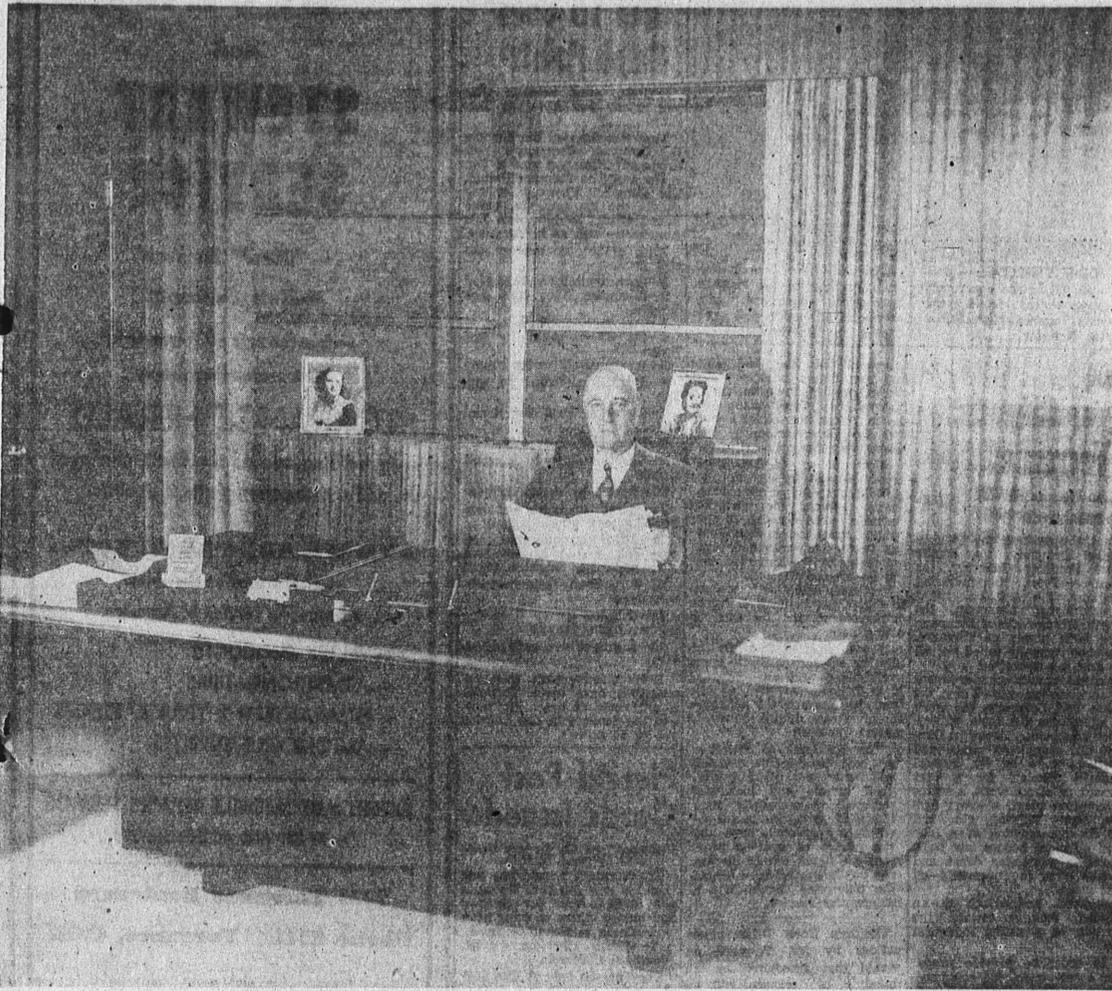


HERALD'S PUBLISHER EXTENDS INVITATION TO OPEN HOUSE



PUBLISHER—To Grover C. Whyte, The Herald's publisher who came to Torrance 25 years ago and acquired this newspaper, the opening of the modern new plant is the most important milestone in this newspaper's 35-year history because it affords the finest mechanical facilities available for a city twice the present size of Tor-

rance. The completely-equipped plant with its 32-page press will enable The Herald to keep pace with the growth of the community for the next 20 years. Publisher's office is immediately off the main entrance to the new building, and available to the public at all times. (Staff Photo).

Invest

Land Sales in 'Planned City' Set New High for Subdivision

(Reprinted from first issue)

Torrance, a City of Beauty, of Work, of Contented, Cozy, Artistic Homes Where Play and Education and Other Sides of Life Are Recognized and Provided for to Make Truly Efficient Employees.

Torrance opened with the greatest sales record ever made in Southern California, if not in the entire West, at the formal opening of the new industrial city. Over \$40,000 worth of lots passed into the hands of an eager public who are quick to recognize the probable possibilities of such a city as Torrance, backed by the strongest financial and industrial interests in Southern California.

Sales have continued good to the present time, even through the dull period of the past months. The location of important factories here and the definitely concluded plans for the removal here of such other great establishments as the Llewellyn Iron Works and the Pacific Electric Railway Shops have kept the demand for Torrance property at a high mark.

No industrial city in the history of the world was ever started under more favorable conditions than this well-planned town. Instead of following the course of most cities and building in an unsystematic, unsystematic and haphazard way, Torrance has the advantage of a practical and systematic plan behind it.

Frederick Law Olmstead, one of the world's notable landscape architects and city builders prepared the plans and a corps of skilled engineers carried them out. The result is an example of city-building which has won high praise. Paul Bartlett calls Torrance "America's first great industrial garden city."

The city is divided into five districts — business residential, industrial, unclassified and special quarters for non-Caucasians. Building construction in Torrance has been done with a view of durability, permanence, and architectural beauty. The handsome control station erect-

way, which fronts on the principal street, is one of the best structures on that entire system.

Other structures include two administration buildings, a bank building, six large business and hotel buildings and in the residence district 162 model homes have been completed and others will follow. All buildings in the business district are constructed of brick or fire resistant material.

There has been constructed to date more than 20 miles of paved streets and boulevards. In the rear of every lot is a 20-foot alley. The sewer system, water and gas pipes are laid in these alleys and the lighting conduits are back of the curbs. This plan was adopted to eliminate forever the need of digging up the streets to repair or make pipe connections.

The elaborate and costly beautification features of Torrance have attracted widespread attention. Completed park and building plans for the Civic Center covering 25 acres call for an expenditure of more than \$150,000. The first of a group of buildings to be constructed will be a \$40,000 hospital and a \$30,000 library. In addition to this it is planned to erect a City Hall and Auditorium, an attractive group of school buildings and a kindergarten in the Civic Center.

At present Torrance is the home of the following important industries:

Union Tool Works, Pacific Metal Products Company, Hendrie Rubber Company, Moore Auto Truck Company, Torrance Pearl Mfg. Company, California Shoe Company, Southern California Lime and Cement Company.

And it is to be the future home of:

Pacific Electric Car Building Shops, (To employ 1000 people), Llewellyn Iron Works, (To employ 700 workmen), National Mosaic Tile Factory, and other industries as they learn of the advantages and re-

Excursions to City Brought Investors Here

(Reprinted from issue of Jan. 16, 1914)

Thomas D. Campbell Company, selling agents for Torrance, are running a series of excursions to this city for the benefit of intending investors.

Last Thursday they brought down a party of 28 in their auto truck and took them all over the city. The entire party enjoyed one of the lunches at the California Cafe that have made this establishment so popular.

New Western Avenue Work Due in Spring

Bids for the opening and widening of the remaining southern section of Western Avenue that will provide a direct connection with Pacific Coast Highway will be ready for advertisement early next spring, according to Chairman Ray V. Darby of the Board of Supervisors.

The work will be carried out under the supervision of the city of Los Angeles, according to Supervisor Darby, who was instrumental in having money budgeted for the improvement.

The project will be a four-way deal, with the cities of Torrance and Los Angeles contributing gasoline tax funds for their respective share of the cost of the work, and the county and state contributing from other funds.

The battle for the improvement of Western Avenue between Torrance boulevard and Pacific Coast Highway has stretched over a quarter of a century, and Supervisor Darby said he would not cease his efforts to see the project brought to a conclusion.

Three public parks are maintained for the citizens of Torrance and the ball park has an illuminated playing field for

Roses

Torrance Won Recognition for Entry in 1914 Parade

(Reprinted from the Torrance Herald of January 8, 1914)

Pasadena, the sun-kissed foothill city of splendid winter homes, New Year's Day paid tribute to her roses, which blossom as gloriously in January as in June.

For the twenty-fifth time in her history, the Crown City celebrated New Year's day with a marvelous pageant of flowers, the Tournament of Roses.

Torrance sent a float symbolic of "Industry," and representative of the modern industrial city. On the platform of the float were three groups. An oil derrick was decorated with carnations and snailx. The central figure consisted of an anvil and forge, and standing beside it two ironworkers. At the rear was an object representing a steam shovel.

Seated in the shovel was a little girl, who distributed flowers along the line of the parade. On each side of the float the word "Torrance" was worked in white letters against a field of red. About 300 red carnations, 1000 white roses, and 4000 feet of smilax were used in the creation. The flower girl was Moss Wanda Slacowicz. The float was in charge of G. W. Finney and J. S. Daggett.

Thousands of people stood in line for hour after hour and watched the magnificent spectacle of millions of blossoms, a mad riot of color—rich and cal oriental color blending and drifting into the delicate pastel shades; gay trappings of silver and gold, mounted horsemen on prancing, garlanded steeds; scarlet-coated huntsmen on dancing horses, marching military men with their bayonets tipped with roses, flower floats bearing beautiful maidens in costumes matching the flowers; rose floats bearing little fairy children with gauzy wings, uniformed bands, men playing spirited airs and gentlemen in top hats and frock coats bowing and smiling as they glided past in their flower-decked machines.

Torrance's float attracted much attention from the as-

much favorable comment, and much credit is due the men who originated and had charge of the project.

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

The Torrance float at the Pasadena Tournament of Roses, while not coming under any of the classifications for which prizes were awarded, was deemed of such especial merit that the association awarded the float a special prize, a beautiful silver trophy.

President E. D. Davis of the Tournament of Roses association said that the constructive features of the float were so unique and the floral scheme so unusually beautiful that the association felt some fitting recognition should be made by the association.

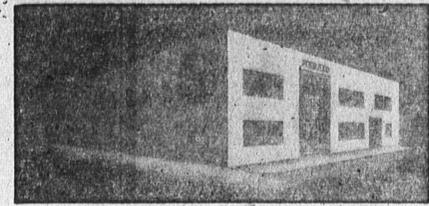
This float was symbolic of "Industry" and was the object of much favorable comment among the judges and spectators. It was prepared in Torrance and was entered by Thomas D. Campbell and company.

The award was delayed because no provision had been made for special prizes for floats representing civic bodies.

Bank Reveals Employee Bonus

A special Christmas bonus to employees and officers of Bank of America has been authorized by the board of directors of the bank, according to L. M. Gianini, president.

For employees with 12 months or more service the special bonus is 40 per cent of the first \$500 of the basic November salary, and 25 per cent of any salary portion above that amount. Those with a shorter period of service will receive a proportionate bonus based on the number



One of the Finest . . .

With stores throughout the southland we at Benson's have had the opportunity of observing from a rather critical customer's viewpoint . . . the various newspapers in Southern California.

From our first contact with the Torrance Herald when we were laying plans for the opening of our Torrance store about three years ago . . . till today . . . our relationship has been the finest.

And this relationship is not only between the individuals in our organization and the individuals at the Torrance Herald . . . but a financially profitable relationship because we feel that the advertising in the Herald has been responsible in many ways for the excellent volume of business the Torrance store has always enjoyed.

And we have not forgotten that Benson's advertising . . . most of which is written and prepared by the advertising department of the Herald won FIRST PLACE in California state-wide retail store competition for 1947 . . . from copies taken from the Herald files.

So to Grover Whyte and Ed Brown . . . who, we feel, are publishing one of the finest newspapers in California . . . we extend hearty congratulations upon the opening of their new home!



BENSON'S

TORRANCE

★ LOS ANGELES ★ INGLEWOOD ★ GLENDALE ★ MAYWOOD
★ FLORENCE ★ BURBANK ★ LONG BEACH
★ BELLFLOWER ★ SAN DIEGO