



# WHAT'S DOING

R. S. Pyle, your Telephone Manager in Torrance



## Special schools for telephone people

The young lady at right is putting in her first day with the telephone company. Actually, she's in school, training at a practice switchboard to be an operator. In the same way, lots of other people with no telephone experience have become skilled in telephone work. We run many different schools for our employees, to train them as linemen, service representatives, and so on. This special schooling helps telephone people build better careers for themselves. And it also means your service is always in the hands of well-trained people. The men and women of Pacific Telephone work to make your telephone more useful every day.

## Seen "Telephone Time" on TV?

"Telephone Time" is a new dramatic TV series, on home screens in the Pacific West for the first time this month. It is narrated by John Nesbitt and based on his own true stories gathered the world over. This Sunday, "Telephone Time" brings you a suspense story called "Away Boarders". It tells of a risky and important capture during World War II of the German submarine U-505. Each week there will be stories of heroism, comedy, history or warm human emotion—always true, always entertaining. Make "Telephone Time" a regular Sunday viewing habit. Please check your television log for local time and station.



## MRS. PEITZKE HONORED

Friends and business associates of Mrs. Orda V. Peitzke recently honored her at a dinner party at Raffles Restaurant. Mr. V. A. Engel, General Commercial Manager of the Southern California Area, presented her with a service pin commemorating her fortieth year of service with our company. Twenty-five of those years have been well spent right here in the Torrance Business Office as a Service Representative looking after customer's accounts and service requests. Mrs. Peitzke's original plan, when coming to work for us, was to work during a two-week vacation period. However, she was asked to stay on and we are happy she did. During her years of service with us she has made many friends both in our company and among people in the community. Her daughter is on the staff of the University of Southern California and Mrs. Peitzke is an active member of the Eastern Star. This summer Mrs. Peitzke will be working in our Avalon Business Office, as she did last summer, but she will be back with us again in the fall.



PACIFIC TELEPHONE

# City's Origin, Growth Described by Founder

(Ed. Note:—The following article was written in August, 1916, by the late Jared Sidney Torrance, founder of the city, who herewith sets forth his reasons for founding the community).

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 near the harbor of San Pedro to which subsequently the name of Torrance was given. The Union Tool Company, one of the subsidiary corporations controlled by the

Union Oil Co., 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 St.

Land Purchased

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 sum of \$980,000; 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 \$2,000,000 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 wide main crosses our lands to a large, substantial reservoir near our northwestern corner.

Noted Planner

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

After protracted negotiations,

the deal was closed with the Pacific Electric Railway to build its railroad through the townsite and to serve the industrial interests which might locate there.

The contract with them also 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, 1915.

Iron Works

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 per cent 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, and the Hurrie Window Glass Company have built plants at Torrance. The shoe company failed, but all the rest are in operation.

Town Starts

Coincident with commencement of construction work by the Union Tool Company, the work of laying out the town of Torrance was begun. Architect Olmstead had completed plans and contracts were let by General Manager Sinclair for a vast amount of street work, a water distribution plant, a sewer system, street lighting, etc., and for 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. Indeed, some of them, in reference to racial matters, tread pretty hard on the toes of the Constitution of the United States.

In order to provide funds for

construction, the company created a serial six per cent coupon not 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 the stockholders.

Panic of 1913

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 possible 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 50 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 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 plant which, of course, was granted. The Llewellyn Iron Works was unable to finance their construction and carry out their

(Turn to Page 54)

SPIRITUAL FORCE is thoughts rule the world.—Ralph stronger than material; |Waldo Emerson.

YOUR BEST VALUE IN . . .

# REDWOOD FENCING

FENCE SPECIALS

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3 FT. HIGH ..... 60c Ft.  
4 FT. HIGH ..... 75c Ft.  
5 FT. HIGH ..... 90c Ft.

OCTAGON or DIAMOND DESIGN

REDWOOD FENCING

6 FOOT HIGH . . . 1.25 ft.

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CLEAR REDWOOD BOARDS • PRE-CUT  
OTHER SIZES AT COMPARABLE PRICES  
FENCE INSTALLED—40c PER RUNNING FOOT  
OR—DO IT YOURSELF  
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Fully Automatic ELECTRIC POP-UP TOASTERS

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MULTI-PURPOSE Squeegee Brush

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Makes work easier! No more bending!

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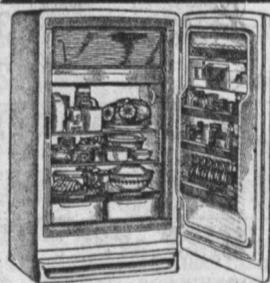


Starting at 8 a.m. Thursday, April 26

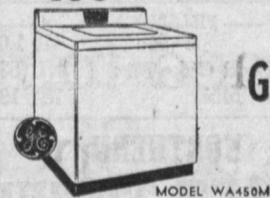
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Bring Your WIFE! Bring Your HUSBAND! RIDE, WALK or RUN! BUT GET IN ON THE CHANCE OF A LIFETIME OF SAVINGS

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THIS WEEK-END, APRIL 26-27-28 ONLY

## DEL MAR DRESSY FLATS & CASUALS . . .

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Values to 5.99

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ONE OF A KIND

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### LADIES'

Sizes 7 and 7 1/2 Only Values to 17.95

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Popular Cordovan WEDGE

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