

TORRANCE ENTERPRISE

TORRANCE THE MODERN INDUSTRIAL CITY

VOL. 1.

Friday, November 5, 1920, TORRANCE, CALIFORNIA

NO. 1.

TORRANCE HOSPITAL ASS'N INCORPORATED

The Torrance Hospital Association held a directors meeting last Friday to consider matters of importance which have developed in the course of organization and to elect officers. Dr. J. S. Lancaster of Torrance, was elected president; Dr. J. F. Spencer, of Gardena, vice-president, and Mrs. Isabelle Henderson, Torrance, secretary.

Announcement was made at this meeting that J. S. Torrance, founder of the city of Torrance, was at this time preparing papers which he will place in trust, which gives his income of \$700 a month from a Los Angeles business block to the new hospital fund. It is understood that this source of revenue will be for a duration of 99 years. This will help in great part in sustaining the hospital until it is put on a paying basis, the desire of the directorate being to erect a very fine hospital, the first unit to be small but designed in a manner that additions may be added as needed.

There will be substantial funds subscribed from local sources, factories, and when this is done, private subscriptions will be received and will apply as membership.

It is the object of the organization to have a community hospital where all afflicted may be brought and cared for whether financially able or not. The business management will see to it that all receive the same attention and privileges offered the more fortunate who can get elaborateness just the same as in up-town hospitals.

The president of the association is authority for the statement that the company is fully incorporated and nothing now prevents them from going ahead with their work.

The directors are:
Mrs. J. S. Torrance, Pasadena;
Mrs. Isabella Henderson, Torrance;
Mrs. E. B. Morford, Torrance;
P. W. Mastin, Secy., U. T. Co.;
Benj. Harwood, Genl. Manager
Llewellyn Iron Works;
J. Isenstein, Torrance;
Judge L. J. Hunter, Lomita;
Dr. J. F. Spencer, Gardena;
Dr. J. S. Lancaster, Torrance.

SEND YOUR PAPER TO A FRIEND

After you have read the Torrance Enterprise, wrap it up, place a one-cent stamp on the wrapper and address it to some friend who would like to know of the Modern Industrial City. The story written by Geo. W. Neill on this page tells the whole story of Torrance—and is a masterpiece. No unnecessary words or phrases have been used—rather it is a synopsis of the history and future of Torrance, told in a most worthy manner. No one, after reading this article can question its genuineness, as it reads like truth, facts, and every word carries with it conviction. You can do Torrance no better service than by letting some one else in what you you people have here and no doubt they would be interested enough to come and live in this beautiful city, or perhaps they may want some literature, some pictures, etc. Who can tell what results might come of it—
If you send your paper away?

DELAYS TRIP TO MANILA

Mrs. Roy O. Denison who has been making preparations to join her husband in Manila, and with passports already purchased for herself and small daughter Geraldine, would, ere now, have been well on her way there, received a cablegram from Mr. Denison urging her to remain in California until conditions in Manila became safer, as the city was then under martial law, owing to the demands of a preponderant Japanese population for a government of their own. Food for thought, right there. Might not the same condition obtain some day in our beloved country.—MORROE doctrine—notwithstanding.

A committee is a body of men who take ten months to do what one man can do alone in ten minutes and probably do it better, too.

JAPS LICKED IN TORRANCE

The vote of the people of Torrance on the Alien Land Law Initiative No. 1, constitutes the most complete repudiation against the Japanese invasion of California, even to renting them land, when by their vote of 253 out of 349 for the new law which prevents renting land to Japanese. Only 61 votes were cast against the amendment, while in Lomita, 259 votes were cast against the Japs and 56 for them. A condensed report of returns follow:

Harding	253
Cox	57
Socialist	18
Prohibition	5
McClellan (Supervisor)	119
Farmer (For Supervisor)	95
Allen Land Law (Yes)	253
Allen Land Law (No)	61

In Lomita Supervisor McClellan received 130 votes, and Bert Farmer received 101.

TORRANCE PHARMACY OPEN SATURDAY

Manager A. W. Malone of the Torrance Pharmacy, located in the new Steffen block announces the opening of his drug store Saturday, November 6, and will be pleased to receive all his friends and future customers who are cordially invited to call and inspect his elaborate display of drugs, sundries and to admire his handsome fixtures that grace the store.

The Torrance Pharmacy occupies the corner room in the new building and to the side and front the latest model liquid soda fountains with twelve high stools and foot rail. The fixtures were selected with a great deal of care and are of the light oak variety. Phonographs, phonograph records and supplies will occupy a part of the floor space, and the shelves will be laden with the latest in toilet articles, Rexal and other exclusive lines of goods. Many things that are peculiar to a drug line will be found here and the long room of 20x90 feet will accommodate thousands of dollars worth of Christmas articles that the particular people of Torrance will be quick to recognize the exclusive taste shown by the popular manager of the store.

W. H. ROBERTS OPENS CAFETERIA

Not to be outdone by cities of less prominence, Torrance's latest addition in the business world is the opening of a cafeteria and dairy lunch. Help yourself, nicker in the slot restaurant, or, if you prefer you may have a waitress gowned in snowy white attend your wants. The new Cafeteria, Confectionery lunch room is one of the best appointed, cozy and elaborate additions to the Modern Industrial City, and from the crowds that are patronizing the new business, it speaks well for the owner.

Mr. H. W. Roberts, the genial and affable proprietor greets all his patrons with a genuine smile and has been very busy this week receiving congratulations from his numerous friends who appreciate what he has done for them and the city of Torrance.

From the front desk where the cash register rests, back to the soda fountain, steam table and lunch counter into the kitchen, Mr. Roberts takes pride in showing the cleanliness of his establishment. There are small tables, used for serving light lunches, exclusive booths where one who cares for a little exclusion while enjoying lunch find it a wholesome treat to step in here for a little rest or private conversation with a friend, and at the same time enjoy an excellent cup of coffee, which the proprietor claims a great deal of pride in serving.

When you want to enjoy something exclusive visit this place.

Send your home paper to a friend.

THE TORRANCE ENTERPRISE

Without any apology for its existence, without even a formal bow to the public, "The Torrance Enterprise" bursts into print with a great big world full of opportunities before it, and no regrets behind it. It is new, full of "pep," anxious to be of benefit to Torrance, her industries, her townspeople, and the whole community in general, makes no promises, and expects to be judged upon its merits. It might be said, that finally we have succumbed to the oft repeated requests made within the past two years by business interests and others, that we give Torrance a "Newspaper" of which they are worthy. That's all! Let's go!!



(By Geo. W. Neill)

President Torrance Development Co.

To one who is interested in community building, Torrance, the Modern Industrial City, is one of the most interesting places in Southern California. It is beautifully situated in the center of the fertile Gardena Valley with paved boulevards radiating to Los Angeles on the North, Long Beach on the East, San Pedro on the South, and Redondo Beach to the West. It lies directly between two great centers of development—Los Angeles (today a city of 600,000 population) and her important Harbor District. These two districts are growing together at such a rapid rate that one does not have to have too vivid an imagination to see that in a few years they will meet, and Torrance will be the business center of a large population.

The city derives its name from its founder, Mr. J. S. Torrance, one of the oldest financiers in the West. Associated with Mr. Torrance in the development of the Model City is a group of capitalists and manufacturers, that form one of the strongest financial and industrial combinations on the Pacific Coast. The basic reasons for the establishing of Torrance were to provide practical spacious, moderately-priced locations for the ever increasing number of industries of the growing City of Los Angeles; and also to create and develop a manufacturing idealistic along idealistic lines, or in other words to establish an environment that would produce maximum efficiency in the men as well as in the factories. The plans for the establishing of this city were formulated as carefully and accurately as an architect would make plans and specifications for the most elaborate building. The best engineering and building talent obtainable spent many months in outlining every detail of Torrance before a foot of ground was broken. The general plans for Torrance were prepared under the direction of Mr. Frederick Law Olmstead of Boston, a landscape architect who is known and recognized as the best authority in planning. The builders of Torrance have endeavored to retain the good things which have been worked out in other communities, and eliminate the plans. City building is a science. With the rapid development and improvements, the perfect city today may be a back number a few years hence. To be practical, establishing economy and permanency and combine these with architectural beauty is a difficult thing. Before the public was even invited to visit Torrance, a million dollars had been spent for improvements and the establishment of those utilities which make for sanitation, service, value and beauty. Twenty miles of paved streets were laid; a complete sewer system was installed. A reservoir of seventeen million gallons capacity was filled with artesian water, pumped from wells 1400 feet deep. An engineer's re-

port states that this water system as it stands today is sufficient for a population of 50,000 people. 84,000 feet of eight and ten-inch mains were laid before a tap was even made for public service. Twenty miles of concrete sidewalks, curbs, and parkings were constructed. A complete system of ornamental electric street lighting was installed. Completed park and building plans for the civic center covering 5 acres call for an expenditure of nearly half a million dollars. An attractive group of school buildings are at present located at the civic center and an addition is to be built immediately to cost over \$100,000. Surrounding the civic center, when completed, will be a \$50,000 hospital, a \$50,000 public library and a city hall.

The result is an example of city building which has won highest praise. Dana Bartlett calls Torrance "America's first great Industrial Garden City."

As you enter the city on a main artery leading from Los Angeles you pass under a splendid concrete bridge. This bridge connects the industrial district and controls all freight traffic into the city for years to come, in such a way that no freight trains will cross the business or residence streets of the city. The hardship of large delays and the danger of railroad crossings in other cities, have been eliminated here by engineers who carefully evolved plans whereby respective districts are segregated and protected from rail traffic.

The whole theory of this city building plan is to so construct that it will not be necessary to tear out at great expense in later years and to establish today a provision for those needs and necessities which the city of the future may demand. For instance, Los Angeles has been trying for ten years to establish a civic center and has not yet succeeded. Los Angeles has been trying persistently to establish a union terminal for all railroads. It would cost millions of dollars to accomplish this. All of those things are provided for in Torrance today, and expensive bond issues will therefore never be necessary. Streets torn up for sewer and water mains are a disgrace to system and practical construction. The streets of Torrance will never be torn up for all of the utilities including sewer, water and gas pipes are all laid in the twenty-foot alleys. The conduits for the street lights are laid between the curb and sidewalk. Curb corners are banded with steel. It will never be necessary to move property lines back in order to cut wide sidewalks, as has been done in so many cities at enormous expense.

Torrance enjoys the unique distinction of being a city without a bonded debt. All cities which have public improvements including their street paving, parks, sewers, (equal to those of Torrance) are burdened with a bonded indebtedness. The

(Continued on Page 12)

2500 COPIES OF ENTERPRISE

The first issue of the Torrance Enterprise received the entire support of Torrance business houses, which shows that our efforts are appreciated and that they will back a live newspaper to the limit. To show our appreciation for these courtesies, the publishers of the "Enterprise" put a copy of this issue into every home in Torrance, besides 2000 copies were distributed to the men as they left the various factories at the close of yesterday's work. 2500 copies for the first issue is none too many to supply the people who are in Torrance every day, and it will be the desire of the management to put a copy into the hands of every one in Torrance before many weeks. If you show us the support, we will go just as far as you will. A daily paper can be handled if necessary. We have the equipment—and we know the game.

STEFFEN BUILDING MODERN EDIFICE

The fore part of the week saw the completion of another building in Torrance, The Steffen Block, which means, perhaps, one of the most important business ventures that has transpired in the Modern Industrial City in months. This is due to the fact that it offers a place where at least sixty more people may find living quarters near their work.

Careful study of the plans of this modern structure shows that it has passed through the hands of architects who are working under modern plans of designing buildings for the use to which the Steffen block is being rented. On the lower floor new business firms have been feverishly working to get located before tomorrow, that of the Roberts Confectionery and Cafeteria lunch room, The Torrance Pharmacy, The House of Par Value Jewellers, and the Rock Bottom Grocery Store will be opened before Saturday morning.

Mr. Steffen was down from Los Angeles, his home, to see that the finishing touches were properly added and took great pride in showing visitors through the building. The second floor is in charge of Mr. and Mrs. Jack Pulfit, and they will care for the forty-three rooms which will be rented. They report that these were nearly all spoken for as early as Monday. There are five shower baths and two bath rooms, these being specially lined with wood stone to prevent leaks. Hot and cold water in every room with a specially circulating ventilating system makes the new block very desirable for roomers. All rooms are outside rooms, natural lighting rays coming fully into the rooms. This was arranged for by a "Light Wall" being placed on the sides and through the center. This feature prevents the light from being shut off even if another building is erected along side of the wall. Every detail for the comforts of occupants has been provided for, even to rubber padding on the stairway, a large lobby and reading room with easy chairs, lounges, telephones and magazines and local periodicals.

GROCERY AND MEAT MARKET

Romey Lee—that name is in the minds of hundreds of housewives in Torrance these days, since he purchased the Torrance Meat Market and is conducting the same in connection with the Fess Grocery, the two departments being entirely separate. The great advantage of the combination is that purchasers of food for the pantry can get all their wants filled here either in the fresh meat, cured meats, groceries, vegetables, while Mr. Fess offers special inducements in the fresh and ripe fruits from his fruit ranch in the Tehachapi valley.

COMMUNITY BUILDING COMPANY FORMED

The Community Building Association of Torrance is one of the recent new companies formed for the purpose of helping those interested in solving the housing problem, and incidentally to help themselves also. The company is composed of about twenty-five boosters of Torrance, Hammerton and Lomita, and all three districts will receive the same courtesies from its trustees in handling loans from homes. The following article was taken from the Lomita News Letter of October 22, which explains the different steps taken by the building company up to date, except that it might be added that just as soon as the corporation commissioners issue a permit for them to go ahead and transact business, the doors of the company's office will be thrown open to the public.

At a meeting held last Friday evening in the offices of H. H. C. Hammerton, Torrance, when those interested in the promotion of the new building and loan association gathered to perfect their organization and name the personnel of the trustees, Mr. Hammerton, after some discussion on the subject, withdrew the proposed name of the Hammerton Co-operative Building Industries, and the name of The Community Building and Loan Association substituted. Mr. Hammerton fully agreed that this method was the better plan so that it would not appear like it was purely a Hammerton affair, which in reality it would not be, but the name might be misleading. The Community Building and Loan Association is for this whole section, including Hammerton, Torrance and Lomita, and subscribers of stock will be men from all three cities. The new association has already bought several lots of Mr. Hammerton which shows their faith in this proposition and building will soon be under way, as the company is anxious to do its part in handling the housing situation this coming winter.

At a later meeting Monday evening, the agreement and by-laws were gone over previous to election of trustees. Mr. Hammerton addressed the meeting and stated that he decided and felt it was for the best interests of the association that he should not be connected with it in any capacity, and in that way the Building and Loan Association could decide better matters that would be brought up by the Hammerton interests. This met with much dissatisfaction at one and several refused to have anything to do with it if he were to withdraw. Mr. Hammerton stated further that it was his object to co-operate with the company but it would be done just the same as any other outsider. Mr. Sammons, Mr. Briney and Mr. Paige flatly refused to subscribe for stock unless Mr. Hammerton reconsidered and would become one of the trustees by secret ballot showed the following results, in order:

Frank Sammons, H. H. C. Hammerton, C. P. Roberts, H. E. Paige, F. L. Parks, A. H. Bartlett, John Holm.

H. C. Ballupe and P. G. Briney, attorneys for the corporation.

The Community Building Company of Torrance, is capitalized for \$250,000, with a par value of \$250 per share. There are at present approximately twenty-five members, the main object of the organization being to help build homes.—Lomita News Letter. (Oct. 22).

SCHOOL MOVIES AT LOMITA

Soon the announcement will be made for entertainments to be given in the Lomita school, when the new moving picture machine will again be used to show films.

Your attention is respectfully called to Joe Tumulty's appreciation of the president. It was a long time coming forth but, as Joe himself said, not through any fault, perhaps, of the secretary.