

# BUSINESS BUILDERS Spur Progress

## Chamber's Teamwork Said Responsible for Development; Leaders Alert for Promotion

FACTS rather than theory, action rather than visionary hopes—these characterize the business operations of the Torrance Chamber of Commerce under past presidents and the present leadership of Alden W. Smith. Those who know and understand the functions of this civic organization believe that no other community agency is as alert as the Chamber in advertising Torrance and promoting its general welfare.

Through the printed word, personal contacts by directors and Secretary L. J. Gilmeister, and other media the Chamber reveals the countless commercial, industrial, residential and other advantages of this community, both to itself and to the world.

Bringing new industries to Torrance and expanding old ones is a major activity of this organization whose 1938-39 directors include Earl Bruner, first vice-president; Sam Levy, second vice-president; Sherwood McIntyre, treasurer; T. A. Mitchell, E. M. Barber, (immediate past president), DeKalb Spurlin, Fred Isaacs and J. W. McQuaid.

### Surveys for the Future

Numerous industries in Torrance, several serving international markets; outstanding civic achievements providing a better place in which to live and to make a living have been attained through the leadership, initiative, teamwork and enthusiasm of Torrance Chamber of Commerce group action.

Industrial surveys have been made, natural resources checked, statistics, vital to industrial establishments, have been furnished, to the end that a more enduring future for this city has been built.

Promotion of more friendly relationships between business competitors, between competitive cities, between the town and the country, and between employer and employee is diligently pursued by the Chamber in its efforts to maintain and make more widely known this city's good name.

### Data on Development

Since its establishment in 1913 the Chamber has conducted a constant program of encouraging enterprises and residences to accommodate the growing population attracted to the increasing payrolls.

But, while the organization represent the mass action of business men and reflects their progress, this hardly tells the whole story of its business. To do this requires information with respect to such as the postal and financial systems of the city, the growth of utilities and their possibility of service and expansion and present indications for the business future.

A survey of Torrance business indices reveal this city to be substantially attractive in opportunity for future success in many business undertakings.

### Keeps Close Contact

In summary, the Torrance Chamber of Commerce, by virtue of the fact that it has had a broad, practical and intimate contact with industry since its inception, is able to function in a manner productive of tangible results. These results are in evidence when its manufacturing plants are studied, the output checked and the payrolls analyzed.

No small credit for this accomplishment is and has been due the industrial leaders who have served in an executive capacity with the Chamber. In other words, the organization has its "feet squarely on the



**PRESIDENT . . . Alden W. Smith** of the Chamber of Commerce has had ample civic experience for the position he now holds. Last year he was head of the Torrance Retail Merchants' Association and also served a term as a member of the city Civil Service Board.

## Opening of Radio Plant Offers Civic Attraction

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this city's society in its broadest sense.

Good, favorable publicity is a vital factor in the development of any city, any industry, any individual. Torrance has already gained a great deal from the stream of spoken, written and pictured news about the KNX-CBS project.

This city stands to gain even more promotion in the years to come as radio develops. All this public information is certain to bear fruit in the form of additional industries, business firms, larger population and consequent expansion of all community facilities.

### Know Your City!

As with all Torrance enterprises, history, accomplishments, it behooves local residents to learn all they can about the transmitter plant here, its operation, its facilities so that they can intelligently discuss their city and its advantages.

It is for that purpose that this souvenir edition of The Herald is published.

Within these pages are hundreds of facts—written, pictured and advertised—which concern Torrance. Dissemination of these facts is the prime reason why The Herald exists and serves a wide field of readers with as keen an interest in their and the city's welfare today as it did when it was founded nearly 25 years ago.

## Central Street Here Bears Apt Name

El Prado means the parade ground and that name exactly fits the central street in Torrance. The long El Prado park, running three blocks from the high school to the Civic Center, has attracted wide attention from all who visit here.

ground" as to what can be accomplished in gaining new industries and assisting the present ones in expansion programs.

## JARED SIDNEY TORRANCE SAW HIS DREAM COME TRUE AS CITY GREW

THEY were the answer to each other's prayers when Jared Sidney Torrance and Frederick Law Olmstead met in Los Angeles in the Summer of 1912.

"I want to make a city, a new kind of city," Torrance, director of 140 different corporations, financier, philanthropist, patron of art, dreamer, told Olmstead.

The young landscape architect from Boston jumped with joy. He had almost given up hope of meeting a man with enough money to build a city and enough depth to build it right.

Together they laid out a city on paper in Torrance's office, and Torrance's money immediately began transferring the layout to land lying in the heart of the Dominguez Estate, 2,791 acres close to the harbor, handy to the city, bought for \$976,850.

### Factories Follow Leadership

Given a free hand, Olmstead outdid himself. He planted 300,000 shade trees as soon as he had the street plan. He laid out eight city parks, large and small, from the very start. He set aside a huge industrial sector, out of the way of the downtown and residential development.

He planned for a rail line, a water plant, a civic center, schools, and immediately drew and had executed plans for 100 new homes.

All this while he and Torrance were the only ones to visit the flat, treeless potato and bean patch except their surveying crews and workers.

Then Torrance swung his tremendous industrial influence into action, brought factory after factory to the new city, with its cheap improved industrial land, its rail facilities, its

low-priced home-sites, its parks, streets, its water and power. First the Union Tool, then the Llewellyn Iron Works and the Pacific Electric Railway, and Torrance leaped into life. Following a temporary set-back from depression and war in 1913 and 1914, Torrance became the fast growing industrial city in the Southland.

### City Is No "Topsy"

And still busily working today are Torrance leaders to fulfill the dream of 26 years ago, when Torrance and Olmstead provided for a future city of 200,000 people. Carefully maintaining its growth along the lines laid out, Torrance is strict in zoning, careful in its issuance of building permits, thorough in its race restrictions.

The eight parks originally laid out and most of the shade trees are still intact, and the city has a beautifully situated high school campus, a modern hospital structure and grounds, a handsome new civic center plant which includes a City Hall, Civic Auditorium, Library, Chamber of Commerce headquarters, water department office, none of which are more than two years old.

Industrial expansion continues apace, with vast areas of factory land still unused in spite of scores of industries now located here. The city now has one of the largest assessed valuation rolls of any city of its size in the state, giving it a low tax rate and a bountiful treasury.

As unlike Topsy as a city could be, Torrance has grown during its twenty-six years without "just growing." It is one of the Nation's few cities that "had the blessing to be well born."

## Transmitter Station Said World's Finest by Executive

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equipped with RCA apparatus throughout.

### Is Independent Unit

The building, according to Middlebrooks, is probably the sturdiest of its kind in America. It is practically disaster proof, and in case of emergency insures Los Angeles of communication with the outside world. The structure is built in two sections separated by a six-inch expansion joint and will withstand a far greater lateral shock than has ever been recorded. Middlebrooks believes that the building could be rolled over on its side, and still hold together.

In case of emergency, the transmitter is so designed that it could operate independent of outside sources. It has its own well and water supply, and the water is utilized to both cool and heat the plant. In case of a power interruption in the two lines, each of which carries 16,500 volts, a 185 horsepower gasoline engine is installed to automatically supply 50,000 watts of power. Also a receiving set is provided, so if the telephone lines which carry the programs to the transmitter from the studio were cut off, the programs could be short-waved to the transmitter, and rebroadcast.

### Has High Efficiency

Every precaution has been taken for the safety of employees and visitors. Every piece of steel and metal in the building has been grounded. Also, each door leading to live electrical lines has been equipped with both an automatic electrical, and a mechanical switch, which grounds the power. A fence approximately 50 yards in diameter was erected around the base of the tower to keep persons a safe distance from possible shock.

The entire transmitter building is of functional design, and

includes the most recent developments in radio science, some of which have never been used before, such as the negative feedback, which reduces harmonic distortion and carrier hum to a minimum. This transmitter, Middlebrooks predicts, will operate at 75 percent efficiency, as compared to 26 percent for the average plant, and will radiate programs with higher fidelity than the modern radio set is designed to receive.

### Beacon on Tower

The 490-foot mast is also constructed that it will withstand lateral earth shocks, and also winds of 120 miles per hour velocity. It is a uniform cross-section, guyed, vertical steel tower. It is supported by a porcelain insulated base which rests on a concrete foundation. A copper mat of 130,000 feet of wire at the foot of the mast aids the conductivity of the radio waves.

At the top of the tower is a beacon which flashes 40 times every minute, and which, on a clear day, is visible for a distance of from 20 to 30 miles. Other safety lights are located on the six guys which support the tower, and all beacons are automatically illuminated by a photo-electric cell when visibility becomes dim.

Preliminary tests have been conducted to the satisfaction of engineers in charge, and according to Thornburgh, it will be a matter of only a few weeks before the \$350,000 transmitter is operating as a unit of the new CBS facilities in Southern California.

### MADE IN TORRANCE

A sizable portion of the \$3,800,000 worth of clay products—brick, tile and vitrified pipe—manufactured in Los Angeles county last year were made in Torrance.



**NOW SERVING . . .** As president of the Torrance American Legion Auxiliary is Mrs. Fan Wilkes who was recently installed at the Civic Auditorium.

## City Has Official Gardener With 'Green Thumb'

This city's official gardener, Fred Blake, has charge of all planting, landscaping, care of the city parks and all trees—a most important job in a community such as Torrance whose residents take a keen interest in gardening. Blake, who was appointed gardener by the city council last July, came to California from Salem, Ore.

He has proven to be an exceptionally competent horticulturist, according to William Gascoigne, street superintendent who is in charge of the park department, and appears to be blessed with the traditional "green thumb." He studied gardening and landscaping at Oregon State College and has had 20 years' experience in this work.