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TORRANCE INVESTMENT CO.
J. C. SMITH

1409 SARTORI AVE. PHONE 176

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TAINED UNTIL CUE)

ANNOUNCER: Midway between older Long Beach and aristocratic Santa Monica, at the end of Western avenue's arrow-straight ribbon south to the sea, a town was a-building in 1911 . . .

MUSIC: (FADES OUT AS . . .)

SOUND: (JINGLE OF HARNESS, SHOUTS OF TEAMSTERS, TRACTORS CHUGGING, ENGINEERS CALLING LOCATIONS, MULES BRAYING . . . SUSTAINED UNTIL CUE)

ANNOUNCER: But it was a town without a name . . . the some called it "Dominguez" or simply "The Project." But a name was not of vital interest to the men transforming dusty bean patches, wind-swept potato fields and billowing sand dunes into streets, sidewalks, park areas-to-be and laying pipelines. These men knew what they were doing. They were working from a plan . . . a plan conceived in the brilliant mind of Frederick Law Olmstead of Boston, Massachusetts. He has designed the town after many conferences with Jared Sidney Torrance and other industrialists keenly interested in the project. Working side by side with the teamsters, tractor men, ditch diggers was H. H. Sinclair, formerly engineer of the Edison company, who was general manager for the Dominguez Land company.

SOUND: (SWELLS TO FULL FORCE AND THEN FADES OUT)

ANNOUNCER: In Los Angeles there was great interest in the new town springing up just 14 miles away . . .

MAN: . . . and I heard today that the Pacific Electric Railway was going to extend a line to that new town out by Redondo Beach . . .

SECOND VOICE: Yes: the railway has agreed to move its general construction and repair shops out there by July, 1915 . . .

THIRD VOICE: They've got 125 acres and the Llewellyn Iron Works has bought 25 acres and is going to build a new plant there . . .

MAN: I was told the other day that the Hendrie Rubber company, Pacific Metal Products company and several others were considering locating there.

SOUND: (BUILDING-A-CITY MONTAGE OF HARNESS JINGLE, TRACTORS, SHOUTS, BRAYS AND PICKS DIGGING INTO EARTH . . . FADES OUT)

ANNOUNCER: Then one day at a meeting of the directors of the Dominguez Land company . . .

TORRANCE: Well, gentlemen, I guess that completes our business for this afternoon . . .

MAN: Just a minute, Mr. Torrance! We've about got this city of yours started and it still hasn't a name!

SECOND VOICE: That's so—why, say, we can't let the husky young thing go any longer without a handle. (LAUGHTER)

TORRANCE: It's just been "The Project" to me—but I guess we ought to call it something better than that—how about . . . (PAUSES) well, I just can't think of a name . . . got any suggestions?

MAN: Yes . . . I have . . . I propose, gentlemen, we call our town "Torrance" after the man who first saw possibilities here!

VOICES: Second the motion! . . . Good idea . . . He deserves it . . .

TORRANCE: (PROTESTING) No . . . No . . . It's not . . .

MAN: Those in favor say . . .

VOICES: Torrance! (LAUGHTER)

ANNOUNCER: And so the new town got its name—Torrance! A name it continues to bear proudly in this it's 27th year. Back in 1912 a vigorous sales campaign was started by the Thomas D. Campbell company to sell business and residential lots and acreage. Sales were progressing satisfactorily and closely approaching the one-million dollar mark when . . .

MAN: Nineteen-thirteen!

VOICE: . . . Financial doldrums and then . . .

MAN: Panic!

MUSIC: (FAST AND UNCERTAIN BARS FADES . . . BUT SUSTAINED UNTIL CUE)

ANNOUNCER: The Llewellyn Iron Works were nearly ready to begin actual construction in Torrance but stringent financial conditions made it impossible for them to continue. (FADES OUT)

MUSIC: (FADES OUT)

ANNOUNCER: As the business skies began to clear in the summer of 1914, the European War burst forth . . .

MUSIC: (BUGLE CALLS, RUMBLE OF GUNS, MARCHING FEET . . . FADE . . . SUSTAINED)

ANNOUNCER: . . . and business stagnation ensued. The Union Tool company, employing about 500 men in July, 1914, was arranging to add another 300 workers. Within 90 days, as the holocaust spread across the sea, the company practically shut down. (WAR THEME FADES OUT)

SOUND: (WAR THEME FADES OUT)

ANNOUNCER: The Pacific Electric also asked for and received an extension of time in which to erect its plant in Torrance . . . Things looked black indeed for the three-year-old city . . .

MUSIC: (MEDLEY OF WAR SONGS . . . TIPPERARY . . . MADELON . . . KEEP THE HOME FIRES BURNING . . . FADES BUT SUSTAINS UNTIL CUE)

ANNOUNCER: But while history was being made in Europe and a host of strange names . . . Kitchener . . . the Somme . . . tin hats . . . and brass hats



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