

Chapter One

THERE ARE TWO PARTS  
To EVERY DOLLAR

the part you spend  
and  
the part you save

(To Be Continued)

State Bank of Lomita  
"THE FRIENDLY BANK"  
H. V. ADAMS, Cashier

Get Your



GROCERIES  
at TUCKERS'

City Prices

ICE CREAM, SOFT DRINKS, CANDY, TOBACCO  
Cor. Narbonne & Red. Blvd. LOMITA



POULTRY  
SUPPLIES

Hay, Grain  
and Fuel

COAL AND BRIQUETTES

FRED STOCK  
Telephone 172-R-3

LOMITA

CAL.



CHILDREN LIKE OUR BREAD

all the time. A slice covered with butter, jam, or honey is always in order with the youngsters. Give them all they will eat and they'll thrive and grow strong. There never was a truer saying than "Bread is the staff of life," especially if our bread is referred to.

Two Stores GLOBE BAKERY Two Stores  
Lomita S. L. GROVES Torrance  
Phone 177-J-2 GORDON GROVES Phone 122

G. E. MOORE, ELECTRICIAN

Announces the opening of headquarters in the Telephone Building on Weston street. The details of WIRING, MOTOR WORK, TESTING, AND REPAIRING will receive careful attention.

REDONDO BEACH

"Cooler in Summer ~ Warmer in Winter"



Largest Warm Salt Plunge in the World  
FILTERED SEA WATER—PURE AND SPARKLING  
Open daily 10:00 a. m. to 10:00 p. m.; Sunday, 8:00 a. m. to 6:00 p. m. Let our instructor teach you to swim and dive.  
Thursday—Bargain Night—Ladies 25c After 6:00 p. m.

Dancing

Tuesday, Thursday, Saturday and Sunday evenings and Sunday afternoons. Dancing lessons by appointment.  
Best Beach for Pier and Deep Sea Fishing  
SUNDAY BAND CONCERTS

"East Los Angeles Industrial District" Beehive of Activity

Growth Is compared to Pittsburgh, Chicago and Gary

Through the courtesy of Willis Owen, railroad industrial councillor who specializes in facts relating to railroads, coal and iron mines, factories and industries, the Herald published a map last week of the East Los Angeles Industrial district, where is taking place the greatest development in the history of Los Angeles, if not of the Pacific Coast.

Because of the magnitude and wide extent of these operations Mr. Owen suggested the name, "East Los Angeles Industrial District," and it met with instant approval on the part of the press and the public. The article which he prepared to accompany the map makes clear its significance.

"Los Angeles must prepare to meet radically changing conditions which will make for a bigger and better city. This becomes more apparent each day as one watches its growth and studies the contributing causes.

"We all know it is growing rapidly, and some of us go so far as to make definite estimates of what this growth will be within a given time and give our reasons therefor.

"William May Garland, ever active in civic progress, dispels the darkness of the night with an electric sign which proclaims that the population of Los Angeles will be 1,250,000 by 1930, and gives many good reasons to justify his prophecy.

"E. G. Lewis, who has started the realty world with his wonderful addition to the fastest growing city on earth, says we will have 2,500,000 people here by 1942, and is actively promoting this increase.

"These estimates are too conservative, and are undoubtedly made without reference to the developments in the East Los Angeles Industrial district. This district has jumped from obscurity to industrial front-rank importance in six months, and the operations have assumed such huge proportions as to be spectacular—and when I suggested this name I probably builded better than I knew. Today, in Los Angeles, we are witnessing another Pittsburgh, Gary, and Chicago in the making, and in the near future there will be a great city of coal and coke, iron and steel, factories and industries, ultimately extending to the ocean, so colossal we will forget we ever wrote about oranges, tourists, and climate as an asset. Farscoring eastern capitalists recognize the possibilities here, where because of climate buildings of a given character cost 22 per cent less to erect and 14 per cent less to maintain, and labor is 20 per cent more efficient.

"The district in question consists of the Union Pacific Railroad Industrial district, Union Pacific Manor Business district, Santa Fe Industrial tract, the Central Manufacturing district, and other concerns, and the claim is made by those familiar with such enterprises that within a very few years more than 50,000 workers will be employed within its confines, and more than 250,000 people will have been added to the population of East Los Angeles, and adjacent towns, independent of the growth of the balance of the city from other causes.

"It is claimed that the coal and iron deposits in Utah, Colorado, and California will be rapidly developed, and that they must find an outlet through this district. Three transcontinental railroads center here, and factories, industries, shops, yards and great railroad freight terminals are now being built, hence these estimates do not seem excessive.

"Gary, Indiana, was waste land a few years ago; now nearly 200,000 workers are employed there, according to information given by the Gary Board of Trade, and the increase in realty values has been startling. Lots that sold for \$1,000 each are now held for \$100,000 or more, each. I hesitate to prophecy what will be the values in Los Angeles.

"At the present time the greatest activity in the East Los Angeles Industrial district centers in the operations of the Central Manufacturing district, where nearly 1000 men are engaged in building the Los Angeles Junction railroad, which will unite the Union Pacific, Southern Pacific, Santa Fe, and Pacific Electric in one efficient system, and in grading and paving streets, laying foundations and erecting buildings.

"As this enterprise is new to the Pacific Coast and to Los Angeles an explanation of just what it is and does is timely, and can best be given by reference to a booklet entitled, 'Efficiency and the Central Manufacturing District of Chicago,' and to information from other sources.

"That district is a tract of some 300 acres in the center of Chicago. Two hundred factories and industrial plants have been built there, costing \$50,000,000, and employing 15,000 workers, with an annual payroll of nearly \$30,000,000.

"The annual factory output is \$1,000,000,000, and it is said these 200 concerns represent an invested capital of nearly \$1,500,000,000; also, it is pointed out, realty values in the neighborhood have increased nearly \$200,000,000 since these operations began. Rather startling figures, even in these days of big sums of money.

"The Chicago Junction railway, owned by the district, circles this tract and furnishes spurs or sidings running into or alongside of each factory or industry connecting directly with all railways entering

Chicago. Empty freight cars are delivered to your door and when loaded are at once sent to their destination. At your service there is steam heat or electric coolers and power. There are banking facilities, postoffice, express and messenger service, telephone exchanges, police and fire patrol and protection, labor without limit of every kind and quality, and specially constructed homes and apartments in the immediate vicinity—1,200,000 people live within a four-mile radius of the district.

"All the personal battles which the average business man must fight lone-handed, such as building regulations, city ordinances and other legal requirements—street-car service, heat, light, sewage, paving, water, switching charges, storage, adjustments, insurance, taxes, lawns, flowers, rest rooms hospitals schools—all have been fought out by a board of experts and specialists and a business man knows what he can do and what he can have, and just what it will cost him. These exceptional facilities have attracted manufacturers from all over the world.

"He can buy the ground and erect his own building on—he can have a building erected on a rental basis and can be financed if he so desires.

"The district has a central administration building and, in short, seems to be a regular industrial municipality where efficiency has been developed to the highest degree—and all of this has combined to make it the largest market of any kind in the world.

"The Central Manufacturing district of Los Angeles is owned and controlled by the same body of men who have achieved such success in Chicago, and as it is proposed to duplicate in Los Angeles, as far as possible, what has been done in Chicago, its importance to this city as well as to the adjacent towns is readily seen.

"The Union Pacific is said to be the wealthiest railway system in America and it is planning not only for Los Angeles of today and for the Los Angeles of 2,500,000 people, but for what will eventually be one of the greatest cities in the world—the 'City of Los Angeles to the Sea.'

"Reduced to plain terms these vast enterprises, when fully developed, mean the building of more than 40,000 new homes, 2000 office buildings, hotels, rooming houses, bungalow courts, apartment houses, cafes, theatres, markets and banks, and that the approximate cost or investment of which will reach the huge total of \$200,000,000, and that nearly two hundred miles of new streets and sewers must be built. 'Staggering!' is the only term that describes this condition, which means profit for thousands of workers, merchants, and investors, in real estate.

"Los Angeles is now importing nearly \$1,000,000,000 per annum of goods that should be manufactured here, and these developments mean that the tide will soon turn the other way and we will export instead of import these goods.

"The Union Pacific Railroad, which is the greatest factor in the development of the East Los Angeles Industrial district, has expended nearly \$2,000,000 in the purchase of land upon which it is now developing Industrial Tract No. 1, just east of Downey road, for great modern factories and industries, and the modern factory is clean, artistic, and electrically geared.

"Carl R. Gray, president of the road, has just wired orders from Omaha for the immediate construction of locomotive, freight car and coach shops, engine houses, and other related facilities at a cost of \$1,750,000.

"Officials of the road estimate that in time more than \$50,000,000 will be expended in these various enterprises, and more than 150,000 people will derive their support from them.

"As this district has direct rail connection with Los Angeles harbor, which means the Islands and the Orient, with their millions of buyers, its potentialities become apparent. It means great development for the harbor and nearby towns."

If Kidneys and Bladder Bother

Take Salts to flush Kidneys and neutralize irritating acids.

Kidney and bladder irritations often result from uric acid, says a noted authority. The kidneys filter this acid from the blood and pass it on to the bladder, where it may remain to irritate and inflame, causing a burning, scalding sensation, or setting up an irritation at the neck of the bladder, obliging you to seek relief two or three times during the night. The sufferer is in constant dread; the water passes sometimes with a scalding sensation and is very profuse; again, there is difficulty in voiding it.

Bladder weakness most folks call it, because they can't control urination. While it is extremely annoying and sometimes very painful, this is often one of the most simple ailments to overcome. Get about four ounces of Jad Salts from your pharmacist and take a tablespoonful in a glass of water before breakfast; continue this for two or three days. This will help neutralize the acids in the urine so it no longer is a source of irritation to the bladder and urinary organs, which then act normal again.

Jad Salts is inexpensive, harmless, and is made from the acid of grapes and lemon juice, combined with lithia, and is used by thousands of folks who are subject to urinary disorders caused by uric acid irritation. Jad Salts is splendid for kidneys and causes no bad effects whatever.

Here you have a pleasant, effervescent lithia water drink, which often quickly relieves bladder irritation.



FINE GROCERIES  
for that  
Thanksgiving  
Dinner.

YOU WANT THINGS EXTRA FINE FOR YOUR BIG THANKSGIVING DINNER, AND WE HAVE THEM FOR YOU.

JUST COME INTO OUR STORE AND SEE THE TEMPTING THINGS WE HAVE IN PLAIN AND FANCY GROCERIES, FRUITS AND VEGETABLES. WE CAN SHOW YOU MANY THINGS THAT WILL HELP TO MAKE YOUR DINNER A GREAT SUCCESS.

YOU WILL LIKE OUR GROCERIES, OUR PRICES AND OUR PROMPT SERVICE.

FRESH GROCERIES — "LOWEST PRICES"

FESS GROCERY

PHONE 9

TORRANCE

LOMITA RESTAURANT

HOME COOKING and SHORT ORDERS  
Special Attention Given to Parties

Mrs. L. E. Dawson

Lomita

California

HEMSTITCHING

COLORED THREAD SUPPLIED

All Scallops Stamped Free with Hemstitching

MRS. DEWITT

Lomita

Opposite Brethern Street



TO KEEP YOUR SHOES LOOKING NEW

and wearing well—to avoid that "run down" appearance of so much footwear—let us repair them in time. We will keep both the uppers and soles and heels in perfect condition, saving you money and enabling you to wear your comfortable old shoes a long time.

D. C. TURNER  
In Rappaport's Store  
Torrance

It Don't Cost You Any More

to have your shoes fixed right, then why not? We do only first-class repair work. My desire is to please you.

HOFFMAN'S SHOE HOSPITAL

1212 Murray Block

Torrance

EXPERT SHOE REPAIRING

Ladies Our Specialty

Lomita Shoe Hospital

Cooking Utensils must be CLEAN

For quick results on all metalware use



SAPOLIO

Cleans - Scours

Polishes

Cake and powder



Sole Manufacturers Enoch Morgan's Sons Co., New York, U.S.A.