the operator was able to set 12,000 words a day."

### Always a Leader in Circulation

One phase of its leadership of which The News-Herald always has been proud is its complete coverage of the district it serves. On March 30, 1923 publisher Welty announced he had 4000 subscribers. Later the 6,000 mark was reached and the paper claimed the largest subscription of any weekly in California. Today the News-Herald goes to every home in the Greater Highland Park district, besides having hundreds of subscribers in other localities.

To keep pace with advertising and to provide a more complete up-to-the-minute news coverage, The Midweek Herald, later known as The Northeast News-Herald, came into existence, September 11, 1923. It was issued every Tuesday morning until October 1929, when the publication date was changed to Friday.

On January 4, 1924, Welty withdrew from The Herald to devote all his time to the printing business, and Harrington assumed sole control. He continued alone at the helm until October 17, 1924, when the consolidation of The Herald and the Highland Park News, the latter established in 1909, became effective. In the merger, Harrington assumed the position of business manager and R. M. McCabe, who had been publisher of The News, became editor.

On June 1, 1926 The News-Herald moved to its new plant in the Professional building at 5531 Pasadena avenue (Figueroa street) and with this change also came a change in a number of the paper. A new type face was introduced improving readability and making advertisements more attractive.

### Present Owner Acquired Paper in 192

The Harrington-McCabe partnership continued until February, 1928, when Harrington sold his interest to McCabe and went into the real estate business. McCabe continued to operate the business until May 1, 1928, when he transferred it to Oliver Harrington, the present manager, who came to Highland Park from the management of the Tucson (Ariz.) Citizen.

Under Jaynes' management, the News-Herald has enjoyed still further growth, not alone in business but also in scope and prestige. The paper has grown vastly in circulation. Its news coverage now extends to all of northeast Los Angeles and in addition publishes the most important happenings in Los Angeles city and county government. Its advertising facilities also have been greatly enlarged. New and additional machinery has been installed. The job printing department expanded as the paper grew.

Once more larger quarters were needed so the plant was moved in June 1930 to 5505 N. Figueroa street in the White building. In the new location and with its improved appearance, business and reader interest continued to grow until at the end of five years, the quarters were regarded as inadequate again.

In the latter part of May, 1935, the News-Herald made the last move in its history to date. This time larger quarters were taken at 5906 N. Figueroa street, its present location.

Thus, from an obscure beginning as a real estate pamphlet printing only a few hundred copies a week, The Highland Park News-Herald has attained in three decades the proud position of a metropolitan district newspaper, completely covering a large and important area of one of the nation's largest cities, and ranking as one of the leading weekly newspapers in the United States.