

Salute

to the
TORRANCE
HERALD

★
**Congratulations
and Best Wishes
for a very
brilliant future
in your new
MODERN
HOME**

★
**We are proud
to salute your
efforts as a
community
builder . . . and
the skills of
your personnel
. . . the finest
of their craft**



1334 EL PRADO - TORRANCE



LINOTYPE OPERATOR — Jose Adan, linotype operator, who sets news copy and advertising matter on The Herald's Inter-type typesetting machines.



STUDENT EMPLOYEE — Neil Schwab, mechanical department employe at The Herald plant, attends Torrance High School during the day.



COMPOSITOR — Kenneth Relstab, employe of The Herald's mechanical department. He composes advertising and news matter for the newspaper.

Boom Did It!

Story of Founding of City Related by J. S. Torrance

(Reprinted from first issue of The Torrance Herald)

By JARED SIDNEY TORRANCE

The rapid rise in the value of Los Angeles real estate between 1900 and 1910 was the direct cause of the inception of the undertaking to build a new industrial center to which subsequently the name of Torrance was given.

The Union Tool Company, one of the subsidiary corporations controlled by the Union Oil Company, needed additional area for expansion. The plant in Los Angeles had grown from a small beginning until it covered several acres.

To obtain additional adjoining area the enormous price of \$2.50 per square foot, or over \$100,000 per acre, was asked! This was prohibitive.

The idea was suggested that the company seek a new location and build an entirely new plant, introducing every labor-saving device possible and the most efficient machinery and equipment obtainable. The then-existing plant was obsolete, inconvenient and inefficient, having been built up piece-meal upon opposite sides of San Mateo street.

I opened negotiations with the attorney for the Dominguez family, which owned a large tract of land between Los Angeles and San Pedro. This resulted in the purchase of about 2800 acres of land from the Dominguez Estate Company for the sum of \$950,000, and shortly afterwards of an additional 730 acres from one of the Dominguez heirs for about \$550,000.

The Dominguez Land Company was incorporated with a capital of \$500,000, and I was made its president. Later the Dominguez Land Corporation was organized and I was made its president, also. The latter corporation had a capital stock of \$2,900,000 and it issued bonds for \$1,500,000, the proceeds of the sale of which practically paid for the land. This latter corporation became the operating company.

The Union Tool Company took an interest in the enterprise, purchased 25 acres of land, and constructed its present magnificent plant at a cost of over \$800,000.

The entire tract was supplied with water by the Dominguez Water Company, formed to supply domestic and irrigation water for nearly 20,000 acres of land. Its 33-inch water main crosses our lands to a large, substantial reservoir near our northwestern corner.

We employed the noted landscape architect, Frederick Law Olmsted, of Boston, Mass., to lay out the town-site. The company employed H. H. Sinclair, formerly engineer of the Edison Company, as its general manager.

After protracted negotiations a deal was closed with the Pacific Electric Railway to build a railroad through the town-site and to serve the industrial interests which might locate there.

The contract with them provided that within three years, before July, 1915 they would remove their general construction and repair shops from Los Angeles and locate the same on 125 acres of our land to be given without further consideration.

Their plant was to have been completed and in operation by July 1, 1915.

Next in order of importance, a contract was made with the Llewellyn Iron Works of Los Angeles, which provided that they were to acquire a 15 percent interest in the stock of our company, purchase 25 acres of the company's land and, within 18 months, to construct a new plant thereon and remove their plant there-

In the meantime the Hendrie Rubber Company, the Pacific Metal Products Company, the Torrance Pearl Manufacturing Company, the California Shoe Manufacturing Company, the Hurrie Window Glass Company have built plants at Torrance. The shoe company failed but all the rest are operating.

Coincident with commencement of construction work by the Union Tool Company, the work of laying out the town of Torrance was begun. Architect Olmsted had completed plans, and contracts were let by General Manager Sinclair for a vast amount of street work, a water distributing plant, a sewer system, street lighting, etc., and for the construction of a hundred or more houses, six brick blocks, a passenger depot and various other improvements—all first class.

Rigorous restrictions were adopted, looking toward the creation of a model industrial city.

In order to provide funds for construction, the company created a serial six percent coupon note issue of \$750,000, due in from one to five years, and the stockholders paid in par for their 5000 shares of stock. The notes were taken largely by stockholders.

As soon as the project was well under way and construction had proceeded to a certain stage a sales campaign was started to sell business and residential lots and acreage. Sales were progressing very satisfactorily and closely approached the \$1,000,000 mark when the panic of 1913 intervened and the campaign ended.

The Llewellyn Iron Works was nearly ready to begin actual construction on the ground but stringent financial conditions made it impossible for them to proceed. As the skies began to clear in the summer of 1914, the awful European war burst forth and business stagnation ensued.

The Union Tool Company was employing about 600 men in July, 1914, had completed an extension to their plant and equipment, and was arranging to add an additional 300 employees. Within 90 days the company practically had shut down the plant, reducing the working force to less than 50 men. The result was lamentable.

The Pacific Electric also prayed for an extension of time in which to erect their plants, which, of course, was granted. The Llewellyn Iron Works were unable to finance their construction and carry out their contract and they, too, were given an extension of time.

At this writing, August, 1915, the Union Tool Company has resumed work, now employing nearly 400 men; the Llewellyn Iron Works is erecting its plant and the Pacific Electric is to start construction at once. There is absolute stagnation, however, in the real estate business and sales are nil.

We are erecting an additional hundred bungalows to meet a prospective early demand but they will, for the greater part, have to be rented as no one seems to be in a mood to purchase real estate in any form.

The enterprise has few stockholders. For the greater part they are men of means. It was the expressed wish of these latter gentlemen that the first consideration should be to do things right.

Plans were carefully considered and all construction work was of the most thorough character. Material results were to be the first consideration.

tained all pole lines and water and gas mains were provided throughout the townsite; ample reservations were made for public parks, an athletic park and for playgrounds; a civic center was designed.

Upwards of 300,000 trees were planted in streets and windbreaks; and several acres were reserved for public schools to be donated to the public, upon certain conditions as to the character and completeness of the improvements to be erected thereon.

Particular attention was given to the proper housing of future employes of the factories locating here.

It was expected that incidentally the enterprises would prove profitable as well as utilitarian. It is difficult, however, at this time to forecast the outcome. It must eventually prove a material success.

The residents of Torrance will enjoy an environment which will make for good health, good morals and industrial welfare and prosperity, and, if conditions return to normal within a reasonable time and the wheels of western progress are again put in motion, the public spirited men behind the enterprise should reap a substantial reward.

Editor's Note: Other observations by Mr. Torrance on events that transpired in the founding of Torrance will be found in another article reprinted in this special edition.

Still True

Land Agents Had 15 Good Sales Points

"Fifteen good reasons why you should buy a lot at Torrance . . ."

That was the way the Thomas D. Campbell Company's real estate advertisement read in Vol. 1, No. 1 of The Torrance Herald. The Campbell Company, selling agents for the townsite, maintained offices in downtown Los Angeles as well as in Torrance.

Most of the 15 reasons are still good:

- 1—Geographically well located
- 2—Seventeen miles from Los Angeles
- 3—Two miles to the ocean
- 4—On direct route to San Pedro
- 5—Inexhaustible water supply
- 6—Splendid electric light system.
- 7—Elevation ideal for drainage
- 8—Perfect sewer system
- 9—Wide, beautifully paved streets
- 10—Backed by large industries
- 11—Great car shops and iron works among others coming
- 12—All industries, when running full, should employ 3000 men—population expected, 15,000
- 13—Big, clean, organized development
- 14—Growing faster than any western industrial city
- 15—A progressive, safe investment

(Editors' note: Since then, annexations have given Torrance a solid mile of beach frontage, and the distance to Los Angeles cut to 15 miles.)

Herald Post Cards Issued

(Reprinted from The Torrance Herald of February 15, 1917)

The Torrance Herald has just issued a new series of Torrance post cards to boost for the town and induce others to come here.

1—Come to Sunshine Land.
2—Winter Pleasures of Southern California.
They are on sale at The Herald office and at the Dolley-Drug Company. Send a few to Eastern friends.

BROWN and STEWART SERVICE

— "Red" Brown
— Ben Stewart

—Join the rest of Torrance in
Congratulating the—

TORRANCE HERALD

—in building one of the finest and most beautiful newspaper plants in America.

AND WE ARE PROUD TOO —

—that we offer the finest
automobile service in America.

- VELTEX PRODUCTS
- ARMSTRONG TIRES
- GUARANTEED 2 YEAR BATTERIES
- AUTOMOBILE SUPPLIES

EXPERT AUTOMOBILE REPAIRS SERVICE

— BY RED AND AL THEMSELVES I

2326 Torrance Boulevard
Phone 2044 Torrance, Calif

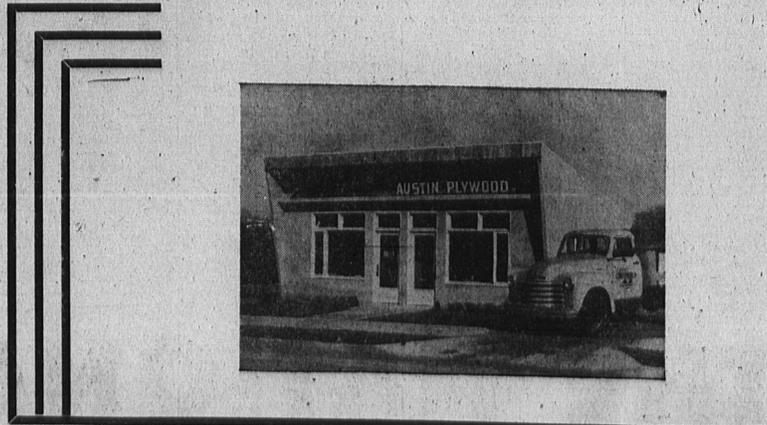
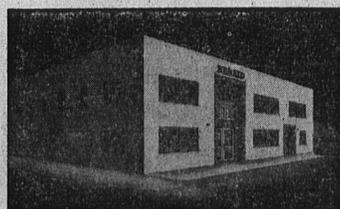
Torrance is Proud of the NEW TORRANCE HERALD BUILDING

and we are happy

. . . that we were selected to provide the-plywood used in the interior. We are happy that our product will, for many years to come, be proudly displayed to all those who enter the modern new publishing plant.

If you are building or modernizing you will want to see our samples of the many varieties of plywood for both interior and exterior, combed and smooth.

We sincerely invite you to come in and see how strong, durable, plywood is used in our modern new building, and how it can be used in your new, or remodeled home.



PLYWOOD LTD.

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