



Young Torrance, Erect, Vigorous, and Courageous, Faces the World With All the Enthusiasm of His Twenty-Five Years of Municipal Life and Tells His Story of Sound Progress.

"I AM Torrance," said The Voice.

It was not a deep, rumbling bass voice such as is used by wild and woolly towns of a masculine predomination; nor was it a shrill, piping tenor like some of the others. And it certainly was no woman's voice.

No, it was a robust baritone, full of strength and vigor, yet tempered by culture. A real man's voice from a real man's town, where that man had enjoyed some of the refining touches only a woman can give.

"I am Torrance. And you ask ask me for my story?"

Age in Doubt

"WELL, to begin with, I suppose I should tell my age. And right away I am puzzled. For if you consider that I was born when the city was incorporated, I am but 15 years old. On the other hand, I burst into being, full-fledged, with a factory and a number of houses for my workers and the necessary business establishments, late in 1912—which would make me nearly 24. But actually I consider I am just a quarter

of a century old this year.

"For my real beginning must have been in the brain of the man who conceived me and whose name I bear—and that must have been about mid-summer in 1911.

"Yes, during these 25 years I have seen some marvelous things. And, if I do say so, I've made some other cities sit up and take notice. Not many of them can boast of the initial preparation that was given me. Not many can point to a record such as I have made in 25 years. Not many can look forward to the future with the confidence I have."

Not a Boast

NO, HE wasn't boasting. He was telling the truth. For Torrance has set and will continue to set records that are unequalled in all the world.

"Take that planning, for instance. I was put in the hands of the world's foremost city planner of his day, Frederick Law Olmsted, and he produced his masterpiece. Even Uncle Sam concedes that, for when he planned Boulder Dam he took my map and reproduced it on the desert for the city that was to be Boulder City. Drive over there and you will notice how 'at home' you feel among its streets, duplicates of those you see here.

"No poles along the streets. No traffic obstructions. Business between residential districts, with short-cut, diagonal streets to carry you from one side to the other. An alley in every block, with two in some, so the rear of every building is as accessible as the front, hence no sidewalk freight de-

liveries. Even in residential sections you can have a garage on the rear of your lot and need not put down a driveway to cramp your valuable room.

A Different City

"INDUSTRIES and plenty of them, but all on the wings of the town. 'The Modern Industrial City,' they call me; and some people begin to compare me with Pittsburgh and Gary. We all make steel, but there the resemblance stops. For I don't have smoke pouring over my houses. I don't consist of a group of squalid, miserable huts. I don't have noise to bother the housewife. My factories were put on the edges of town, handy to homes and business—often just across the street—yet so located that all my noise and smoke, if any, take advantage of the prevail-

ing winds and blow away from town.

"No, my planner made just one mistake. He didn't figure on how big I'd grow and he didn't leave enough room for all the houses I'd like to have and need.

Future Favorable

"WHAT of the future? Well, I'm pretty well satisfied to hold what I've got for a few years. What I want now is not business—it is homes! Homes for my workers that I already have. Why I furnish employment to enough people to populate a town twice my size right now! Half my workers have to come in the morning and leave town at night!

"I have room to put them. Within a mile of their work there are thousands of lots that could be developed—and a mile isn't very far to go to work these days. But what I need most is someone like Mr. Torrance, someone with foresight enough to visualize what can be done—and then go ahead and do it. Can you find him for me?"

FLASH!

Torrance to Get NEW \$250,000 FACTORY

IT COULDN'T have been more timely. For just as the finishing touches were being placed on Torrance on Review, with its pledge of "a visualization of the future," came the first details of what may prove to be one of the first future events to attain realization.

Arrangements have been completed for a new factory for Torrance which will employ, when operating at full capacity, 200 men. The factory is that of the Elecsul Corporation, and will be located at 208th street and Western.

The company has been engaged for some time in the manufacture, in Los Angeles, of heat ducts. Several years have been devoted to extensive research on electric insulator products and this research has, according to C. J. Simmons, treasurer and general manager of the organization, reached the point where the product is delivering results far beyond any similar product on the market today.

To Torrance From L. A.

IT IS for the manufacture of these insulators that the Torrance plant has been designed and will be operated, at

first. However, future plans call for the removal of the Los Angeles factory to the new site after production is attained in the insulators, and at that time the heat ducts will also be "made in Torrance," while it is proposed to extend the field into all kinds of chemical porcelain.

At present, it is said, practically all electric insulators are made in the East, due to the supposed fact that western materials were not of the proper character. But this company believes it has developed certain patented processes which not only refute the former idea

but actually result in a much superior quality of insulator.

Competing on quality, a world distribution is planned for the new insulators, although the territory for the heat ducts will be restricted to the 11 western states.

Associated with the Elecsul Corporation is Andrew Malinovsky, prominent research engineer whose reputation as an authority in the field of ceramics is worldwide.

Production in 90 Days

WITH construction of the \$250,000 factory in the hands of White and Taylor, it is believed that construction will

begin within the next 30 days, while in 90 days the plant will be in production.

Labor to be employed in the new plant will be highly skilled, instructed by members of the company. Contrary to frequent practice, the company prefers older men—those who have passed their 35th birthday. For Simmons declares he finds them to be much more loyal to their organization and of a steadier nature. In return, Simmons declares his company's policy to be to pay the highest wages and it is expected to retain that policy here.

Local men will be given the

preference in employment, not over 15 specialists being brought in from other cities.

Officers of the Elecsul Corporation are G. G. Halsey, president; Clarence R. Dennis, vice president, and Simmons, treasurer and general manager.

Simmons gives credit to Bronson C. Buxton, president of the chamber of commerce, for inducing his company to locate at Torrance. Principal reasons for the choice included low-cost lands in large quantities, the local reservoir of skilled labor, and a site near Los Angeles harbor.

• Sketch of Proposed Quarter-Million Dollar Plant for Elecsul Corporation. •

