

Torrance Herald



NINTH YEAR

Price 10 Cents

TORRANCE, CALIF., DECEMBER 22, 1922

Price 10 Cents

NO. 50

CITY COUNCIL GETS REPORT ON PAVING

Willite Co. Sends Communication Relative To New Streets

To the Citizens and Property Owners of Torrance: Your Trustees and City Engineer are now in position to make report on the paving of Carson and Arlington streets.

AMONG LEADING INDUSTRIES IS LLEWELLYN \$1,500,000 Plant Has a Monthly Payroll of Over \$75,000

Among the industries in this city that have attracted the attention of the industrial world to Torrance as a real industrial city, none deserve greater credit than the Llewellyn Iron Works.

P. O. Receipts Increase 25%

According to a report of Postmaster Gourder the receipts of the Torrance postoffice show an increase for 1922 of more than 25% over 1921.

BUILDING PERMITS DO CITY JUSTICE

Record For Year Shows Decided Increase In Homes

While comparison of number and amount of building permits in Torrance for 1922 with former years is impossible, as the records for the latter are incomplete, the table for the past twelve months beginning with January 1, 1922, and ending December 15, 1922, will be of the greatest interest to prospective investors, as well as residents of this city, many of whom fail to realize the remarkable growth of this city.

Table with 3 columns: Month, No. of Permits, Value. Rows for Jan through Dec, and a Total row.

The above table shows October to have been the banner thirty days of the year when it placed Torrance thirteenth in the list of cities in California, regardless of population.

With fourteen working days yet to go to complete this month that already shows \$22,220, and with at least two business blocks contemplated for which permits have not yet been issued, it is evident that December will exceed in value of building permits any of the twelve months and bring the grand total for the year above \$350,000.

CITY SCHOOLS AMONG BEST IN THE STATE

Increase In Attendance Has Been Great In Last Ten Years

From a handful of scholars and two teachers to an enrollment of nearly 600 children and a corps of twenty-one teachers, is the brief history of the Torrance schools in the last decade.

KEYSTONE NOTES

The P.-T. A. monthly meeting was held Friday, December 15, at 2:30 p. m. There was a good attendance and many topics of interest were discussed.

CHRISTMAS

Again the Spirit of Christmas is in the air. There is a softening of hearts one toward another; there is a new flash of happiness in the eyes; a new firmness is felt in the grip of our daily handshakes; something again seems to whisper to us that we are in the midst of a season so sacred that it is not to be compared with any other time of year.

From that time almost two thousand years ago, when the One whose birth we are soon to celebrate stood upon the Mount and gave to humanity a new rule—a Golden Rule—the approach of Christmas finds the whole world with a song upon its lips.

There is something about the Christmas season it has not been given to man to understand. Changed conditions, a greater desire to live and be of service to those about us; a hope and a prayer for greater blessings of health and prosperity for all humanity—these fall upon us in a shower about this time each year, and yet we pass through it still unable to fathom its mystery.

With the arrival of the Yuletide season once again we want to take this meeting of thanksgiving in our own feeble way all those to whom this greeting may come for the cheer and helpfulness they have passed on to us during the year soon closing.

SECRETARY C. OF C. WRITES OF TORRANCE

Tells Why Ten Or More Factories Have Located Here

By H. F. Gadeky, Secretary Chamber of Commerce Torrance, the Modern Industrial City—a prosperous and progressive community located within a 40-minute drive from the business district of Los Angeles over Western avenue or Main street boulevards, and 50 minutes' ride over the Pacific Electric, and only a few miles from the famous beach resorts, and in the path of a large commercial and civic development between the city of Los Angeles and the Harbor.

WRITER PRAISES TORRANCE THEATRE

The following communication was received a few days ago, and is published in full. It fully expresses our views, and we believe those of the entire community.

"Dear Sir—Having noticed in this week's Herald that you are about to publish a Christmas number in which are to be reviews of the industries and other matters of a most nature, and showing that Torrance is fast becoming an industrial and oil center, as well as a community of happy, contented, cultured people, I am taking the privilege of an old subscriber to send you a word or two to be said regarding one of the most prominent and, to me, most enjoyable of the many attractions of Torrance.

"I refer to the Torrance theatre. It is due the proprietor of the Auditorium, and his wife that they be given credit for their foresight and bravery in making the large investment they did in their theatre. That they were farseeing and that the excellent service they are giving the residents of this city is appreciated by Torrance people is a credit to the latter.

"With an equipment unexcelled in Southern California, so far as I know, a \$15,000 pipe organ that is a replica of the one used by Sid Grauman in his 'Million Dollars' theatre opening his 'Million Dollars' program in Los Angeles, and with an orchestra of 12 and day out, month in and month out, there is absolutely nothing left to be desired in the way of screen or musical entertainment by the theatre's patrons.

"I hope you will agree with me and mention this high-class theatre in your enumeration of the other good things we have in Torrance, I beg to remain, yours sincerely,

"SUBSCRIBER"

MURRAY BLOCK SOLD

Among the business men who have decided that Torrance has a wonderful future and are willing to back their judgment with their money, is J. H. Erwin of New York, and whose home town is located in Tennessee.

Mr. Erwin has recently purchased the property owned by F. D. Murray and known as the Murray Block, on El Prado, with rooms and apartments on the upper floors, and three business establishments on the ground floor.

While the present plans of the former owner are rather indefinite, Mr. Murray expects to remain in Torrance until April, when he will make an extended eastern visit.

CITY'S GROWTH RAPID DURING THE YEAR 1922

Intensive Advertising Campaign Results Apparent

The year 1922 has been an auspicious one for Torrance. It has been the greatest in the history of the city and has seen it awaken to its opportunities and forge to the front at a pace that has attracted attention throughout this part of the state.

While the city's growth and prosperity has been due to fundamental causes—the existence of industries and the development of an oil field—there has been a propelling power behind it all, and considerable of that propelling power has been furnished by the Dominguez Land Corporation.

Relative to Torrance and its future J. P. Hines, president of the State Exchange Bank, says: "Much has been said recently in business journals, financial publications and the press generally about California being the only white spot on the business map. I want to add to that by saying: 'Torrance is the bull's-eye.'

"I think of the report of the committee appointed to look after the poor and needy children at Xmas time. 'No poor and needy in Torrance!' Isn't that remarkable for a city of four or five thousand people? The statement of this one fact is enough to be said of any city, and speaks more eloquently than the most gifted orator.

"As to the progress our bank is making, we are more than pleased. You know, a child must creep before it can walk. We are only four months old and our total deposits are around \$120,000. We expect the State Exchange Bank 'The Community Bank' to continue to grow as Torrance grows. In my opinion there is no way to stop Torrance. With the industries, oil, truck-gardening and farming, Torrance is destined to be the most thrifty of the thrifty."

Realizing that the Santa Fe needed a line to the Harbor Mr. Osburn placed the proposition before the board of the company. He pointed out the advantages of going through Torrance and finally won the Santa Fe over to his plans. The deeds to the right-of-way were turned over to the railroad in May of this year, and it is now recognized that the Santa Fe line in Torrance will be one of the greatest factors in its future industrial development.

Anticipating this development the corporation has reserved sites along the right of way through Torrance for industries that can be reached by short spurs from the main line. Because of the oil development in this section, the land could be sold for several times what it will bring the Dominguez Land Corporation as factory sites. But Mr. Osburn has shown that he is determined that no barrier shall knowingly be placed in the path of Torrance's development.

The Dominguez Land Corporation also used its influence to bring the Chanslor-Canfield Midway-Oil Company and the Standard Oil Company into the field. The former company has been the greatest factor in its development up to the present time.

Unfortunately for Torrance, oil men and Redondo boosters began at the outset to refer to the field as the Redondo field, and Redondo field it remained until a few weeks ago, when the Dominguez Land Corporation succeeded in getting the big oil companies and oil writers to give Torrance credit for what it had. The last to be reached in this campaign for recognition was the state gas and oil supervisor, who had been referring to the operations in this field under the heading, 'Redondo.' His designation was official. The facts were placed before him by Mr. Osburn and in a letter, dated December 15, the gas and oil supervisor declared that from henceforth the field would be officially designated the 'Torrance Oil Field.'

This work of the corporation has been carried on quietly, but none the less effectively. Wherever an obstacle (Continued on Page 18)

BUILDING AND LOAN SHOWING CITY'S GROWTH

Great Need of Homes In Torrance Incentive for Ass'n

(By James L. King, Secretary) The Torrance Mutual Building and Loan Association is one of our city's largest enterprises. It indicates the growth and development of our city. The idea of such an organization in Torrance grew out of the realization of the great need of homes in our city.

At first the plan did not meet with much encouragement, but Mr. Post was determined to put the proposition over, and gave it his personal time and backing. The services of Mr. C. E. Berry of the Los Angeles Mutual Building and Loan association were secured, and before long the Building and Loan Association in Torrance was a reality. A charter was applied for, and on the 25th day of September, 1922, the secretary of state signed our charter, allowing us to do business.

Mr. Post donated the association an office, together with the convenience and service of the bank. Today the association is a strong, going concern, and is a business organization of which the city may well be proud. The board of directors is composed of James L. King, secretary, Mr. Post, president of the association, and James L. King, secretary.

The association, although only approximately six (6) weeks old, has loaned three thousand (\$3,000), all of which has been applied on the building of new homes in Torrance. It has approved loans which will be made within a few days, amounting to approximately \$10,000, a greater part of which will be applied to the building of new homes in Torrance.

The association has a monthly income in membership shares of approximately seven hundred dollars (\$700); all of which speaks highly of the success of the organization. It is from its members that it received the money to build new homes; and the success of the organization means the growth and development of Torrance.

In addition to that a building and loan association is to the best of our knowledge, the only concern or proposition that you can invest the sum of five dollars (\$5.00) per month and receive seven per cent (7%) on the investment. It gives the working man and the average man a chance to invest safely and receive a good return for his money. It is therefore of great importance to every citizen of Torrance to become a member, and thereby build Torrance into a large city, make your money earn money, and help a local organization succeed.

GLASS FACTORY IN TORRANCE UNEXCELLED

Product Is Considered Best in United States

Despite the fact that they are compelled by the nature of their calling to work in a reflected heat of nearly 3000 degrees radiated from the open mouths of a score of furnaces, more than 200 contented glassblowers at the glass works sing as they work, convinced that in all the world there is no better place in which to live than Southern California, and in this sunny clime no better working conditions than Torrance.

Brought up from boyhood in the glassblowing trade, an art that is handed down from father to son for generations, and considered by many the most arduous of any of the higher trades, the Torrance glassblowers are a happy, contented bunch, well satisfied with their wages, in love with California as a place in which to work, live and raise their families, and convinced (Continued on Page 18)

MERRY CHRISTMAS!