

EARLY BUSINESS MEN RECALL PIONEER DAYS

Recollections Prompt Many Smiles as Old-Time Pranks and Parties are Remembered

DO YOU KNOW THESE PEOPLE?



This photograph, taken in 1916, should bring back many memories to Torrance "old-timers" who remember the Hard-Times party staged at Campbell hall 15 years ago. Many included in the picture, which is the property of Mrs. Sam Rappaport, are still residents of Torrance—though they are a little older or a little stouter now! Yes, sir, they had fun in those days when Torrance was working itself out of a dusty, wind-swept acreage into the city it is today.

Mrs. R. R. Smith and Mrs. Sam Rappaport assisted the Herald in identifying many of those "tough looking" dancers above. There were some whose names have been forgotten and these must be designated by a dash. Do you recognize these pioneer residents? Top row, left to right: —, —, Mr. and Mrs. Arthur Hodge. Second row, left to right: George Greaves, Dr. W. J. Neelands, Mr. Dunham, —, Mrs. Sullivan, George Proctor, Mrs. Dolley, —, Len Sweet, a host to the party; R. R. Smith and —. Third row, left to right: Mrs. R. R. Smith, Sam Rappaport, Mr. and Mrs. William C. Dolley, Mrs. Sam Rappaport, Frank Steinhilber, —, Harry Todd, another host to the gathering; Mr. and Mrs. Bachus, Mrs. May McKinley, Mrs. George Greaves, Mr. and Mrs. Charles Turner, Mr. and Mrs. George Watson, George Effinger and —. Bottom row, left to right: —, —, Mr. Anderson, —, Clara Barnett, now Mrs. Clara Baxter; —, —, Will Teal, the third host; Dorothy Dolley, now Mrs. Ellis Harder —, Marion Greaves, now Mrs. Van Vorhes; Mrs. H. S. McManus, Harry Dolley and Mrs. George Effinger. The man lying on the floor was a Mr. Sullivan.

THE TORRANCE HERALD NOW SERVING ITS 18TH YEAR As a News and Advertising Medium

"I Remember When . . ."

I came here in 1913, the only houses north of Carson and west of Arlington were the group of five dwellings on Cota Avenue. One night the middle house of this group caught fire and in putting out the fire we firemen filled the cellar with water. Al Bartlett fell in the pool and we had to rescue him."

H. G. BLACK

General Contractor
New Jobs or Remodeling

1617 Arlington Ave. No. 5
Phone Torrance 639-M

"I Remember When--"

I SOLD THE FIRST DODGE BROTHERS CAR IN TORRANCE TO GEORGE W. NEILL AND LATER SOLD HIM TWO OTHER DODGES."

ALLEN H. PAULL

The local DODGE BROTHERS agency is the oldest Dodge agency in Southern California, being established February 2, 1914, when the first DODGE BROTHERS car was manufactured. We have been selling DODGE BROTHERS automobiles in this territory ever since they have been manufactured.

Whether you buy a new or used car from Paull and Murray, you can rest assured that we will be here for years to come, ready to stand back of the claims and promises we make.

Paull and Murray

DODGE BROTHERS and PLYMOUTH CARS
1420 Cabrillo Avenue Phone 324
Torrance, California

"I Remember When . . ."

During the oil boom days, you had to stand in line at the cafes and lunch counters and wait your turn to get a seat."

ART FINSTER, Manager.

Business isn't so rushing now, but the service is better and the prices lower.

(Say YOUR Druggist)

BEACON DRUG CO.

The URE Store
1519 Cabrillo, Torrance Phone 180

"I REMEMBER WHEN . . ."

I scorned my father's idea for me to buy a lot on Torrance Boulevard near Portola for a meager sum. "What! That pile of sand," I answered. It is now good business property near our present location.

G. DAVIS.

SMITH and DAVIS

SERVICE STATION

Complete Auto Service

India Tire Headquarters

Portola and Torrance Blvd. Phone 212

"I Remember When--"

Thomas D. Campbell was sales manager of the Dominguez Land Corporation and John Daggett sold lots in Torrance. Thomas Campbell, now known as Dr. Campbell, is the owner of the largest wheat ranch in the world, containing over 97,000 acres in Montana. He has been in the public print recently in connection with wheat importations of the Russian Soviet government.

John Daggett is now the popular "Uncle John" of radio KHJ fame; but back in 1913, he was a real estate salesman in Torrance."

SAM RAPPAPORT

Since 1913

RAPPAPORT'S
CABRILLO AVENUE

"I Remember When"

As a lad of 12 years (that was 18 years ago)—that the wind blew the shifting sands on the vacant lots in Torrance so badly that I could hardly see;—and that on one occasion when I started from my parents' home on Andree avenue to go to the Post Office, I got lost in the dust and ran into the fence at the Union Tool plant."

GEORGE PROBERT.

But all this is changed now. We have fine paved streets, green lawns, and the fine new modern Torrance Pharmacy.

Torrance Pharmacy

NYAL and McKESSON AGENCIES
Cabrillo at Cravens Phone 3

"Plenty of Fun in "Old" Days of Torrance, Pioneer Resident Says

"Did we have fun in the old days? I'll say we did! Why, we had more real honest good times then than we have today with all of our chances for entertainment!"

"Why we had 23 acres of land given to us—back in the early days—free of charge except for the yearly taxes for a sports arena. And then we had to go and lose the land because we couldn't keep the taxes paid!"

"Then at night, a lot of us young bucks used to get out our Fords, turn the windshields down and go racing up and down the paved streets—there were no houses west of Post avenue and shoot jack rabbits!"

Local Merchants' Parties
"Fun? There was plenty of it when Torrance was just a sprouting community!"

That was what Hurum Reeve said this week when he was told that "it must have been pretty dull in the early days here."—And Hurum ought to know what's what in entertainment as he has been the guiding light behind most of the civic and social affairs of the city.

"Ten years ago the merchants here were just like one happy family. They all lived in Torrance and were sociable. They used to have 'merchants' parties' in the old Campbell hall (where the Erwin hotel is now) and those parties were high-spots of gaiety, I'll tell you!" Hurum declared.

Local Merchants' Parties
Mrs. Reeve corroborated her husband's statements. She said that she remembered when Jacob Isenstein loaded up his delivery truck—the first one in the city—with all the families in Torrance one Fourth of July and took them picnicking down at Long Beach!

"There were only six or eight families here then. I remember the event very well because I sat in the front seat with the driver and was thrilled to death with my first automobile ride!" Mrs. Reeve declared.

Gangway! Here Goes Hose Cart Fireboys

(Continued From Page 1-B)
partment service for the city to his credit, and A. D. Stevenson, recently appointed assistant chief, has been with the department for eight years. G. D. Mosher, L. Edwards and Ellis Harder are the youngest members, having been connected with the organization but six months.

The first pumper was added to the department's equipment in 1923 and another piece of apparatus was purchased in 1926. The department now has the most modern equipment and is rated as one of the best of its kind in the Southland.

Trees Held Real Estate In Place

Because the never-ceasing sand storms and high percentage of dust that almost continually clouded the acreage that is now Torrance, the first engineers conceived the plan of planting rows of trees in strategic locations in the city.

That is the reason why Torrance now has such a fine growth of trees along Plaza del Amo, Cedar, Maple and other streets.

Read Our Want-Ads

"I Remember When . . ."

There was only one small church in Torrance, located at Cabrillo and 220th street. Everybody attended as one family. I was then working in the shoe factory days and repairing shoes at Rappaport's at night. Customers were pleased with my work and I am still making every effort to comply with their wishes.

- Men's and Boys' Half Soles 70c
- Men's and Boys' Rubber Soles 20c
- Ladies' Heels—Rubber, Composition or Leather..... 25c
- Children's Half Soles 50c Up

These prices are to meet the present day conditions if you want a cheap job.

D. C. TURNER.

Turner's Shoe Repairing

1601 Gramercy at Cabrillo Torrance

a record to be proud of....

EVER since the TORRANCE MUTUAL BUILDING and LOAN ASSOCIATION was founded in 1922, it has paid its depositors their interest checks regularly and on time.

Furthermore, the institution has been so well managed and its financial condition kept so strong that all requests for withdrawal of funds, no matter how large, have been granted PROMPTLY during the entire 10 years since it was established.

Put your surplus funds or savings in this conservative and sound Torrance institution, where your money will be useful in further developing this community.

6%

INTEREST ON SAVINGS

Torrance Mutual Building & Loan Assn.

Auditorium Building

Sartori at Marcelina Avenues