



CLUB MARKS MILESTONE—The Torrance Woman's Club marked an important milestone in its history in April, 1946, when this photograph was taken. It showed Mrs. R. R. Smith, center, the 1946 president, and the club's past presidents "burning the mortgage" on the club's home at 1422 Engracia avenue. They are, left to right, Mesdames A. H. Silligo, Earl A. Miles, W. J. Neelands, John A. Young, M. J. Beale, R. R. Smith, J. S. Lancaster, George J. Morgan, Edna Stone, H. C. Barrington, and A. W. Johnson.

Troubles

City's Early Difficulties Reviewed by Its Founder

(Reprinted from the Torrance Herald, issue of Feb. 15, 1917)
J. S. TORRANCE, "THE FATHER OF TORRANCE," PAINTS A FORCEFUL AND GLOWING PICTURE OF OUR FUTURE AT CHAMBER OF COMMERCE BANQUET.

The banquet given Monday evening was the most enthusiastic and significant in the history of the Chamber. The meeting was vibrant with the spirit of progress and of bright faith in the great future of Torrance. The speakers were charged with messages of great meaning and significance to the residents of Torrance.

No one could hear J. S. Torrance, the "father of Torrance" speak as one who largely made its history, of its origin and prospects, without having an undying confidence in the glorious destiny of our city.

George Proctor, president of the chamber and toastmaster of the evening, introduced the various speakers most happily and kept things moving smoothly and pleasantly.

Bursch's orchestra furnished the music and helped much to give the evening tang and zest. The banquet was served at the Cafe Ironton and nearly a hundred guests were crowded into the dining room. It was with difficulty that room was found for all. The long lunch counter had to be utilized to make room for the great gathering. Chef Siddall put on course after course of most delicious viands that were equal to any dollar-a-plate affair.

Following is the menu:
 Consomme a l'Anglaise
 Waldorf Salad
 Chicken Halbrot a la Maitre d'Hotel
 Filet de Milnon Mushroom Sauce
 Au Gratin Potatoes Stewed Corn
 Sliced Peaches Lady Fingers
 Demi-Tasse

After the demi-tasse the toastmaster spoke briefly of the accomplishments of the new chamber — the Western avenue project, the finest new school house in Southern California, etc.—and the need of such a body with a large and vigorous membership to obtain needed things for the city and assist other bodies in their progress and work.

Judge Post was called upon and livened up the gathering with a number of good jokes and stories, some of local application. He spoke of the chamber and how that body had helped him in his work for the city and that he had done much through them—much otherwise impossible.

J. S. Torrance was introduced by the toastmaster as the "father of our city." He protested his ability as a speaker and then delivered a talk that was heard with rapt attention by everyone present as a message from a man of intimate acquaintance with the facts and who spoke with authority and full knowledge.

"I am very glad to be with you this evening. I have had as varied a business and other experiences as any man in the room, but I have not learned to make a speech, to think quickly on my feet.

"You will be interested in learning the beginning of Torrance. A good many years ago the Union Oil Co. was operating the Union Tool Co. in a small way at Santa Paula. Edward Doble took charge of the small plant employing 20 men and soon extended its usefulness so that plant was too limited.

"It was moved to Los Angeles, where it soon began to take on considerable magnitude. It grew so large that more room was needed. The price of adjoining land necessary for growth was so great, \$100,000 per acre, that we couldn't stand it and decided to cast about for a location outside of Los Angeles for expansion.

"Out of that necessity grew the present city of Torrance. We bought 3500 acres—six or eight of us associated—and made up our minds to start an industrial city. It was not so much a money matter but rather what good we could do. We were all prosperous and believed we should use our wealth to the benefit of all.

"We employed the most eminent landscape architect. The complete plan cost \$10,000. We started with the most brilliant prospects and future hopes, but started one year too late—1913 was a panic year and there has been nothing doing in real estate and now we are bucking against a dry season.

"We had a contract with the Pacific Electric Railway Co. for their great shops to be completed and in operation by July, 1915, but panic conditions interrupted. Perhaps our material prosperity will be all the greater. They were to have expended \$200,000. President Shoup informs me that they have appropriated \$1,250,000 for the purpose of building shops and will employ not less than 1000 and up to 2000 men. They will build freight cars for the Southern Pacific as well as trolley cars for themselves. It will be a permanent thing and bring great prosperity.

"We had a contract with the Llewellyns to be in operation by July 1, 1914. The bond house in charge of financing the proposition found itself unable to dispose of the stock and operations were postponed. The original intentions were to move the plant here. Instead they have built the rolling mills here and it is only the beginning. Great blast furnaces five times as large as the present enterprise, will come into being."

Before the war, Mr. Torrance stated, there had been excellent prospects of securing a large cotton factory, but machinery prices mounted up, so after the opening of the war, that the promoters feared their plant would cost so much they could not compete with the plants built before the war, after the war ended. A year ago he spent considerable time in the south to induce plants to come here, but the same fear deterred considerable time in the South

Radio Station Finished Just 10 Years Ago

The transmitter station for Radio KNX, located in the northwestern section of Torrance was started in November, 1937, and completed Sept. 16, 1938, some 10 years ago. The name of Columbia Park was given to the 37-acre tract purchased by the radio network.

The steel tower for the radiator is 450 feet high, weighs 60 tons and is of welded steel construction. It was designed and completely installed by the International Derrick and Equipment Company of Torrance. It is located on Hawthorne boulevard.

The transmitter building is of reinforced concrete, built in two adjoining units. Programs originating in the studios on Sunset boulevard are "piped" to the local transmitter, amplified, impressed on a carrier frequency of 1050 kilocycles, energized by 50,000 watts and radiated to millions of radio sets.

them. As a matter of fact with prices mounting ever higher on cotton goods.

"But the prospects were still good. Great industries operate in centers. One mill would be the precursor to many of them. The benefit to all Southern California of such a plant would be very great.

"There were a number of enterprises looking for location, to which the declaration of war put a stop. I know of several great enterprises that will locate here as soon as conditions permit.

"Conditions here are particularly favorable climatically, increasing greatly the efficiency of labor.

"There are three or four great enterprises in prospect. Another big glass factory is in sight.

"Within five years there will be a dozen large enterprises started here.

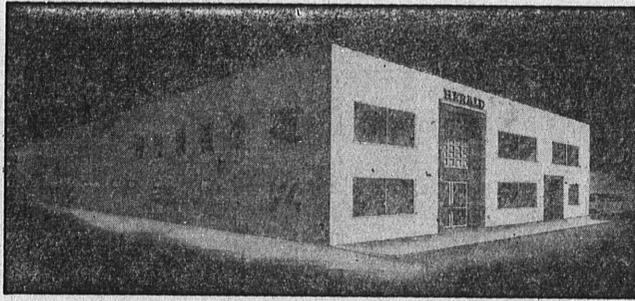
"We had an idea that the athletic club would one day be an important factor. Men need diversion and entertainment. We saved considerable ground for a large park just beyond the viaduct, which in 10 to 20 years will be a beautifully landscaped park, with a large clubhouse, plunge, tennis and handball courts, and all the things belonging to a modern club.

"Patriotism is something that we ought all, and naturally feel we must give considerable time to. Great problems and new restrictions to meet have arisen. Food conditions are most important. The company has a good deal of vacant land. We will be glad to furnish families here with as much land as they desire, and not only land, but water for irrigation. The families of Torrance can produce all the green stuff they can use, and it is the patriotic thing to do.

"There is an enterprise in prospect that means more than all the others. It will employ upwards of 5000 men and is so gigantic that it almost tremble to think of it. It will mean more to Torrance and Southern California than any enterprise started on the Pacific Coast since the days of '49."

TORRANCE

IS PROUD OF THE HERALD
 - - - ITS OWN NEWSPAPER



To Grover Whyte and Ed Brown . . . to the entire staff of the Torrance Herald who have served this city for the last thirty-five years . . . we extend congratulations upon the opening of their beautiful new Gramercy avenue home!

In spite of what our personal opinions may have been from time to time . . . we have discovered throughout the years that whenever you're "in the dark" about something . . . confused . . . uninformed . . . that there is no better authority than The Torrance Herald.

. . . particularly about things in Torrance! The city hall, the public utilities, the social events, the club meetings . . . the every day drama of life and death . . . births . . . marriages . . . you can look to The Torrance Herald for the TRUTH!

We . . . like all Torrance . . . read it, respect it and enjoy it!

. . . and **WE**
are proud too -

Yes . . . We are proud too . . . to have been selected to furnish the paint and to have helped plan the decorative scheme which has made The Torrance Herald one of the most beautiful buildings in the entire harbor area.

We are sure that the entire citizenry of Torrance will enjoy visiting The Herald on their opening day Saturday . . . and view this beautiful modern newspaper building inside and out . . . as we have in watching it and helping it from day to day to become a reality!

**America's Finest Paints, Varnishes
 Wallpaper**

**National Paint
 & Wallpaper Co.**

★ ★ THE STORE THAT MARY RUNS ★ ★

1405 1/2 SARTORI

TORRANCE

4 OUT OF 5 PROFESSIONAL PAINTERS IN THIS AREA BUY THEIR PAINT AT NATIONAL

CONGRATULATIONS . . .

and best wishes for every success
 to the TORRANCE HERALD

. . . A community newspaper keeping pace with the progress of a rapidly growing, and progressive community. The Pacific Smelting Company is sincerely happy to be a part of Torrance.

PACIFIC SMELTING CO.

22219 S. WESTERN AVE.—Torr. 226—TORRANCE, CALIF.