

Covers the Torrance District Like a Blanket.

Torrance Herald

"There is no Substitute for Circulation."

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Corporation Will Build 23 Houses Here

Housing Company Announces Plans For Big Project

Buys Triangle Tract Opposite Columbia Steel Plant and Announces Reorganization of Its Directorate

Prospects of considerable growth in the population of Torrance were brightened yesterday by announcements of the re-organization of two Torrance corporations, each entirely independent of the other, but both dedicated to the building up of this city.

The Industrial Housing corporation, re-organization of which was announced by George S. Welch, has purchased the triangle tract bounded by Dominguez, Arlington and Border avenues, opposite the Columbia Steel corporation's mills. The company plans the construction of 23 houses on this property and will put in all modern improvements including paving. Several of these houses, possibly all of them will be constructed at once and will be ready for occupancy by October 1.

Capitalized at \$100,000 the company plans to make these new homes unusually attractive and will sell them at a reasonable figure on contract.

All of the directors of the corporation are particularly interested in the future of this city. George S. Welch is president. He is a cousin of Brian K. Welch and Torrance C. Welch, having come to California from New York recently, after years of experience in corporation work. Other officers of the re-organized company are Donald Findley of the Dominguez Land corporation, who is secretary-treasurer; Brian K. Welch, vice-president and manager of the Dominguez Land corporation who is vice-president; George Neill and Torrance C. Welch.

In adopting its policy for the re-organization of the company's affairs, with offices in the Auditorium building at Marcelina and Sartori avenues.

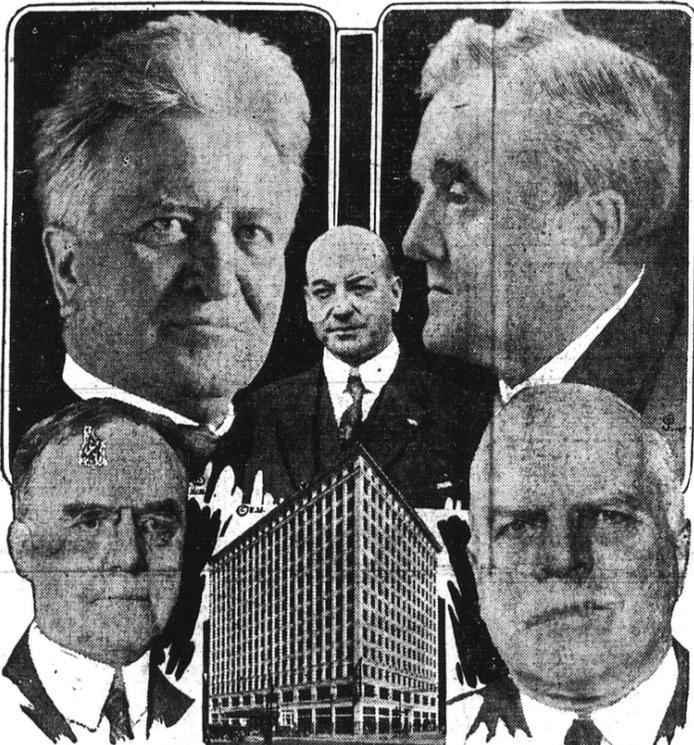
George Welch will be in active charge of the company's affairs, with offices in the Auditorium building at Marcelina and Sartori avenues. The same building now houses the offices of the Torrance Mutual Building and Loan Association, although there is no connection between the two corporations. Directors of each company point out that the building and loan company will not assist in financing any of the projects of the housing company.

Directors of the Mutual Building and Loan Association, as announced yesterday, are: Torrance C. Welch, president; J. Wallace Post, first vice-president; George S. Welch, second vice-president; Mrs. Isabel Henderson, Carl Hyde James L. King, W. E. B. Partridge and Brian K. Welch. Charles T. Rippy, of the Dominguez Land corporation and the Torrance Investment company, is secretary of the association.

The charter of this organization was received in September, 1922. During the two years of its existence the company has assisted in the construction of 29 houses in Torrance.

There are at present about 129 members of the association. It is planned to modify the operation methods of the association in such a manner that the membership will be materially increased.

CLEVELAND WILL GET A THRILL AFTER ALL WHO WILL BE RUNNING MATE FOR LA FOLLETTE? PROGRESSIVES WILL CONVENE ON JULY 4TH



Above: Robert M. La Follette, William M. Johnston, George W. Norris. Below: Ralph B. Howell, the Engineers' building in Cleveland, Warren S. Stone

Central Press Correspondent WASHINGTON.—All the thrills Cleveland missed as host to the decidedly dull Republican national convention are going to be made up to it around July 4, Washington is figuring.

There is no doubt that the third party movement is growing, particularly in the northwest. Just what is to come of it will be clearly apparent in the Conference for Progressive Political Action, which will be convened in Cleveland on the nation's birthday.

Just now a great deal depends on the choice of the Democrats for nominees. The clarion call has gone out to the progressive of the land: "Declare your political independence. Help deliver our government from the power of the predatory financial despotism which now controls it." Regardless of who wrote it, it is Robert M. La Follette speaking.

Whether or not he is present, La Follette will dominate the conference. It is a foregone conclusion that he will be set up as a presidential candidate. Just who his running mate will be is uncertain. It is to be doubted if La Follette himself definitely knows.

The principal possibilities at this time appear to be Senator George W. Norris of Nebraska, and Warren S. Stone, head of the Brotherhood of Locomotive Engineers and the most dominant leader among railroad workers. Washington is inclined to believe that Norris would be the better man for the purpose, for he is a politician, and the way to fight

politicians is with politicians. Besides, there is some doubt as to whether Stone, who is in actual charge of the immense labor bank interests of the rail brotherhood, would accept the assignment. And it is figured that he would not the third party just as many votes by lending it his voice as by being its candidate.

Other men considered as running mates for La Follette are Barton K. Wheeler, the Montana Democratic senator who brought about the downfall of Harry Daugherty; Huston Thompson, Colorado Democratic member of the federal trade commission; Senators Smith, Whelan, Brookhart and Ralph B. Howell, and William H. Johnston, president of the international machinists' union. Howell and Brookhart are "radical" Republican senators whom the party hasn't been able to keep caged.

Johnston maintains a strong position in the American Federation of Labor despite the fact that he has no love for Samuel Gompers. Johnston will be the permanent chairman of the convention, which will be held in the skyscraper built and owned by the Brotherhood of Locomotive Engineers.

Some idea of who is back of the movement is given by the list of members of the national committee responsible for the conference: Warren S. Stone, grand chief of the Brotherhood of Locomotive Engineers; William H. Johnston, president International Association of Machinists; D. B. Robertson, president Brotherhood of Locomotive Firemen and Enginemen; E. J. Manton, president Order of Rail-

road Telegraphers; J. A. Franklin, president International Brotherhood of Boilermakers; E. H. Fitzgerald, president Brotherhood of Railway Clerks; H. Frazdol, president Maintenance of Way Employees; James P. Noonan, president Electrical Workers; Arthur E. Holder, national secretary of the Conference for Progressive Political Action; T. C. Cashen, president Switchmen's Union; Edward Keating, manager "Labor"; Washington, D. C.; Fred Morris Hillquit, national committee of Socialist party; Judge Edward Jeffries, Michigan; B. C. Vlades, Forward Association, New York; Basil M. Manley, director People's Legislative Service; Ethel M. Smith, Washington, D. C.;

These advertisements literally about the individual: "Buy some new stockings. You owe it to yourself to look as well as the next one." Advertising creates a demand for nice things. It has made silk stockings almost necessities instead of the luxuries they were a few years back.

The health of La Follette is causing the prime movers in the conference much worry. "Fighting Bob" is a sick man. He is no longer able to put into campaigning the enormous energy he once suffused. If he should have to retire of ill health the whole movement probably would collapse, for there is no other outstanding leader.

Pan-American Goes In With 16 Rigs

With a speed typical of the Do-penny organization, the Pan American Petroleum Company is going in on its big lease in the eastern end of the field north of Rindondo road with a program that calls for sixteen rigs immediately. Corners are set for half a dozen of them now and crews are working on rigs and boilers. The lease lies just west of Consolidated Mutual's Oakley No. 1, the most easterly producer in the field. Across the highway from the Pan American lease the Superior Oil Company has brought in a flock of fine wells during the month of June.

Local Realtors In New Quarters

The Torrance Investment Company is now located in commodious quarters in the Atlantic avenue building at Sartori and Marcelina avenues. In announcing the change from their former location in the Dominguez Land Company building, J. C. Smith and J. W. McDowell, co-partners in the Torrance Investment Company, reiterated their faith in the future of Torrance by increasing the facilities for handling a larger volume of business. The Torrance Investment company specializes in "real estate," farms, and rentals, with emphasis on subdivisions and industrial sites. The telephone number remains unchanged, 174.

Western Avenue Wildcat Well Is Down 410 Feet

"Down 410 feet and nothing to show about." This was the field report on Francis No. 1, the Chamblor-Canfield Midway Oil Company's Western avenue wildcat Monday. Showings of oil have been encountered at various levels, but none of sufficient depth to create undue excitement. It is reported. The Standard Oil Company is drilling Western No. 1 well 3750 feet. The Western well is the most southerly drilling well in the field, being located on West Weston street in Lomita.

Observations

One Plank That Is Really Important—Stockings and Advertising—The American League Race; King Cotton in California

W. HAROLD KINGSLEY

"WAR"

"War is a relic of barbarism and it is justifiable only as a measure of defense. In the event of war in which the man-power of the nation is drafted, all other resources should likewise be drafted. This will tend to discourage war by depriving it of its profits."

OUT of all the small bickerings of the Democratic convention comes this paragraph, pledging a party to the conscription of property as well as men in time of war. It is the most epochal statement contained in the whole Democratic platform and constitutes the first official utterance placing wealth on a par with human beings in days of national emergency.

When historians judge the year of 1924 they will point to that paragraph. The rest of the platform will mean little to future generations. But that one paragraph and the idea it expresses mean volumes to our descendants.

The paragraph does not go quite far enough to suit those who believe in property conscription whenever it is necessary to draft men. It would be better if it pledged the Democratic party to support legislation to the end of property conscription. As the paragraph stands the party is bound by promise to conscript wealth in time of emergency, but is not bound to prepare for such conscription by passage of the necessary legislation now.

However, there are several bills before Congress calling for the very idea expressed in this platform plank, and Democrats will necessarily be expected to vote for some one of these bills.

The rest of the Democratic platform contains little that was unexpected. Like all party platforms it castigates its political opponents, points with swelling chest to its own accomplishments, and is as indefinite as party leaders dare to make it.

Taken by and large, however, the platform adopted at New York is certainly more acceptable than that passed at Cleveland. It is not reactionary. It is progressive. It promises much in the way of farm relief, conservation, railroad administration and control, national aid in power projects, the merchant marine, and honesty in government.

Should a Democrat be elected, he would, as president, have a large order to fill. It now remains to be seen if people this year will vote for individuals, principles, or because of prejudice. It has been truly said that not 10 per cent of the people of the country have read either party's platform from beginning to end. Yet they will go to the polls in November and vote. The ballots they cast will, whether they realize it or not, be ballots for or against the programs of one of the parties, regardless of the name of the candidates. Of course in considering a platform the individual voter must decide in his own mind whether the individual who heads the ticket will be capable of carrying out the platform's provisions. With a Congress choked by blocs and prompted by political expediencies, the task of the executive is almost too great for any but a genius. And party conventions have a way of keeping their most forceful men from getting the nominations.

THERE was a combination of the sublime and the pathetic in the appeal for the League of Nations made at the Democratic convention by Newton D. Baker, secretary of war under Woodrow Wilson.

Worn by days and nights of battling in the committee room, Baker, borne up by his own intense sincerity, pleaded for the League on behalf of Wilson, whom he characterized as "the captain of my soul."

Those hundreds of delegates, catching some of the fervor of Baker's touching appeal, wept. Then they voted down the League plank.

PEOPLE of the United States spent \$250,000,000 for hosiery last year. For each person in the country nine pairs of stockings were made. Twenty years ago this country spent only \$100,000,000 for hose. The increase last year over the year before was 50 per cent.

Several reasons have been put forward for the increase in the country's stocking bill. Perhaps the most logical is that which attributes the greater demand to human desire to be well dressed. Nothing has so intensified this desire as has modern advertising. Who has not noticed the attractive pictures of ladies in silken hose in the newspapers and magazines during the past few years? These advertisements literally about the individual: "Buy some new stockings. You owe it to yourself to look as well as the next one."

Advertising creates a demand for nice things. It has made silk stockings almost necessities instead of the luxuries they were a few years back.

FROM Calexico comes the news that a syndicate will plant 15,000 more acres to cotton in the Imperial Valley next year. California cotton is less affected by the boll weevil and other pests than cotton grown in any other state of the union. The yield per acre is much greater than is possible anywhere else in the United States.

Southern California will be a great textile center. The greatest market for cotton goods in the whole world is the Orient with its millions of people. The cotton-growing industry is only in its infancy in this state. Experiments during the past few years have established that parts of the San Joaquin Valley are especially well adapted to cotton-growing.

Where the raw material is, there come the manufacturing plants. After the temporary setback due to the power shortage the Southland will enter into a prosperous industrial era.

SPORTDOM is keeping its eye on the American League with interest that grows daily. The standing of the clubs reveals an exciting race as the season approaches midsummer. The most amazing thing about it is that Clark Griffith's Washington team is leading in the race, with Detroit second, the New York Yankees third, and the Boston Red Sox fourth.

No depositor in the country would have predicted that Washington cotton be setting the pace on the first of July. A world series at the national capital would be a great event. The President would pitch the first ball. And Walter Johnson, that stalwart old veteran of many seasons, would finally pitch in the big series—which is probably even more interesting.

THE Torrance-Lomita oil field will soon be the second largest producing area in California. Last week the daily average yield at Santa Fe Springs dropped to 62,000 barrels. The yield here was almost that much. Two years ago Santa Fe Springs was discovered. A year ago it was sailing along as the wonder field of the west. The decline was amazingly rapid, and now the most spectacular oil-producing area west of the Rockies is almost a dead one. There is no chance for a sharp decline here for at least another year. The Chamblor-Canfield Midway Oil Company has at least 200 more wells to drill. Other large companies, with large leases in the east and west ends, will be drilling several months hence. New production for several months to come will offset the decline from wells already on production.

(Continued on Last Page)

DIRECTORY OF CITY IS OUT

Contains Complete List of Residents and Phone Numbers

R. F. D. LIST ALSO IS IN

Book Now on Sale Is 92 Pages of Service to People

Ninety-two pages of real service to the people of Torrance are contained in the new city directory, prepared by Mrs. Laura Anderson and published by The Torrance Herald.

The directory is by far the most accurate and complete ever published in this city. It contains more names than any other similar book previously printed. The names include all the residents of Torrance and the complete list of those receiving mail on Rural routes Nos. 1 and 2. The places of employment of all persons listed are given.

Another feature of the directory is the classified section, which will be of untold value to new residents of the city.

The book also includes telephone numbers of all residents.

An insert list all organizations in the city and the dates of their meetings. This page was furnished by the Torrance Chamber of Commerce.

On the opposite side of this insert the following message from the Chamber of Commerce is printed: "Torrance has them all—and more."

"Every city in Southern California has sunshine and lots of it. Every city in California has public-spirited, hard-working citizens. Every city in Southern California has a heap of good prospects for the future."

"But Torrance is the only city in California with a solid, sound 'back-east' foundation built out of a big industrial payroll."

"So Torrance truthfully can say that she has all the advantages of her sister cities—and more."

"Midway between Los Angeles and the harbor, Torrance is served by two trans-continental railroads and the finest system of paved highways in Southern California."

"Now about those industries. There are the Union Tool Company, largest manufacturers of oil well supplies in the world; The Western Sheet Glass Company, the best equipped glass manufacturing plant west of the Mississippi; The Hendrie Tire Company, making automobile tires; The Salm Manufacturing Company, manufacturing shell novelties that are sold in all parts of the world."

"The Woodbestos Company, making mineral insulation for ships and structural work. A long-lived oil field that will be pumping crude oil for twenty years, keeping a big payroll in Torrance."

"But even that isn't all. Torrance was built by a man of vision, who incorporated into the plan of this city the most modern ideas on which beautiful, well-planned cities are built."

"Instead of just being an industrial city, Torrance truly is a modern industrial city, where the utilitarian meets the artistic, where workmen who earn their livings in the factories, live in fine homes on streets that are paved and flanked with beautiful trees."

"There are a lot of advantages in California cities. Torrance has them all—and more."

The directories are on sale at The Torrance Herald.

TO SWAB WILDCAT

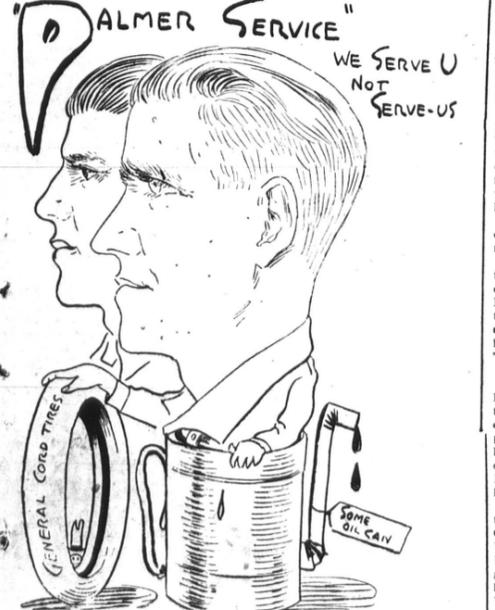
The Shell Oil Company Monday was ready to swab Dolores No. 1 for production. This wildcat, located east of Harbor boulevard and just north of old Redondo-Long Beach road, would extend the field to include several hundred acres, if it became a producer.

Sunday dinner guests of Mrs. M. E. Blakely and brother, of Andro avenue, were Mr. and Mrs. John Dennis of Oriemety avenue and Carson street.

Watch Our Want Ads Grow.

FRED PALMER—FOR SERVICE

By THE MYSTERIOUS COWBOY



Fred Palmer, the tire merchant and the tireless worker, has much to recommend his services to Torrance and the auto public. But 28 years this hustling young native of Springfield, Mo., has spent a busy ten years in this city. When Palmer first came here he went to work, but not for long. Always a man of ambition, he surveyed the field and struck out on his own account. First as a tire man he came into prominence because of his up-to-the-minute services. And, always expanding, he finally embraced the allied ramifications of the game, and today we find him in his complete plant and his efficient organization, doing most of the business in this line in Torrance.

The Palmer Service Station is the kind of public stopping place where one instantly senses a key-note of courtesy and the correct carrying out of duties. You get

the best tires there—Goodrich, U. S. Royal, Perfection, and others of quality stuff; the gas stations are most busy places, but there is always room for another car, vulcanizing and greasing and a general usefulness in auto service fills a scheme that is one hundred per cent efficient.

Palmer, a true American with the Missouri flavor, went across seas to the big fuss in France. He spent 19 months with Uncle Sam's forces and saw some of the worst of it. Even in the trenches he had his mind and heart centered on Torrance, dreaming of the big gas stations and auto service house he would one day have if he stayed clear of stray bullets. They missed Palmer, the enemy, although he was down and he was hitting him Torrance has been able to own a splendid young business man and a booster of some considerable talents.