

VOLUME I, NUMBER 4

Following close on the heels of Diesel engines.

5 GENTS PER COPY; \$1.50 PER YEAR

HENDRIE'S

TIRES WIN

FAVOR OF

2 p. m. Wednesday, Jan. 28th. Every-TORRANCE body who can possibly attend should be on hand to help receive the dele-THE LITTLE LOS ANGELES SOUTHWEST

Ideal Transportation Plans for our Great Future Growth-Union Terminal for all Roads-No Freight Lines in Residence Districts.

Organization is so essential to the development of an industrial center, and the details of the various factors of organization are so intricate with relation to Torrance that they can only be discussed separately. Transportation, one of the leading factors, is briefly presented in this article.

The Torrance plan provides for a union terminal for all railroads north of the city and to that end a right of way 80 feet wide and 4,000 feet long has been provided by the Dominguez Land Corporation. The Southern Pacific, building from the main line near Compton, will strike due west into the east of end this terminal. The Santa Fe will undoubtedly build into the west end from Redondo. Under the control of the State Railway Commission, freight will be handled from this union terminal to all the factories that are to be established in Torrance. and all switching inside the city of Torrance shall be under electric power.

In the factor of transportation as in all other phases of development, the organizers of Torrance are building for the future, and the Torrance plan excludes freight lines from the residence districts. The union terminal facilitates the handling of freight with dispatch and minimizes friction and trouble in the matter of rights-of-way

Industrial property has been platted so that every piece will have spur track facilities at hand. All freight to fac tories localed on the east side of Torrance will be conducted across El Prado, the main highway into the city, on a reinforced concrete bridge. By this means, freight and passenger traffic will never conflict in 'Torrance. It is understood - that this bridge is to be one of the first improvements to be undertaken in the near future.

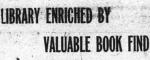
Transportation from the standpoint of passenger traffic has been ideally many years to come, and franchises already provided for, unquestionably establish Torrance as a center. A from the Los Angeles Harbor on the references to its potential richness. outh: another feeder from Redond



S. L. Ivers is fitting up one of the nost complete artistic and down-tothe-minute electrical display rooms and shops in Southern California in his new quarters.

All furniture is finished and everyhing built along harmonious artistic plans and the latest electrical ideas. The electrical current is conveyed from underground, and used to connect with artistic. sanitary electrical conveniences and modern utilities and specialties. The visitor to the completed display rooms will be highly pleased with the artistic effect and the many compact and convenience working electrical contrivance

shown. The shop will be completed in just as modern a manner with all man ner of electrical tools and apparatus Mr. Ivers is receiving much electrical business from a wide radius of surcounding territory as a result of an ever-growing list of satisfied patrons.



The Torrance library will be en riched by the presentation by Thomas dealing with the early history of its state. in the second

After lying neglected on a mouldy shelf in the library of its owner for sixty years, a volume which contains the earliest authentic history of California has just come to light in Hillsboro, Ill. It was discovered by the owner, A. A. Cress, and sent to Thomas D. Campbell, of Thomas D. Campbell & Co., of Torrance and Los Angeles. who will present it to the Jublic library at Torrance. The history was prepared by Lieut. R. S. Williamson, U. S. A., under the title Athletic Association Will Give 'Explorations in California for Railroad Routes." and between its musty covers is a fund of descriptive mat-

ter that awakens the liveliest interest in the mind of the old-timer. The date of the publication was 1853, planned to meet the requirements of 20 years before the coming of Caljfornia's first railroad. Los Angeles was then a mere pueblo. In his narrative Lieutenant Williamson plainly forsaw something of the future greatstrong feeder comes into the city ness of California and made frequent

GREATER DEVELOPMENT

The growth of social interest and

social intercourse among our people

is necessary to the building of Tor

rance as an ideal residence city. This

may be done in many ways. By

greater social meeting of residents at

private gatherings and social affairs

and by clubs, social, church and com-

No man or woman in this modern

to live apart from his or her fol-

munity aifairs.

The first meeting of the Torrance Athletic association, under its new officers was held.

The Entertainment committee for the year is H. A. Marx, chairman, H. S. McManus, S. Rappaport and

PRESENTED LIBRARY

The Torrance Library through the

books on Friday of this week. With

this addition the library will have

saveral hundred volumes to 'offer

The Torrance Public Library and

Reading Room will be open regularly

from 2 to 4 and 7 to 9 Mondays,

Wednesdays and Fridays. The fol-

the Terrance people.

file:

Pasadena will install 80 additional Post

MANY VALUABLE BOOKS

H. S. McManus, S. Rappaport and On Friday evening there will be pleased to show you the latest "For this purpose I wish you to with you to pleased to show you the latest ship me at once two 34x4 and two styles and choicest samples of goods." G. Moyse, chairman, H. S. McManus, auspices of the association. Admis-

W. C. Hendrie Rubber company plant suffered the most, part of the roof being blown off and the remainder of the roof loosened and, likewise some of the glass. The incoming rain did some damage to stock on hand. Mr. **NEW FACTORY HERE** Thatcher stated it was impossible at the time interviewed to estimate the amount of damage done, but feared it would amount to several hundred dollars. The interests

the New Year and in confirma- which Weir represents control The skylights at the Moore Auto tion of the optimistic confidence the Diesel engine patents, and company and seven windows in inspired by it of a great and pros- are installing them on the ships Campbell hall were broken.

the announcement that a large deavoring to secure an adequate factory will be established here supply of oil for their motor ves- LADIES ALTAR SOCIETY for the manufacture of the new sels and they came to California oil burning Diesel engines. The for this purpose. This brought **GIVES ENJOYABLE AFFAIR** recent arrival in Los Angeles har- them into touch with capitalists

The dance given by the members est voyage ever made by a mot- of this plant are Edward Double of the Ladies' Altar Society at Campand his associates of the Union bell hall Saturday evening was a most Tool Company, and Andrew Weir pleasing success. There was a large At that time Andrew Weir, and R. Tilden Smith of Bondon. attendance and all seemed to enter into the spirit of the occasion with great zest.

> Excellent music was rendered by three young fadies of Los Angeles free, but Torrance residents not to be outdone by the spirit manifested. took up a collection for the musicians.

> The ladies realized about thirty dollars from the evening's entertainment which will be used for church work and those present realized a most enjoyable social evening which

they hope will soon be repeated by the ladies of the society.



The Dominguez Land corporation has had vacant lots and land about the city planted to barley. This will obviate the possibilities of dust storms in the summer as well as obviate the unsightly and neglected vacant lots in the ordinary town on city.

INGREASING BUSINESS RETURNING PROSPERITY

As an evidence of the increasing business and returning prosperity our business men are making every effort to meet the increasing trade Marx and Moyse is another firm that is improving and enlarging the -capacity of their store by building a cond story in their storeroom in order to make room for a new line of tions of touring, through the results Walk-Over shoes just received from the east.

The Hub Clothing store has received a case of samples of men's racing. clothes from the east and will be

WHY SHOULD WE WORRY

ABOUT HIGH COST OF LIVING

Itabbit hunting and mushroom

are certain to be satisfied ias all regular stock type so that I may try suits are guaranteed. They carry American Trading stamps-ask for them with each purchase.

CHAMPION NEW FEATURE IN HENDRIE RUB-BER CO. TIRES AS WELL AS EXCELLENCE OF PRODUCT LANDS CHAMPIONS ORDER.

Earl Cooper, 1913 road race champion, plans to test Hendrie tires before the Vanderbilt cup and in the Grand Prix races. An order for the test tires to be used on Cooper's Stutz "No. 8" already has been placed with the W. C. Hendrie Rubber Company, and soon these tires will be thoroughly tried on the Santa Monica course.

Cooper placed the order for the first tires. He loaded the back of his car with loose bags of sand in order to see how the Hendrie tires would stand up under skidding.

After placing the tires under test at the factory Hendrie put them info service on his own car and found that the wear on the Santa Monica course had but little effect upon their serviceability. Louis Nikrent also made a test of the local product, and it we after three tests that Cooper decided that he, too, would give the local

The tires for Cooper's orders were made under the personal supervision and inspection of S: P. Thatcher, general superintendent and expert chemist, throughout the entire course of manufacture.

The Hendrie Rubber company have added a new feature to their tires which makes them of inestimable value to racing drivers. A red layer or streak of rubber is placed in the tire so that when the tire wears away this red coating will show and warn the driver of the need of change, thus saving the driver a lot of time and worry in watching and changing tires. This feature appealed strongly to Mr. Cooper as a great improvement and advantage over other tires on the market.

Cooper's letter is as follows:

"Being convinced of the excellent quality of the Hendrie tires and their long service under the usual condiobtained by friends, I have decided to test their ability to withstand the severe conditions of road and track

"For this purpose I wish you to 34x4 ½, plain tread casings of your



don, announced his attention of half million dollars, will be finanbuilding a plant to manufacture ced by the above interests.

Moore Auto Truck Wins Place

In Severe Test of Many Makes

The Majer Brewing company uses of 2100 pounds of cases, hill climbing a large number of trucks in its deliv- and other test try-outs.

ery service and recently instituted a The three first best in the first trial test of different auto trucks to ascertest of different auto trucks to ascer-tain the make of truck best adapted The officials of the Moore Auto Truck to its purposes. The truck entered company feel highly elated at the reby the Moore Auto Truck company of Torrance won third place in the sult of this severe test and hope the first trial in which there were twenty excellence 57 their truck will win the entries. The test comprised the haul vor of the Maler Brewing company

D. Campbell of a valuable volume Voters Should Register at Once In Order to Get Polling Place Here

The great Register is now open. | we will all have to go to Lomita to Every voter must register this year vote, Torrance being in Lomita prein order to vote. Torrance voters cinct. A. M. Stout, whose office is should all be registered as soon as corner Cabrillo and Susana avenues possible as it will be possible to have has been appointed Deputy County the County Supervisors designate a Clerk to register the voters in this polling place in Torrance-otherwise precinct.

Free Exhibition Friday Evening

Several amendments to the by-laws were read. The new officers donated a box of cigars to the assembled mem-

bers which were voted excellent by the smokers present. On Friday evening there will be

on the west, and the main feeder from Los Angeles on the north. The ul timate plans call for a local service SOCIAL LIFE NEEDS out of Torrance towards the center of the Palo Verde Hills to pick up the fares of the rapidly growing ranch sec tion of Lometa and vicinity.

The more carefully the details of this problem are studied the firmer is the conviction that Torrance is to become the little Los Angeles of the southwest.



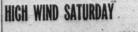
lowmen. We must all co-operate for The recently organized Associated Chambers of Commerce of Los An- our own sakes, as well as our neigh- lowing periodicals will be found on geles county will meet at Torrance bors to make life worth while.

sion is free and the public generally S. Rappaport, B. F. Hannebrink and is invited to attend the exhibition. E. Folsom

courtesy of Mr. John S. Craven of Cosmopolitan, Saturday Evening

London Illustrated News, Scien tific American, Popular Mechanics Engineering News, Literary Digest, Ladies' Home Journal, Good House keeping, Harper's Bazar, Harper's Century, St. Nicholas, American Boy, Travel. Life, Munsey's, McClure's

> MRS. ISABEL HENDERSON, Librarfan





The high wind Saturday did considerable damage at Torrance. The cheap as that. them out on my Stutz No. 8. "Be sure that the beads are of the proper design, as my racing rims are

Michelin clinchers and require a flexible as well as a very strong bead."

LLEWELLYN IRON WORKS **SEGURES HARBOR GONTRACT**

gathering are the most popular The Liewellyn Iron Works has sspastimes engaged in these days. cured the contract for the steef work Plenty of nice big fat juicy rabbits on the transit shed to be built on can be found roaming over the municipal dock No. 1, in the outer fields surrounding Torrance, which harbor, on its bid of \$83,967. This make good pot pies. Why worry over contract includes the steel frame for the high cost of living with meat as the doors, but not the doors themselves.