



• Looking Down Sartori.

Torrance Herald Keeps Up With Growth of City

VOLUME I, Number 1, of The Torrance Herald carries the date line of January 1, 1914, indicating that the paper was started about three years after the first construction work toward building the new city was begun. First editor of The Herald was B. M. Knutson, of Gardena, who installed a printing plant in a small room on Cravens avenue in the Brighton Hotel building. He later moved the shop to the Erwin Hotel building on El Prado.

Editor Roberts

ON MARCH 24, 1922, Knutson sold the newspaper to C. P. Roberts, who at the time was publishing the News Letter at Lomita and a companion edition known as the Torrance Enterprise, printed at Lomita and distributed in Torrance. When Roberts bought out Knutson, he discontinued the Enterprise and moved his Lomita plant to Torrance. However, he continued to publish his Lomita News Letter at the Torrance printing shop.

Kingsley and Whyte

ROBERTS acquired The Herald when the oil boom was at its zenith and business locations in Torrance were very scarce. He was obliged to crowd his printing equipment into a small room at 1709 Carson street, opposite the Torrance Laundry.

A little over a year after Roberts acquired The Herald he sold it to its present owner, Grover C. Whyte, and W. Harold Kingsley, in June, 1923. Soon after acquiring the paper, Kingsley and Whyte moved the plant to a new building at 1421 Marcelina avenue, the location now occupied by the Torrance Electric Shop.

Kingsley Retires

JULY 14, 1925, Kingsley and Whyte incorporated the business under the name of Lomita-Torrance Publishing Company, which still remains the legal owner. However, the only stockholders of the company are Grover C. Whyte, Mrs. Whyte and Lute Fraser.

July 1, 1929, Kingsley sold all his stock in the company to Whyte and there have been no further changes in ownership to date.

THE El Prado Shoppe

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assistant postmaster, four regular clerks, one substitute clerk, three regular carriers, one rural carrier, one substitute carrier, one special delivery carrier, one custodial employe and one mail messenger, a total of 15 employes.

Two Strong Banks

FINANCIAL business of the city is handled by two banks, the Torrance National and the Torrance branch of the Bank of America. Both hold high rank among financial institutions for the splendid ratio of accounts and business to population.

The Torrance telephone system dates back to October 28, 1913, when the exchange was established with about 15 telephones.

By 1920, there were nearly 100 telephones in service and during the next five years the number increased to more than 460. There are now more than 990. During 1935, there was an increase of 89 telephones, and an additional increase of 27 during the first four months of this year.

Torrance telephone subscribers make approximately 2670 calls each day. The Torrance system represents an investment of nearly \$189,000.

Other Utilities

SIMILAR records are shown in the growth of other utilities, Torrance being served with electricity by the Southern California Edison Company and with gas by the Southern California Gas Company. Noteworthy in this connection is the extremely attractive manner in which the Edison Company has built its city sub-station. Located on Madrid avenue, among homes, the building was so erected that, unless one were told of its use, he would believe it to be another residence.

What of the future? All utility companies can provide any amount of service required. The Edison Company has completed arrangements whereby it can draw unlimited power from Boulder Dam, just as the city of Torrance can draw unlimited water as a member of

the Metropolitan Water district.

New Stores, Too

THAT local businessmen believe in Torrance's future is shown by the attractive new business buildings just completed. For in addition to the splendid municipal structures, local merchants have done their part in erection of new stores. Some of these are portrayed by pictures on our pages devoted to new construction but special attention is due the Star Department Store and Sam Levy, the former with a splendid \$26,000 new building—largest store in Torrance—and the latter with a \$5000 addition, doubling the size of his old store.

Both of these stores were opened this week, so they, too, are joining in putting new clothes on Torrance—and no pun is intended.

White Spot

OUR SURVEY of Torrance business conditions, therefore, indicates that it is one of the "white spots" on the map and that the future looks very, very bright.

Significant of this is the fact that while chambers of commerce in most cities are working toward inducing new factories, new business houses, the Torrance chamber is making no special efforts along these lines but is entering upon a strenuous campaign to obtain for the city more residences for the workers already here.



• Marcelina From Sartori.

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