

"Torrance-On-the-Air" . . . In Dramatic Radio Form!

BEST WISHES KNX - CBS

1409 MARCELINA
TELEPHONE 198-R

Dr. C. L. INGOLD OPTOMETRIST

CONGRATULATIONS KNX - CBS

In recognition of the splendid achievement of the men who constructed and brought to this city the beautiful new Radio Transmitter, the Dentists of Torrance join with the rest of the community in welcoming KNX and the Columbia Broadcasting System. Their presence among the other Industries of Torrance is a distinct advantage to this city.

- Dr. R. A. Bingham
- Dr. R. F. Bishop
- Dr. O. E. Fossum
- Dr. W. A. Hoxie

As modern as Radio are the Dentists of Torrance who provide the people of this area with the most advanced methods of Dentistry. Always mindful of their responsibilities, the Dentists of this City are ever alert to the progressive practices of Dentistry everywhere . . . that they may more efficiently discharge the duties of their profession.

The DENTISTS OF TORRANCE

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reading reports of the tremendous activity in this city said . . .

MAN:

(EXCITEDLY) By golly, that town is misnamed! Instead of being called Torrance . . . it should be called Torrents . . . Torrents for the amount of oil gushing out of its hundreds of wells!

ANNE:

Within a six-square-mile area, nearly 700 wells were erupting black gold in four years. And in the 14 years between 1921 and 1935 the Torrance field produced nearly 79 million barrels of oil—about as much as the total California production in six months.

SOUND:

(OIL WELL DRILLING RACKET DIES OUT . . .)

ANNE:

Recognizing the importance of the Harbor District as a focal point for its necessary expansion, General Petroleum Corporation purchased a site in North Torrance in 1927 and started a construction program that has continued for more than ten years. Today the great refinery plant in Torrance is valued at more than 10 million dollars and its oil products are sent to every part of the globe. The Torrance oil field maintained steady flow to the General Petroleum and other surrounding refineries but the "oil fever" that gripped this community for years was abating when . . . as 1936 was drawing to a close . . . (ONE OIL WELL BEING DRILLED)

SOUND:

MAN:

(SOUTHERN ACCENT) Ah believe thea is a rich-a oil in this field an' as suah as mah name is Collier ah'm goin' to have a try for it from a lower level—guess Ah'll go down 'bout 5,000 feet an' see what we can find.

SOUND:

ANNE:

Mississippi-born and Texas and California oil field-trained P. V. Collier re-drilled the first deep-sand explorer, the Flint No. 1 owned by the Dearborn Oil company on Sepulveda boulevard just east of Hawthorne avenue. (INCREASING NOISE OF ADDITIONAL OIL DRILLING)

SOUND:

MAN:

What started out to be just an echo of the great oil activity between 1923 and 1926 quickly became a thunderous boom. Derricks shot up with surprising speed, scores of operators thronged into the field, and South Torrance again began assuming a commanding position among the state's oil production centers. In June of this year it was rated as the No. 1 field in California as the rich high gravity yield began pouring thru pipe lines and traveling aboard great tank trucks to refineries to once more become Torrance's major industry. The exploration of the deeper sands of the South Torrance field is now extending still further south . . . into Lomita . . . and southeast . . . into Harbor City. The oil activity seems destined to continue for several years to some . . .

ANNE:

SOUND:

MAN:

(OIL DRILLING FADES OUT AS SOUND OF TYPEWRITER CROSS-FADES IN, THEN FADES AND SUSTAINS)

(FOLLOWING SOUND OF TYPEWRITER) I talked with over 60 merchants in Torrance this week and nearly every one of them asked me: "When is the United States Steel Corporation going to start its expansion in Torrance?" (VOICE FADES OUT AS DOES TYPEWRITER) . . . Of course, this cannot be answered definitely but I learned from good authority this week that . . .

In his first issue of Feb. 6, 1930, after the United States Steel Corporation had completed the purchase of the Columbia Steel Corporation, Editor Grover C. Whyte of The Torrance Herald was looking ahead to a still brighter future for his city when he wrote an editorial entitled "At the Threshold of Good Times."

(TYPEWRITER AND VOICE FOLLOWING TYPEWRITTEN WORDS)

Yes, indeed, we are standing at the threshold of prosperity and good times for everyone in Torrance . . . (TYPEWRITER STOPS) H-m-m (TO HIMSELF) Good times . . . we sure can use 'em here . . . it's been pretty tough going . . . this depression . . . our factories all about closed . . . our people in need . . . (CONFIDENTLY) but I know we're on our way back!

ANNE:

SOUND:

ANNE:

SOUND:

MAN:

Editor Whyte's confidence was merited. Torrance was on its "way back" out of the depression such as it had never seen before or, for that matter, wants to see again. The Columbia Steel plant became the largest steel producing center in the Southwest. And the city itself emerged from the depths of depression with a rush that surprised its neighboring communities . . .

(HAMMERS DRIVING NAILS, SAWS CUTTING THRU WOOD, STEEL BEING FABRICATED)

New industries brought more people to Torrance until the population today is estimated at 10,500. Schools were being enlarged. The community life was demanding better facilities and so . . . (CONSTRUCTION NOISE FADES OUT)

Torrance is a member-city of the Metropolitan Water District and in 1939 will begin receiving Colorado River water . . . a guarantee against drought!

WOMAN:

MAN:

But Torrance also has its own Municipal Water District—and one of the lowest domestic rates in Southern California! New construction in Torrance for the first seven

