Herald Halts Publication After 90+ Years

The Herald is now completely composed on a computer, then sent via FTP site to the printer in El Paso, TX. Back in 1928, when the town now known as the city of Truth or Consequences was called Hot Springs, Hubert H. Heath founded the local newspaper – The Hot Springs Herald – and published the weekly newspaper for two decades. In 1932, four years after The Hot Springs Herald was chosen by legendary radio and television producer Ralph Edwards to be christened Truth or Consequences, after Edwards' number one game show. This meant that the local newspaper would undergo a name change as well. Today, most locals refer to the newspaper as simply “The Herald.”

The Tooleys purchased the Sierra County Advocate from Ms. Coleman, also a New Mexico Press Association Hall of Fame inductee. The two newspapers were merged in the 1960s, and the Herald Publishing was incorporated.

The Tooleys’ sons – Bob and Mike – who literally grew up in the publishing business, took over as co-publishers shortly before their father’s death in 1970. Mike became the company’s sole publisher in 1998, following the death of his brother, Bob.

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About the time he’d finish that ad, the other machines, although I was no-where near as fast as he was. I tried my best to put Bullock’s and Wright’s grocery ads together. As soon as we were done with one issue, I would start “laying out pages” for the next week’s issue. I also helped Bob in the back shop with the presses. I would help him “web” the press, “job” all the publications we printed from around the state. We did the Socorro Chieftain, the Dundy Dime, the Thifty Nickel, Hatch Courier, and an automobile tab that was circulated in Las Cruces.

One time when my hair was really long, I had it loose and I was running the stencil machine for our subscribers. One of the stencils got caught in the track, and when I learned forward to see what had happened, my hair started wrapping around the rollers, closer and closer, till Bob came and turned off the machine. From that point on, anytime I was in the back shop, he made sure my hair was tied back.

I worked at the Herald from April 26, 1976 until April 26, 1982, when my then husband got transferred to King City, CA cable TV system. I was able to get a job at the King City Raster, and from all I had learned at the Herald, I was able to work in comparison there – building ads and doing page layout. The next 18 years, I worked for newspapers big and small, daily and weekly, but I want to focus on the Herald for this article.

The people I worked with at the Herald during this time were: Alma, Bob and Mike, Maureen, and Paul Toohey, Pat Cary, Charles Kroher, Clyde Henderson, Buddy Mays, Pam Crespin, Dick Long, Nevelyn Kemp, Carol Eastburn and Connie Garcia.

Fast forward to April, 2000: I was working at Tucson Newspapers at this point in my career. They had their annual banquet in February of each year, and I had received the second award of Recruitment Salesperson of the Year. Along with the announcement came a nice bonus and a beautiful certificate of award. Not one to blow my own horn (much...) I made a copy of my award and faxed it to my friends at The Herald. Just about every trip I made to New Mexico to visit my folks in Socorro, I would stop and visit my “Herald” family. My father had passed away in March, so my trips stopped at that point. Sometimes in April, Mike and I started talking more and more on the phone. We then agreed that I should come visit him for Fiesta weekend. In July, I left Tucson Newspapers, he had already sold my home, said my goodbyes to that great City, and made my new home in a very familiar place. Mike and I were married in August of 2000, I was working at the Herald part time. They had a full staff with Paul, LeeAnn, Tony, Gerald, Lucy, Cindy, Mike and Mo. Around the first of the year, Paul and LeeAnn took a trip to Mexico. As was back to work after having her leg amputated the previous May. There was some shuffling; Gerald had either just come back from Montana and Tony then left for awhile. In between were several reporters; I don’t want to leave out any one, so I will suffice with that. A few months later, Bonnie Erickson was able to work in comparison there – building ads and doing page layout.
Carlos, Tony and Kathy, Gerald and Charone, Board of Directors of the NMPA, at different times, applied for a position in the front office. During this period, the Herald staff made several trips to Press Conventions in and around Albuquerque. Mike and I both served on the Board of Directors of the NMPA, at different times. We received many awards, too many to mention here. Suffice to say, we always had a good time at convention. We had several people accompany us on these trips. Many times it was Carlos, Tony and Kathy, Gerald and Charone, Bonnie, Karlhein Sloan, Kim Lucero, Judd and Marie, Mo and Eddie, Mike and me, Crystal Jones, Dan Bern & Danielle Leesiewicz, Patch, (ah, Patchy), Cookie, my sister, Tina and Jennie, Cindy Jo, Owen, Diane Preiser and her husband. So many times, we had to have two tables for CI of us. Yes, we will miss thoserowning moments. Those were the moments that made it so wonderful.

While I was at the Herald this go-round, Alm Tooley (rest in peace) and Mike were both named Festa Parade Marshall - more proud moments. Then when Mike had the new fire station named after him, another shining moment and a proud one for me to be a part of.

From all the football games that Mike and I traveled to so that he could keep his stats complete. Plus photos, to the ones these last 4 years that I kept track of the “play by play” via our Facebook page, we enjoyed them all. From Cindy Kootz naming me “Wife of the Year” for traveling with Mike to all the games, to sitting in our HS gym watching volleyball games, basketball games and high school graduations. We traveled to California to watch Canoe, our granddaughter, compete with NMSU cheerleaders and later when she was body sculpting, we traveled to Phoenix and Albuquerque to watch her compete and take almost all her trophies home. We witnessed Owen take first place at State track meets, along with other accolades. We listened as Sutton sang the National Anthem before NMSU basketball games, track meets and JROTC banquets. We watched as both Tatam and Sutton showed their prized dairy heifers at the SNSMF in Las Cruces. We watched as Russell placed first in his swim meet and as he took the show over at her graduation class from Legacy. We were at every J. Leochick auction that Willard Hall ever produced for our local Sierra County kids at the County Fair. I remember seeing some of the proceeds from this year playing in the sand around the arena 18 years ago! Yes, we have been here a long time!

There are so many other good times to remember, but I have to leave room for everyone else to write something. I do ask you, thank for the memories. You have made me proud to be a part of this piece of Sierra County history.

So, let’s wrap this up, finally, I want to mention a very special young lady who has a big place in my heart. When Samantha Grenier came to the Herald as an intern, we were friendly, but didn’t have a whole lot to talk about. This past year has changed that somewhat. She offers me advice. Wait, shouldn’t I be me giving her advice? She is young but full of spunk and knowledge. Sam, I love you! We will do lunch! And Mariela, that sweet baby who keeps the front office on its toes! Love you, Miemers.

Not much left to say except, “Vaya Con Dios”.

Sincerely,

Loretta (Loiter) Tooley
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What a perfect find! Large well taken care of two owner home in immaculate condition. Spacious master suite with walk in closet - eating area to back yard, very nice separate outdoor space with 12 x 15 ft covered patio. New wood floor, property is 57 x 54 ft. New hot water heater and refrigerator. Master suite with 3 BR, 2 BA, living area, large kitchen with granite countertops, stainless steel appliances, plenty of storage, dining area, living area with 30 x 30 ft covered patio. Home on a corner lot is 85 x 275, rock wall and fenced - plenty of storage in the huge attached garage and huge carport. Must see! Call Cathy 575-740-0341. Asking Price $175,000. MLS 20184327.

A beautiful custom built one owner home at the lake!! Home offers over 1700 sq ft of living area. 9 ft living room, den, formal dining room, spacious kitchen, whirlpool tub, separate showers, aproximately includes: Living room 27 x 20 ft, den 14 x 15 ft, bathroom 5 x 7 ft, formal dining room 13 x 13 ft, kitchen 10 x 13 ft, garage is 28 ft x 48 ft, fenced lot. A must see. $152,000. Call Cathy 575-740-0343. MLS 20185654.


A commercial business property with great visibility off of Centennial Road. Over 1,000 sq ft of office space, a conference room, kitchen, restrooms. Retail space approximately 700 sq ft with metal roof to cover. Amazing kitche and storage with metallic roof - perfect for a florist, restaurant, or grocery store. Owner occupied. MLS 20184565.

114 Calle Del Corte: A perfect Find! Large well taken care of home, offering over 1700 sq ft of living area. 30 x 48 ft with office space in front room. Master bedroom features large walk in closet, beautiful custom ownes, spectacular third floor. Great view over a 3 x 30 ft covered deck - length of the home, spa, grissled oak floors and wood finishes. Nicely landscaped and fenced yard - huge covered patio. $132,200. Call Cathy 575-740-0343. MLS 20184196.