

Congratulations to —
OUR NEW NEIGHBOR
The Torrance Herald
"Just Around the Corner"
from Ralphs

Ice Cubes

Ralphs LIQUORS
CUT RATE
1601 CARRILLO AVENUE
AMPLE PARKING

Five Houses at Once Was Big Job Then!

(Reprinted from The Torrance Herald of January 16, 1914)

Torrance Welch, the contractor, has four houses on Andreo street nearing completion and has just begun construction work on a fifth structure.

These buildings are four and five-room cottages which have been erected to meet the demand for smaller houses and will be for sale upon easy terms to people wishing to locate here.

Mr. Welch is also making plans for a one-story concrete building to be occupied by The Herald plant. The structure is planned for expansion later on and the addition of one or more stories.

Two aircraft companies which made millions of dollars worth of aircraft accessories during World War II are located in Torrance—Doak Aircraft Company, and Longren Aircraft Company.



ANNIVERSARY—To Edwin B. Brown, business manager of The Herald, this edition is also an anniversary, for it was exactly five years ago that he became associated with publication of the newspaper. He is responsible for many innovations in The Herald's modern new home, and has direct supervision over the circulation as well as the advertising staffs of the newspaper.

Dielsels
Manufacture of Revolutionary Engine Started Here in 1914

(Reprinted from the Torrance Herald of January 20, 1914)

By contract closed recently with Andrew Weir and J. Tilden Smith of London as representatives of Baumeister & Wain of Copenhagen, the Union Tool Company of Torrance acquired the exclusive right for the manufacture and sale of the Diesel engine on the west coast of North and South America, the rights for the United States including all the territory west of the Mississippi river. It will build the engine here for all that vast territory.

The Diesel engine, using fuel oil instead of gasoline, promises to revolutionize marine engineering and for general use it is regarded as the most economical engine yet made. The deal entered into yesterday assures the rapid development in Torrance of one of the big industrial plants of the country, and a marked expansion in the demand for fuel oil, a Southern California product.

Edward Doherty, president and general manager of the Union Tool Company, stated last night that the paid-up capital stock of the company will be increased at once from \$1,200,000 to \$2,500,000; that \$500,000 approximately will be spent in enlarging the plant at Torrance and equipping it with the necessary new machinery.

Between 200 and 250 more men will be given employment as soon as the manufacture of engines is in full swing and the first engine probably will be turned out in 90 days and in four months the plant will be running at full capacity.

T. Knudsen, the Copenhagen engineer whose improvements adapted the Diesel engine to marine use, and managing director of Baumeister & Wain, owner of the patents for these improvements, is on the way to Torrance to oversee the installation of the machinery and the beginning of the manufacture of the engines.

The contract closed yesterday will give Torrance the first Diesel engine plant in the United States.

Andrew Weir and J. Tilden Smith have been negotiating with the Union Tool Company on behalf of the General Petroleum Company, now in control of a British syndicate, for a contract of fuel oil to add to the supply which they will deliver to Los Angeles through the pipeline from the Midway field. The contract proposed is for a long term of years and probably will be closed early next week.

Andrew Weir & Co. of London already operate a number of tank ships and the syndicate which has taken over the General Petroleum Company and may assume the option on Union Oil is building a large number of additional tank steamships. The plan is to use these in carrying California oil from Los Angeles harbor through the Panama Canal to all parts of the world.

Weir and his associates in the syndicate are stockholders in the firm of Baumeister & Wain and they believe the new fuel-oil consuming engine is destined to drive the steam engine off the high seas and that, in consequence, within a comparatively short time the consumption of oil will be multiplied many times.

The Union Tool Company is subsidiary to the Union Oil Company and the exclusive rights acquired by it point to friendly relations at least between the new British syndicate and the Union Oil Company. The tool company has confined its operation in the past to the manufacture of oil well supplies. Its Torrance plant employs 600 men.

"We will begin work enlarging the Torrance plant at once," said President Doherty last night.

"We will manufacture engines for the entire country acquired and the plant will be increased as the demand for the engine grows. In the first year we will be able to build engines totaling about 100,000 horsepower. We will make from 25 horsepower up to the big engines for ships and we expect a large demand for all types."

The Union Tool Company will commence building operations on the enlargement of the plant within sixty days. The expenditures for building and machinery alone will run from \$200,000 to \$300,000. The new structures will be erected on the north side of the present buildings.

It is rumored that Andrew Weir and associates are planning the erection of a large shipbuilding yard at the harbor for the building of ships to use the Diesel engines. The Union Tool Company will build the Diesel engine.

Ideco Parent Plant Makes Profit Report

Net profit of Dresser, Inc., Cleveland, Ohio, for the company's fiscal year ended Oct. 31, 1948, will reach approximately \$8,000,000, as compared with \$4,439,189 for 1947, according to the company's fourth quarter Letter to Shareholders made public today. The 1948 net profit, according to the report, will be equivalent to slightly more than \$7.00 per common share.

Sales for 1948 will total about \$110,000,000 in comparison to \$80,095,199 for 1947.

According to President H. N. Mallon, Dresser's 13 companies—including International Derrick & Equipment of Torrance—operated at close to capacity and many companies required additional equipment and working capital during the past year.

"The figures do not illustrate the extent to which a growing business requires more working capital," Mallon stated. "In the case of Dresser Industries, plant and equipment additions were necessary in recent years to keep pace with the greatly enlarged demand for our products. Thus, the profits were absorbed almost entirely by the essential requirements of the business."

Neat
Desk of New Type Used in Front Office

A specially-designed public counter that is ornamental as well as functional meets the public eye just inside the entrance to The Torrance Herald's new home on Gramercy avenue. Designed by Edwin B. Brown, business manager, the counter is faced with beautifully-grained Philippine mahogany and the top in burn-proof gray mica-ite.

Top of the desk is actually a double top. The lower or "inside" top is used by the office staffers to take classified ads, subscriptions and to conduct other matters of business with the public. This arrangement allows the outer rim of the top—the public's part of it—to be free of all office accessories.

The counter is also purposely set at an angle to break the static monotony of straight lines, and this arrangement almost doubles the usable space on the desk. Asphalt tile of the type used on the floor is carried up several inches on the

Oregon Men Came to See

(Reprinted from the Torrance Herald of Feb. 20, 1914)

Messrs. Paris and Markeley of Salem, Ore., were in Torrance Tuesday looking over the new industrial city with a view of finding some profitable manufacturing business to establish here.

They had visited a number of Southern California towns and stated that Torrance was by far the best they had seen in the Southland.

City Escaped in 'Big Blow'

(Reprinted from the Torrance Herald of May 6, 1914)

During the big storm the Torrance line of the Pacific Electric was the only road of the big system that maintained regular service through the whole storm period. At Torrance practically no damage was done to property.

receding front of the counter. Greeting the public from behind the counter are Nadine Bay and Margaret Dean, who have been with The Herald for more than three years and are well known to The Herald's subscribers and advertisers.



Says the Baby to the Old Man

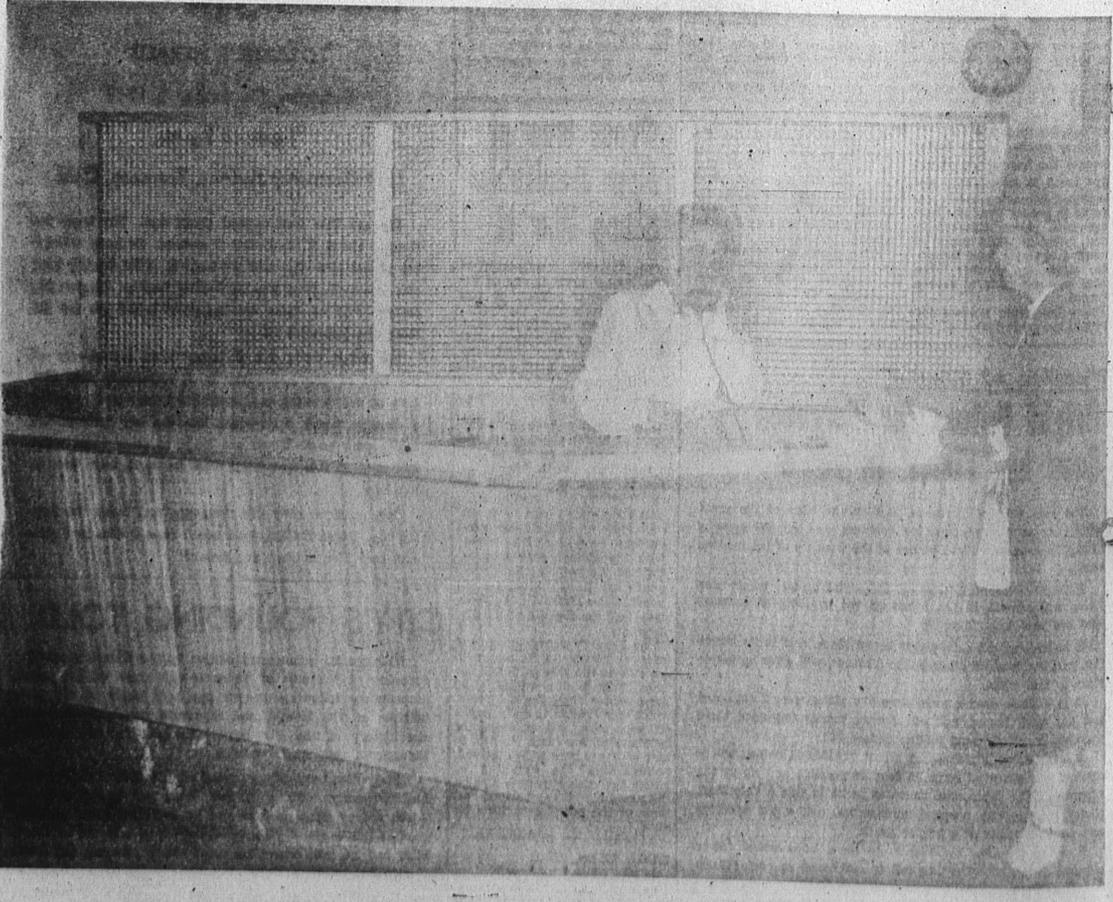
It was only two months ago that I made my bow in Torrance . . . just October 1st as a matter of fact . . . but in that short time we've learned to like and respect you . . . your age and reason . . . your brand new home . . . vision and courage . . .

So we join you as a baby at your ripe age of thirty five . . . to march forward with you . . . to help you in every way possible to build a finer and greater city.

Chaney's
RETAIL SHOPS

1261 SARTORI TORRANCE

NEW HOME REPRESENTS LAST WORD IN OFFICE PLANNING



CALLS HANDLED HERE—This is the counter at the entrance to the Herald's new business office. Of distinctive design, it actually has two tops, so that it presents a neat appearance at all times. Presiding as receptionist to the public is Margaret Dean, who sees that all outside calls reach the proper person or department. "Customer" in photograph is Nadine Bay, classified advertising manager. Business office staff is to right, and office of E. B. Brown, business manager, is immediately adjacent. News department is to left. (Staff Photo).

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