

Torrance Herald

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TORRANCE WILL HAVE SPLENDID FLOAT IN THE RENOWNED TOURNAMENT OF ROSES

The annual Tournament of Roses at Pasadena New Year's day is the one big feature of mid-winter festivity in the Southland and has acquired as great fame as any of the great festivals of America or Europe. Tourists and travelers come from afar to attend the tournament and its features and fetes have yearly grown in magnificence and varied attractiveness. The advertising value of the tournament to the Southland has been of inestimable benefit. Where a city could gather enough roses on New Year's day for a great festival must surely be a climate balmy and zephyr kissed.

Torrance, foremost in taking advantage of opportunities offered and making opportunity where other cities find none, has decided to be represented this year in the Tournament of Roses with a beautiful float symbolical of and typifying the city industrial yet beautiful, and its principal industries.

The color scheme of the float will be red and white, and red and white roses will be profusely used in artistic design. One of the features typical of our industries will be a large shovel crane with a little girl in white seated in the shovel who will throw flowers to the assembled spectators. Another feature will be a forge from the Union Tool Works with a mechanic busily at

work before it, and in front miniature oil derrick. The name "Torrance" will be displayed in huge letters.

The advertising value to Torrance of such representation at the Tournament will be very great. Here are gathered men and women of wealth and prominence from all over the country and from other nations and their attention attracted to Torrance that might not easily be reached in any other way.

A large number of Torrance people are planning to attend the tournament this year and will be ready to boost for Torrance at every opportunity.

SUDDEN DEATH OF J. H. BILLINGS MANAGER CALIFORNIA SHOE CO.

The sudden death of Mr. J. H. Billings, manager of the California Shoe Company, of apoplexy Saturday, Dec. 27th, was a source of deep sorrow to all our people who have learned to know Mr. Billings during his business life in Torrance.

The funeral services were held Monday at Ocean Park and interment was at the Ocean Park Cemetery.

Mr. Billings had great faith in the possibilities of the shoe factory here and was building up a fine plant and developing a good market for its product in this state, Arizona, New Mexico and Texas.

"The next few years will see a revolution in the shoe industry on the Pacific coast, in that most of the shoes worn here will be made here instead of in the east and middle west," was his statement in a recent interview. "The label 'Made in California' on shoes will soon be as familiar as 'Made in Brockton, Newark or St. Louis.' Because of nearness to raw material, excellence of labor conditions, expanding markets and climatic advantages, the shoe industry is one of the most promising in Southern California.

"The Southern California Shoe Company has recently taken over the plant of the Fuller Shoe Company at Torrance. Although the industry is yet in its 'infant' stage, demands for California made shoes have compelled the proprietors to install additional machinery and plant enlargements to the plant."

Mr. Billings was a former Lynn, Mass., shoe manufacturer, and has seen the industry spread from Lynn and Brockton, the country's first great shoe centers, to Newark and thence to St. Louis. "Now it is coming to the Pacific coast," he stated, "and millions will be brought to this state when the industry reaches a more developed condition."

GROWTH OF A CITY GAUGED BY POSTAL DEVELOPMENT

A city's growth is often gauged by its postal development. And this is especially true of Torrance. The postoffice was opened Sept. 4, 1912 by S. F. Major, resident engineer of the Dominguez Land company, as postmaster and H. Burmaster as assistant postmaster.

The postoffice started with ten boxes but by the first of the present year it was necessary to install 20 additional boxes, due to the rapid growth of the city.

On July 18, 1913, H. Burmaster became postmaster, succeeding S. F. Major. It was only a month after this change in management that the postoffice was increased to its present capacity of 80 boxes and the gross sale for the past three months was \$600.

In a little less than a year the post-office department at Torrance showed a growth of 500 per cent, which at least indicates that the population of Torrance is not by any means at a standstill.

CAMPBELL SANTA CLAUS CHILDREN'S XMAS PARTY

Thomas D. Campbell, president of Thomas D. Campbell & Co., acted as Santa Claus to 50 children in Torrance on Christmas night, at a children's Christmas tree party. In addition to having a big tree around which the juvenile guests gathered in Campbell hall, each child received an appropriate gift. Following the children's revelry refreshments were served to the grown folks.

Mr. Campbell will make the children's Christmas tree party an established affair in Torrance, as the event proved to be a community affair of novel interest and great social get-together benefit.

ONE OF THE WONDERS OF THE MODERN WORLD

A Great Southwest Inspiration
The new city of Torrance, just on the edge of the great harbor, is to be prepared for business, and on the opening of the Panama Canal will be one of the wonders of the modern world. It is a deliberately-planned industrial center, whose destinies will remain in the hands of the captains of industry who are now upbuilding it. It is laid out on exceedingly broad plans, and in its streets, parking and all other public features, will offer an inspiration to the world. It is but little over a year since the plans were formulated and the work begun, and already the money expended there amounts to nearly \$4,000,000. A civic center is planned at a cost of \$150,000, which will be carried into practical form as fast as possible and all at the expense of the promoters. There is to be in this a

City Hall, a city library and a city hospital and auditorium and a kindergarten and public schools of a higher grade. Back of the city building is to be a huge water tower 160 feet in height. The hospital is estimated to cost \$400,000 and the library \$30,000. One great manufacturing plant is already installing machinery the building of which cost \$400,000. A great iron foundry and a railroad company are under contract to erect big shops at Torrance, and another that cost \$100,000 has a plant now in operation making a chain.—Times.

CHAMBER OF COMMERCE ELECTS NEW OFFICERS

Torrance has a live Chamber of Commerce that has already accomplished a great deal for the betterment of the city and vicinity.

This organization has always taken a prominent part in all public spirited measures and has devoted its interests with their neighboring organizations in working for the upbuilding and development of their section. Among the most recent important improvements that Torrance Chamber of Commerce has been actively engaged in is the Coast boulevard and the Redondo-Riverside boulevard.

The Chamber of Commerce recently re-elected its officers for the ensuing year as follows: President, H. A. Marx; vice president, S. S. Rappaport; secretary, F. O. Gould; treasurer, Dr. N. Leake. Directors: Herman Burmaster, S. Salm, H. Dolley, H. A. Marx, Sidney Moyle.

NEW MANAGER OF THE SHOE COMPANY ARRIVES

Mr. F. J. Murphy of Auburn, N. Y., who has been secured to take the management of the California Shoe Company, to succeed Mr. J. H. Billings whose death occurred recently, arrived in Torrance Monday and took up the duties of his position immediately.

Mr. Murphy has had many years of experience in the business and will add much strength and prestige to the company.

Mr. Murphy occupies a suite of rooms at the Hotel Brighton.

Mrs. F. Jordan and her little daughter Frances were Los Angeles visitors Monday. Miss Frances remained in the city to visit friends for the remainder of the week.

TALLEST TOWERS UP AT INGLEWOOD

May Be Seen From Los Angeles;
Big Acreage Project
Launched

Since the bonds were voted for the new Manual Arts high school for Inglewood, many real estate deals have been closed.

The Centinella Improvement Company have placed over 4000 acres on market. This large tract extends from Inglewood to Playa del Rey, and is regarded as one of the finest acreage properties along the coast. The company will provide for ample water supply for settlers, and have good assurance of a car line from Inglewood to Playa del Rey. Special efforts will be made to locate factories along the Santa Fe railroad, which line runs through the land.

"RICHMOND" LAST IN MARINE OIL CARRIERS, ARRIVES IN 'FRISCO

Standard's New Tanker Has Capacity of 2,250,000 Gallons
Plus Fuel

The Standard Oil Company's new tanker, the last word in oil carriers, the "Richmond," has just arrived in San Francisco from the shipbuilders' yard, Quincy, Mass.

She is a single screw, oil burning steamer, with machinery aft, and built throughout of steel. Her dimensions are: Length 436 feet; beam 54 feet; depth 24 feet; load draft 26.4 feet. There are three steel pole masts, the foremost having three 8-ton derricks, the mainmast 2, and the mizzen 1. The hold is divided into 8 double tanks filled for carrying oil in bulk and has a general cargo space forward and a double and a double fuel oil tank aft of it, the latter being separated from the cargo tanks by a cofferdam. At load draft the vessel is prepared to handle 2,500,000 gallons of oil cargo and also 750 tons of oil fuel.

A double bottom is fitted under the engine and boiler room for carrying water ballast and reserve feed water. The fuel oil burning installation is the Union Iron Works Company's "Dahl" mechanical system.

KEEP AT IT

If a man of striking appearance passes by your place only at long intervals, you would scarcely recollect his features from time to time. If a person of ordinary appearance passes regularly for a short time, his face becomes firmly fixed in your mind.

The merchant who will advertise regularly even if only in a small space will be surprised to see how the public will look for him in his regular position and be disappointed if he fails to appear.

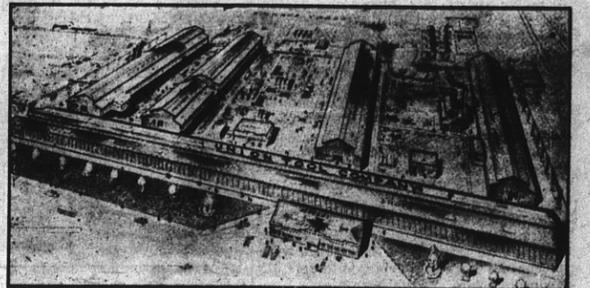
The familiar name in the business news is greeted with as much pleasure as the familiar face that you meet on the street. Once interest is created by a man's methods of advertising, readers turn to it as to a serial story.—Venice Vanguard.

We have labored under many difficulties on this first issue, but hope to improve upon each succeeding issue. The manager will soon become a permanent resident in Torrance property, build thereon as soon as possible and put in a plant of such size as business may warrant.

AMERICA'S FIRST GREAT INDUSTRIAL GARDEN CITY

Torrance a City of Beauty, of Work, of Contented, Cosy, Artistic Homes, Where Play and Education and other sides of Life are Recognized and Provided for to make Truly Efficient Employees.

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



Union Tool Works, Torrance

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 strength of financial and industrial interest 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 definite concluded plans for the removal here of such other great establishments as the Lewellyn 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. Dan 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 fire resisting material.

CHRISTMAS TURKEY FOR ITS EMPLOYEES

The Union Tool Co. continued their beautiful Christmas custom of presenting each employee with a plump turkey for their Christmas dinner as an appreciation for faithful and loyal services during the year then drawing to a close.

One of our merchant friends handed his card to us this afternoon. We read the following: "Remember that the Devil lived in Heaven until he began knocking his own town."

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.

Thorough 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 Co.
- Hendric Rubber Co.
- Moore Auto Truck Co.
- Torrance Pearl Mfg. Co.
- California Shoe Co.
- So. California Lime and Cement Co.
- And it is to be the future home of—
- Pacific Electric Car Building Shops. (To employ 1000 people.)
- Lewellyn Iron Works. (To employ 700 workmen.)
- National Mosaic Tile Factory.

And other industries as they learn of the advantages and resources of Torrance.

These above mentioned industries, when working to full capacity should employ 3000 men. Conservatively estimated, this should mean a population of 15,000 people.

NOVEL SOUVENIR OF A TORRANCE INDUSTRY

Thos. D. Campbell & Co. are presenting all who call at their office with a novel souvenir made from the shells out of which the Torrance Pearl Manufacturing Co. have made their buttons. The articles are made up attractively and make a most interesting souvenir of one of Torrance's promising industries.

"Get Wise and Advertise."