



SHELL JEWELRY . . . Torrance's Salm Manufacturing Co. is one of this city's two oldest industries, having been established here almost before the best fields were cleared. Through boom and depression, peace and war, John Salm and his associates have continued to produce fine quality abalone shell costume jewelry and fish lures. The factory is located at 1801 Abalone St. and is shown in the top photo. Believe it or not, the delicate charm bracelets and earrings merchandised by the company come from the pile of abalone shells shown in the lower picture, with, of course, the addition of such metals as sterling silver.

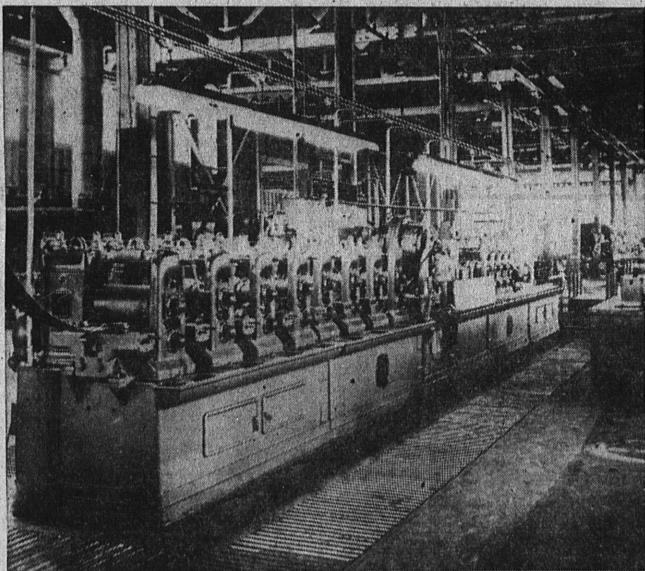


TYPICAL NORTH TORRANCE DEVELOPMENT . . . The expression "Land Office Business" has real meaning in North Torrance. New home developers have been buying land by the parcel as sites for new houses. In spite of many

new home tracts, two of which are pictured above, there is still room for thousands of more homes and apartments. Torrance, with its 18.8 square miles still has lots of land available for new home construction with much of the acreage lying in the area north of 190th street.



BANK FOUNDER . . . Judge George Wallace Post organized the Torrance National Bank in 1913. Today the institution is housed in a modern building at Sartori and Marcelina. Judge Post came to this community at the behest of his old friend, Jared Sidney Torrance. He left a similar position in York, Neb., to found the local bank. He continued as president until shortly after World War I, when he passed the reins of management over to his son, James Wallace, who is the current president.



CABLE COLLECTORS . . . Rome Cable Corp., one of the largest manufacturers in the world of wire rope and conduits, maintains one of its two major plants in Torrance, shown in an aerial view at the left. Right, thin metal strip enters a machine which bends, shapes, welds, stamps, stiffens and cuts off, to emerge at the far end as heavy wall conduit. A complete line of thin wall tubing and heavy wall up to two-inch is manufactured at the Torrance plant. It was organized as Anderson-Carlson in 1946, and taken over by Rome in 1949. A. A. Andersen is vice president and general manager. Some 150 workmen are employed there.

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RETAIL CLERKS UNION
JOINS IN CONGRATULATING TORRANCE ON ITS 40th ANNIVERSARY AND WISHING CONTINUED FUTURE PROGRESS FOR THIS FINE CITY
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808 S. Palos Verdes

San Pedro

Termonal 2-0334

This firm salutes Torrance on the 40th Anniversary of this city's founding

A TORRANCE INDUSTRY SINCE 1946

Designers and Builders of Special Machinery
Fabricators of Metal Pipe

Cal-Metal Corp.

1157 W. Maple Ave.

MElo 4-4925

Torrance Described as City of Contented, Cozy Residences

(Reprinted from Torrance Herald of Jan. 1, 1914)
 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 were quick to realize the probable possibilities of such a city as Torrance, backed by the strongest financial and industrial interests of 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 Le-wellyn 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 unscientific, 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 highest praise. Dana Bartlett calls Torrance "America's first great industrial garden city."
 The city is divided into five districts: business, residence, industrial, unclassified and special quarters for non-Caucasians. All building construction in Torrance has been done with a view to durability, permanence and architectural beauty. The handsome concrete station erected by the Pacific Electric Railway, 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 and concrete 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 re-pair or make pipe connections.