

COMMUNITY FACTS AND FACTORS

Torrance Has Strongly Favorable Industrial Policy

CITY'S INDUSTRIAL POLICY IS ALWAYS TO FORE IN BUSINESS ADMINISTRATION OF TORRANCE

History of Torrance Shows Original Industrial Plan Set Back by War and Oil, Now is City's Paramount Feature

EDITOR'S NOTE—This is the fifth of a series of articles, graphically illustrated, on various phases of the community's growth, development and condition. Data and charts are compiled and prepared from authentic records by Secretary Carl L. Hyde of the Torrance Chamber of Commerce. We suggest that these articles be clipped and preserved as they appear from time to time, furnishing in the end a comprehensive analysis of the community.

The question is frequently asked by not only the new comers but by many of the good people of Torrance, who have lived here for some time: How and when did this city originate?

Many Southern California communities take their origin from the early Spanish days and from these numerous, inconspicuous pueblos have grown these thriving communities familiar today.

Torrance, however, primarily was designed as an industrial community and definitely planned as such. The survey made of this community by Eberle-Riggelman included a civic section, portions of which were devoted to the origin and governmental history of Torrance. Following are excerpts taken from this report.

The "declarations of the Dominguez Land Company of the reservations, conditions, covenants, charges and agreements affecting Torrance", shows that on the 24th day of October, 1912, Jared Sidney Torrance, president of the Dominguez Land Corporation, made certain statements to Charles C. Montgomery, a Notary Public of Los Angeles; regarding the restriction and sale in small parcels of a certain piece of property, to be known as the City of Torrance.

The Dominguez Land Company had been incorporated on May 29, 1911, with a capital of \$500,000, and on June 8 of the same year had purchased from E. C. Sterling 2791.35 acres of land for \$1,866,173. On June 22, 1912, they acquired from G. Del Amo Gonzales 702.65 acres of land for \$491,855.

On December 26, 1911, the Pacific Electric Railroad was granted right of way, for no monetary consideration, but for the performance of certain acts, 125 acres of land, a considerable amount of which might be used for the erection of shops. In December, also, 1911, the Union Tool works completed building on 25 acres of land. The Lie-

elyn Iron Works was to erect a steel rolling mill and foundry on a 25-acre site and also to purchase fifteen percent of the stock of the Dominguez Land Corporation. The land and stock were immediately purchased but construction did not start until 1915.

The Dominguez Land Corporation was formed October 18, 1912, with a capital stock of \$2,000,000. It acquired all the assets of the Dominguez Land Company, as follows:

607.81 acres of Torrance Tract, 49.55 acres of Tract No. 1427 (Pacific Electric Railway) 2834.11 acres—an unsubdivided area.

3491.51 acres total. This total acreage and improvements, consisting of grading, asphalt, oil and macadamized streets, curbs, sidewalks, park, sewers, street lighting, etc., represented in value about \$2,303,865.43. Buildings also were acquired in the amount of \$21,323.69, together with \$2,777 worth of Dominguez Water Company stock.

The idea of an industrial site, as planned for Torrance, first was brought up at a Directors' meeting of the Union Tool Company among Mr. Torrance, W. L. Stewart, Edward Double and others present. Land was excessively high in price and facilities offered were very limited in the City of Los Angeles at that time and it was shown that there was a definite need for industrial land which might be bought at a comparatively low price and which might have furnished with it facilities making it desirable to manufacturers and workmen as Los Angeles city land, and if possible more desirable.

With this idea in mind the City of Torrance was very definitely planned and the above named industries allotted acreage located according to the original plan of the city.

A great deal of attention was attracted by this early experimental

development in city planning and sales of lots during the period from August, 1912, to August, 1913, were very attractive. The original idea was to have a place where industry could operate with all the advantages offered by city location, and yet at the same time give the industrial workers opportunities to take advantage of many desirable factors found in suburban residential areas. The scheme worked out very satisfactorily and was accepted favorably both by industries and by workmen. The war, and discovery of oil in the Torrance area, disrupted the plan for workmen's home gardens and small acreage holding adjacent to the town, however. The oil development also so overshadowed the industrial growth of the community that practically the whole impetus of a well made start toward a carefully planned industrial city was lost, and it was not until a comparatively recent time that any definite plans of industrial expansion were made or put into operation.

Up until May 12, 1921, the city operated under the Dominguez Land Corporation. On that date the city of Torrance was incorporated and trustees and officers were duly elected.

There has always been the greatest co-operation between the city and the industrial interests of Torrance. This co-operation has not resulted in a system of bureaucracy, due principally to the development of executives who have formed the personnel of the board.

On March 16, 1925, a Planning Commission need was recognized and an ordinance creating this commission passed April 6, 1925. A great breadth of view and strong democratic spirit of community development was evidenced by the interest of members appointed, who have been selected from the several service and semi-civic bodies, including the Women's Club.

The government of Torrance has in the past, is now and without doubt will continue in the future

Do You Ever Stop To Think Of the Service Rendered By Your Home Papers?

Recently the Torrance and Lomita public has been given an unusual array of facts and features, constructive, informative, and thought compelling. The Torrance Herald and The Lomita News are striving to bring home forcibly to residents of this district the advantages of their community, and to afford constructive and educational features which rank above those to be found elsewhere.

In this striving the housewives—those presiding goddesses of the hearthfires and the home—have not been forgotten. The women of the community as well as the men have been considered in the Herald-News policy.

A notable example was the Herald-News Free Cooking school, just closed. Scores of housewives of Torrance and Lomita and surrounding territory flocked to the big demonstration room at 1927 Carson street to hear Mrs. Mabel MacEwing and Mrs. Grace Avis Howard—two home economists and culinary experts of national note, whose services were obtained by the Herald and the News exclusively for the free school, the first of its kind in the harbor district—explain the intricacies of ultra-modern cookery, and to watch them develop, in practical fashion, the theories which they expounded. The cooking school met with instant and sustained favor, and so great was the interest evoked that it was difficult to bring it to an end. It has been arranged to continue cookery advice by mail.

The Herald-News Facts and Factors Series, the fifth article of which is being published today, offers subscribers and readers clear-cut, concrete facts, succinctly stated in readily digestible form, of the community in which they live. Facts and Factors deal with facts, and facts only. Every article is based on solid research, and backed by figures and data as accurate as the best statisticians can make them.

The interest in this series has been most gratifying, and indicates that the community is awake to the advantage of rock bottom knowledge. This series will continue until the situation has been covered thoroughly. When it is completed citizens will have been afforded a clear insight into the drama that is developing about them—the growth of their own community. From it they may accurately visualize what the future holds.

While setting forth the factors which have and will continue to have concrete bearing on the community's growth, The Herald and The News have not neglected the growth itself. The columns of these newspapers ever are open for the community's advantage.

Home building, one of the most important factors of the growing city, has been given large attention. Two model homes have been supported by The Herald and The News, with the result that hundreds of citizens took advantage of the educational opportunity to inspect them minutely.

Bronson C. Buxton's Model Home in El Prado, a dwelling which has set a new standard for fine home building, was described and pictured for Herald and News readers, and the public was given an opportunity to become acquainted with the men who produced it.

The Workingman's Model Home, constructed by the Torrance Home Builders, Inc., was presented to the public through the columns of The Herald and The News, with the result that residents of Torrance and Lomita and many from other sections flocked to view a practical example of the comfort and beauty the working man of moderate income may easily enjoy in this community.

These and other features have come to Herald and News readers, and will continue to come.

to provide ordinances and establish policies strongly favorable to industrial development. The city is dependent for its life on the success of its industries and it cannot afford to do anything derogatory to their good.

There has been general satisfaction with the government among the citizens. There seems to be a traditional policy of business administration rather than political administration. The advantages of such a system have been and are obvious to industrial and commercial men. No other city in Southern California has a more satisfactory system of representative government than the city of Torrance.

The city has been peculiarly and satisfyingly free of political intrigue and official scandal, recurrent in many cities where political government has overshadowed business administration.

A complete and comprehensive history of the city of Torrance is to be undertaken by the Chamber

of Commerce with the participation of many of those still residing here who were early pioneers. Such tradition as this community has will be interestingly reflected in this fact gathering.

Mr. and Mrs. Scott Ludlow of Engracia street have returned from a two weeks' vacation at Yosemite.

F. L. Parks of Marcelina avenue, left Tuesday for Coloma, Wisconsin, where he will visit his mother. On the return trip, Mr. Parks will visit a brother at Wichita, Kansas; and be back in Torrance about September 1.

Will Rockwell of San Luis Obispo is a guest of his niece, Mrs. S. J. Jackson of Normandie avenue.

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