

Covers the Torrance District Like a Blanket.

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HUGE PLANS FOR THIS CITY ANNOUNCED TO PAVE NORMANDIE TO HARBOR CITY

WORK UNDER WAY FOR BEST FACTORY DISTRICT IN WEST

Company Engages Experts to Prepare Maps for Big Industrial Development of Its Acreage South of Carson Street

SPUR TRACKS WILL BE BUILT AT ONCE

High Officials Assert Territory Will Be Developed as Modern Manufacturing Area as Soon as Plans are Approved

By THE EDITOR

Immediate development of the most modern industrial district in the west, to be located south of Carson street and west of the railway in Torrance, was officially announced by high officials of the Santa Fe Railroad Company this week.

Engineers and industrial planning experts are already busy on maps and plans for comprehensive improvement of the district for factory-site purposes, and actual work in the area will be started as soon as the plans are completed and approved.

That the Santa Fe Torrance industrial district will be the most up-to-date on the coast is assured by the fact that the company's plans call for construction of all spur lines and transportation facilities immediately.

Santa Fe high officials stated this week that their confidence in the industrial future of the Torrance district prompted them to build trackage at once, so that industries locating on the various sites may be served by rail at once.

It is the avowed and official intention of the railway company to concentrate the activities of its big industrial department on the business of locating selected factories on the Torrance property.

Actual development of the vast area now owned by the company north of Carson street will not take place at once, although plans for its future improvement will be made.

DOUBT IS DISPELLED

All doubt as to the plans of the company for the use of the land was dispelled Monday when Santa Fe officials formed Carl L. Hyde, secretary of the Torrance Chamber of Commerce, and the writer that title to the non-oil-bearing land will be transferred from the Chancellor-Canfield corporation to the railroad's land-owning subsidiary, the Santa Fe Land and Development Company.

The acreage slated for immediate improvement with industrial facilities will be developed in accordance with a preconceived plan drawn up by the best planning talent the company is able to secure. When the improvements are completed, the district will be in such condition as regards roads and transportation and other facilities that a manufacturer can move in immediately.

Industrial sites in the district will be both sold and leased to selected industries, but the company will sell no land for purposes of speculation. Manufacturers of substance will be sold or leased only as much land as they actually need plus additional property for reasonable expansion.

When the tract is completed, the Santa Fe contemplates advertising extensively the advantages of the district for industries and the manufacturing potentialities of the Torrance area. This was stated Monday on authority.

Owned and promoted by such an organization as the Santa Fe, the district will be brought to the attention of every substantial manufacturing concern that contemplates moving or the establishment of a factory in Southern California.

The Santa Fe ownership also guarantees the people of Torrance and industries locating in the district that factories of unstable or objectionable character will not be permitted in the area.

SURVEY JUSTIFIED
With general acceptance of the fact that Southern California is moving toward the harbor, the Santa Fe plan for the Torrance district assures an industrial future here that is positively unequalled on the coast outside of Oakland. Certainly no area in the harbor district can match the Santa Fe area in point of expertly designed and natural advantages.

In view of the statement repeated by Santa Fe officials that the survey prepared by Eberle and Rigieman for the Chamber of Commerce and paid for partly out of city taxes was one of the most potent factors in deciding the company to buy and develop land here, it is obvious that the industrial and civic survey constitutes one of the best investments that the people of Torrance ever made—an investment that will yield dividend after dividend as the ideal industrial district planned by the Santa Fe builds up with factories.

MAKING HISTORY
The Santa Fe purchase, and the plan on which the company is now working for the industrial development of the land, are easily the most important items from the standpoint of the future of Torrance, its neighboring territory and the whole harbor district, in the history of the region between Los Angeles and the harbor.

That Torrance has been selected by the Santa Fe as the hub of harbor district industry is a high compliment to the vision of Jared Sidney Torrance, to those men who have carried on after his death, and to the people of Torrance who have maintained faith in their community through dark days and bright.

JUSTIFIES CONFIDENCE
The Santa Fe plan is a justification of the confidence of Torrance men and women who (Continued on Page Eight)

International Relations Will Be Featured at Club Meeting Talented Dancers Will Appear



Eleanor Turley, director of dancers who will appear at Women's Club meeting Tuesday.

Tuesday will be International Relations Day at the Women's Club, both at the luncheon and at the meeting in the afternoon. Mrs. P. E. Keeler, vice-president of the Long Beach Council of International Relations, will speak at the luncheon, and K. S. Bean, executive secretary of the Los Angeles Council of International Relations, will be the afternoon speaker.

Eleanor Turley of the dramatic and dancing department of the Los Angeles Institute of Musical Art will present a number of her pupils in a program representing a dance of nations, the numbers being: China—"Pee-Chee-Lee"; Betty Ginter; Holland—"Dutch Piratation"; Evelyn Hodgins; Lucille Jenkinson; Spain—"Carmelita"; Dora Louise Burgher; Japan—"Cherry Blossoms"; Mary Hodgins and Yvonne Stone; Russia—"Trepah"; Peggy - Lee Amberson; Egypt—"Egyptienne"; Yvonne Stone; Scotland—"A Highland Lassie"; Peggy-Lee; Italy—"Roman Youth"; Ysabel Weisse; America—"A Primitive Way"; "Indian Tribal Dance"; Yvonne Stone; (b) period of 1860, "Old Fashioned Belles"; Peggy-Lee Amberson, Peggy Davis, Marguerite Rockhold, Marjorie Kenyon, Mary Hodgins, Yvonne Stone, Dora Burgher, Doris Hand.

Eleanor Turley, who has studied at the Louis Chalif Russian School of Dancing of New York and the Danish School of Los Angeles, and with Marion Morgan Creator, director of the Morgan Dancers, has gone to a great deal of work in putting on this program, even going so far as to make a special trip to Torrance to obtain the dimensions of the stage at the clubhouse.

Eleanor Turley's dancers are accompanied by Ruth Boomer, well known teacher of piano and accompanist of Wetzels.

All reservations must be made by Saturday night.

Lingenfelter to Talk At Kiwanis Lunch

Rev. B. H. Lingenfelter will be the speaker at the regular weekly luncheon of the Torrance Kiwanis Club this week. Rev. Lingenfelter is a favorite speaker at the Rotary Club, of which he is a member, and the program committee anticipate an interesting meeting for the local Kiwanians.

Torrance High Students Form New Music Club

Sweet spirits of Rimsky-Korsakov and Tchaikowsky! Our musicians are at it again. Music-lovers of Torrance High School have formed a club, name as yet undecided, with Lex Brincy as president.

NOMINATE CHAMBER BOARD

Ten Candidates for Director-Are Chosen by Members

ELECTION NEXT WEEK

Five Will Be Finally Chosen From Ten Nominees

Members of the Torrance Chamber of Commerce will elect five new directors of their organization next week. The selection will be made from 10 nominees chosen at the primary, which closed Monday afternoon.

The ten nominees and the vote they received are as follows: George Neill, 48; G. Maxwell, 45; Sam Levy, 38; Rufus Page, 28; J. C. Smith, 27; Harry Dolley, 24; Dr. George P. Shidler, 18; Hurum Reeve, 15; Charles Vonderah, 14; Warren Johnston, 13. There were 101 ballots cast.

Mr. Maxwell is associated with the Chancellor-Canfield Midway Oil Company, subsidiary of the Santa Fe Railroad, and the fact that he received such a heavy vote indicates a wholesome desire on the part of members of the Torrance Chamber of Commerce to cooperate to the fullest extent with the Santa Fe in that company's plans for the development of the industrial land which the railway organization recently acquired on the west side.

Ballots for the final election of directors will be mailed out early next week. The polls will close at 5 p. m. on Monday, Jan. 25.

The following directors of the chamber continue in office: George Proctor, Wallace Post, Brian K. Welch, and W. Harold Kingsley.

Benefit Ass'n Officers Take Chairs Friday

At a public installation held Tuesday evening at the Women's Clubhouse the officers of the Women's Benefit Association were seated by Mrs. Julia C. Ginn, deputy great commander, assisted by the Long Beach drill team.

The new officers are: Commandeer, Hughena Roberts; lieutenant-commander, Mary Blanchard; commander, Mae Tomkins; collector, Rachel Gay; record keeper, Mabel Trimm; lady-at-arms, Caroline Stroh; chaplain, Henrietta Perkins; sergeant, Bertha Bradford; sentinel, Robina McLaren; picket, Ida Olliges; musician, Mabel Bath; captain, Anna Stadig; color bearer No. 1, Mary Guyan; color bearer No. 2, Leatha Munnie.

Following the installation ceremonies a splendid program was presented, which included vocal solos by Miss Rose Rothleder, Mrs. Irene Jordan, Mary Guyan, and Freda Southworth, who were accompanied at the piano by Mrs. Juliette Johnson, Mrs. J. V. Murray, and Allene Woodburn, respectively.

Mrs. Voris gave a piano solo; a selection by a quartet consisting of saxophone, banjo and piano was enjoyed; and little Miss Voris presented a fancy dance.

23 for the matinee, and two weeks later "Lohengrin" will be played. Those interested will attend both operas, as the prices are reasonable. The object of the club is to promote interest in the study of music.

Public Invited to Big Dinner Meet of Harbor District Body Tonight; To Crown Merriam 'King'

Torrance and Lomita men and women are invited to attend the big dinner meeting of the Harbor District Chambers of Commerce which will be held at 6 o'clock tonight at the Women's Club. Three hundred and fifty persons from all parts of the great harbor area are expected to attend. The price of admission is one dollar.

The Torrance Chamber of Commerce has arranged a program that is calculated to make the meeting in Torrance one of the most successful ever held in the brilliant history of this progressive organization.

George Proctor, president of the Torrance Chamber of Commerce, wishes it especially understood that all citizens of Torrance are welcome. From the time the dinner starts until the closing minute there will be something doing, according to Rufus Page and Hurum Reeve, who have arranged the program.

To start off the evening, Frank Merriam, speaker of the California House and president of the Harbor District Chambers, will be crowned as "king" of the organization. This impressive ceremony has been arranged by Mr. Reeve and Mr. Page and bids fair to create plenty of merriment. Appropriate costumes for court dignitaries and for the "king" himself have been secured.

W. Harold Kingsley will deliver an address of welcome to the visitors. Rufus Page has arranged a group of songs for community singing and will lead the gathering.

Miss Elsie Teal will play a piano solo. There will be an exhibition of Charleston dancing by Miss Dorothy Howe, accompanied at the piano by Miss Virginia Watson.

H. A. Payne, Los Angeles county auditor, will speak on "County Affairs."

There will be several selected numbers by members of the California Elsteddof Association.

Fay Parks and Harvel Guttenfelder, assisted by Boy Scouts, will direct traffic to the clubhouse.

The decorations are in charge of Ed Hudleston and Arthur Finster. Residents of Torrance who plan to attend are requested to come early, so that congestion at the doorways may be avoided.

"The Pink Sheet," official organ of the Harbor District Chambers of Commerce, is devoting its issue of this month to the city of Torrance. Copies of this interesting booklet may be secured at the dinner.

To acquaint harbor district visitors with the history of Torrance, its present and its future, the Chamber of Commerce has prepared an attractive booklet in three colors. Copies of this booklet will be at the dinner tables.

Observations

By W. HAROLD KINGSLEY

WHEN the paper in which this is published is off the press, the writer will have heaved a vibrating sigh of intense relief. And so too would you were you in his boots.

Because when this effusion thrusts itself upon the world, yours truly will have completed an address that has been hectoring his mind for about two weeks.

There are various kinds of public addresses. One brand is that which issues from the lips of an individual who talks a lot and doesn't say anything. Another variety is the meaty sort that is omitted from the vocal organs of him who says a heap in a few words.

SPEECHES are common. Good speeches are rare, even in these days of wholesale oratory. And the value of a speech is measured in direct proportion to the interest it contains for the audience on which it is inflicted. And it is because of thorough knowledge of the fact contained in the foregoing sentence that the writer hereof has been worried.

Because in a moment of weakness, when his vanity perhaps was tickled somewhat, he agreed to address Southern California editors and students of the university schools of journalism in Los Angeles on the morning of Thursday, Jan. 14.

Perhaps that doesn't sound so bad to you, involving as it does, me, who always talks too much and leaps with lack of restraint, his feet on every possible occasion to voice opinion.

But talking on the subject of "Editing the Modern Newspaper" before an audience of experts in the business of doing that very thing is a task that would give any newspaper man considerable pause and a large portion of anxiety.

TAKEN by and large newspaper men, particularly those who edit newspapers, know their business about as well as the members of any other craft on earth. This because the job of editing a paper is one of the most highly specialized of all vocations. It requires plenty of training. To edit a paper well requires something more than that.

Your successful modern editor must be a combination of writer, business man, diplomat, preacher, advocate of tolerance, leader, follower, humble servant, town booster, and political factotum.

And among the editors of Southern California there are many of these. To tell those men something about editing a newspaper, and to tell it in such a way that they will get something from it, is about the most difficult task that this member of the craft ever agreed to tackle.

As the time approached I felt like a banker in a North Dakota county seat setting out to instruct J. P. Morgan, W. C. Durant, Andrew Carnegie and John D. Rockefeller in the applied art of corporate finance.

And if I utilize this space to air my trepidation you will bear with me as one whose mind is rendered so humble in the face of what impends that he can think of nothing else.

PLANS ARE ORDERED DRAWN

Board of Supervisors Approves Petition for Important Work

SOUTH TO OCEAN AVE. Highway Will Be Improved South From 182d Street

Normandie avenue will soon be paved from 182d street in the southern part of Gardena to Ocean avenue in Harbor City.

This assurance, of vast importance to this district, came recently when the Board of Supervisors approved the petition asking that the work be done and ordered plans and specifications drawn.

Notices for the paving of 182d street, from Normandie avenue to Vermont avenue have been posted and a petition is out now for the paving of 182d street as far east as Main street. The work on the street department of Los Angeles has been going under the supervision of Will W. Dow of Gardena, was completed Tuesday, and 182d street can be paved at that point when construction begins on 182d street.

A decision of the Supreme Court on the constitutionality of the Mattoon act is expected in March, and work can begin on the west side of Vermont avenue between Manchester avenue and 165th street as soon as that is handed down, it is stated.

Vermont avenue, which will extend from 165th street to 182d street, will turn at 182d street and follow that route to Normandie and then south on Normandie to San Pedro.

Actual construction on this part of the route south of Gardena will be pushed, and later joined to the rest of Vermont avenue as it is paved.

Membership In Hospital Ass'n Expired Dec. 31

Dues Should Be Paid Before Meeting Second Wednesday in February

Annual memberships in the Torrance Hospital Association automatically expired Dec. 31, with the close of the organization's fiscal year. All those who held such memberships during 1925 are requested to renew them before the next meeting, the second Wednesday in February, if they wish to take part in the transaction of business.

Former Torrance Resident Meets Death in Collision

Mrs. Frank Wilson of Watts was a guest of friends here Friday. Mrs. Wilson formerly lived on Angeles avenue.

There are many friends here who were not aware of the fact that the Frank Wilson who died in a collision with an electric train at Watts was the Frank Wilson they had known.

Mr. Wilson was employed at the P. E. shops here for two years, and was well and favorably known. Leaving Torrance, Mr. and Mrs. Wilson made their home in Watts until three months ago.

There are no survivors with exception of Mrs. Wilson's two nephews to make her home.

(Continued on Last Page)