

Torrance Herald

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FACTORY TOWN SOLUTION OF INDUSTRIAL PROBLEM

WHY WAS TORRANCE NOT LOCATED ON THE HARBOR?

By John Stewart Daggett, Sales Manager for Torrance

Los Angeles came into being as a trading post on a short route highway between the missions of Santa Barbara and San Diego. It gathered itself about a plaza and depended upon rude agriculture and sheep raising for its principal support. At that time San Pedro, today the largest lumber port in the world, was but a fishing cove with net-strewn beaches open to the sea.

If Los Angeles in its beginning had had any industry or foreign commerce as it has today, and if the remarkable development of Southern California could have been forecasted then as it can be today, Los Angeles never would have been located where it now stands.

Los Angeles in its early days had no organizers, no captains of industry, no kings of finance and master builders to do and dare. Today the attention of the world is turned toward the fascinating problem evolved by the opening of the Panama Canal; the march of civilization ever westward has at last planted the banner of industry on the Pacific coast. Unlimited raw products, cheap labor and ideal climatic working conditions merit the attention that is being given and call for action.

We have passed the age of frontier development where factory towns were allowed to grow along the lines of least resistance. Builders of industry realize that specialization is just as essential in the establishment of an industrial center as specialization is essential in the factory equipment of a modern plant. Profits have been ground down to a scientific basis and the manufacturer has at last learned that minimum unit costs depend very largely on the spirit of labor flowing from contented fingers into the lathe turned tool. Accumulative experience properly applied bridges many years, and the modern factory springs forth a full grown spritely entity, at once taking an important position in the marts of the world.

TORRANCE OUTGROWTH ACTUAL NEED

Torrance is the outgrowth of the actual need of an industrial center for Southern California. Factories located in Los Angeles years ago had small beginnings and small footholds. As they grew the surrounding property became peopled by employees. Tenement districts and small local business-centers grew up about them and today the factory desiring to enlarge finds that additional ground either cannot be secured or must be paid for at a cost of \$10,000 to \$12,000 per acre. Restrictions in Los Angeles are rapidly eliminating factories from many districts. It is now a recognized fact that manufactories located here and there through a big city create unfavorable conditions. Each plant as it grows becomes a weed in its locality crowding its way and scattering seeds of discontent. Centralization is the proper remedy. England solved this problem years ago and today her largest remedyaoshir cinaoing-vo t largest interests are established out

side of London in factory towns built with an industrial end in view.

OUTSIDE HIGH TAX RATES

High tax rates are unfavorable to a corporation proposing to spend \$700,000 for a new plant. Congestion of freight and traffic, and the lack of spur track facilities add greatly to the cost of operation. Los Angeles has reached a point where it must admit of the necessity of industrial districts outside the city.

If Torrance, a planned industrial center, had been located at San Pedro, or Wilmington, it would still be in the city of Los Angeles, subject to Los Angeles tax rates and regulations.

AMPLE ROOM FOR DEVELOPMENT

To properly establish a modern industrial center requires an expenditure of millions of dollars, and ample room to develop. Before a spade of earth had been turned in Torrance, its engineers and organizers had spent more than two years acquiring facts and figures regarding the establishment and development of industrial centers elsewhere. They learned that for ninety per cent of manufacturing industries, water frontage or docking facilities are not only unnecessary, but also an expensive luxury; they learned that any plant originally proposed for Torrance would find it cheaper to make shipments from a municipal dock or common carrier than at their own expense or maintain dockage facilities; they learned that it would be impossible to get 3,500 acres fronting on the harbor, and that it would be poor business to make their proposed expenditures and undertake the stupendous plan of establishing an industrial center with less than this amount of land in which to develop; they learned from their own Los Angeles, that a big city will invariably grow away from its hills, and that the greater Los Angeles industrial center of the future will never be located on a rock promontory.

IDEAL AND LOGICAL SITE

These engineers and organizers rode across country in automobiles, mowing down man-high weeds before them, and picked out the highest land lying between the harbors of Redondo and Wilmington. "This," they said, "is the ideal and logical location for Los Angeles itself." Not as day-dreamers, but as practical business men, they went fearlessly to work to lay the foundations of a great city. It is destiny that the harbors of Wilmington and Redondo will some day grow together. Torrance is the natural center lying equidistant between these important points, and is at the same time directly in the pathway of the development of Los Angeles toward its harbor at San Pedro.

LAND BEARS THE TAX

Because of its location, Torrance is untrammelled by politics and will gradually and logically evolve its own ideal form of government. With its freedom, it is enabled to offer to industry ample ground at moderate prices, on long term payments, with the splendid provision that the maintenance tax (corresponding to the Los Angeles city tax) shall be on the land and not on the improvement. To make this very clear, understand that if the Llewellyn Iron Works constructed their proposed \$700,000 plant in Los Angeles, the city assessor would levy thereon a rate of taxation on a certain percentage of its original cost valuation. Here in Torrance, the Llewellyn Iron Works will put up a \$700,000 plant and under the so-called single tax system, will pay a tax on the assessed valuation of twenty-five acres of land and not on the estimated cost of the plant. This has no bearing on the county taxes, over which the organizers of Torrance have no jurisdiction. This one item of Torrance tax method,

HENDRIE RUBBER CO. COMPLETE 2ND UNIT

Last week witnessed the opening up of the second unit of the W. C. Hendrie Rubber Company's big tire factory. When the Hendrie plant was started at Torrance it was believed by the company that 100 tires per day would be the maximum requirement for Southern California and Denver business. It was not until after the plant was put in operation that it was found that this output must be materially increased. Under the new operation the Hendrie people will employ sixty-five men in the turning out of the Southern California product.

W. C. Hendrie, president of the W. C. Hendrie Rubber Company, also signed a contract with the McElroy-Bennett company for the sale of \$100,000 worth of Hendrie tires in 1914. The McElroy-Bennett Company took the test reports of several racing drivers as a basis for placing the contract for the Hendrie tires, and will act with the Hendrie Rubber Company as Los Angeles agents of the Torrance product.

This contract follows closely the signing of the Huntington Garage Company for the Pasadena million-acre trade. Through the construction of spur track facilities at Torrance by the Pacific Electric, the Hendrie plant is able to ship directly from the factory door in carload lots. With the putting into effect of terminal rates by the Pacific Electric, the Salt Lake and the Southern Pacific between Los Angeles and all points between the city and the harbor at San Pedro, local manufacturers are

means a saving of thousands of dollars annually to large manufacturers, and a proportionate saving to the employee buying or building his home in this city.

TOPOGRAPHY IDEAL

Torrance was located where it is because its engineers and organizers realized the importance of drainage facilities for a sewer system and storm waters. The topography of Torrance is ideal, not only for this but also for a splendid system of transportation under an organization which will provide natural grade crossings for freight lines, keeping them independent of all passenger and team traffic.

He who will go to the civic center of Torrance today and stand with his back to the Palos Verde hills, will find the land gently sloping away from him in all directions; straight to his left, four miles distant, is the harbor of Redondo; straight to his right, about five miles distant, is Wilmington and the Los Angeles Harbor; directly in front of him, seventeen miles away, may be seen on a clear day a nest of skyscrapers gleaming white in the afternoon sun. As he studies the situation, he will find that the Palos Verde hills protect the land on which he stands; he will come to know that it is free from fog; that its climatic conditions are almost ideal. Will he doubt that these facts were taken into consideration by the locators of Torrance? He is standing in the heart of the twenty-five acres of park and playground; trees are being planted everywhere; broad paved streets lead down to a center; it is all clean, fresh and business-like, and as he studies the plans and method of organization, he will come to believe logically and fairly that the locators of Torrance have chosen well.

in a position to compete directly with the Eastern automobile supply dealers to all points west of Denver, insofar as freight rates is the item.

This also operates to the advantage of the local industries in the receipt of raw materials and has opened up a large field that formerly was closed to Southern California concerns in competition with Eastern points.

The Los Angeles Chamber of Commerce has been active, through its industrial bureau, in the campaign to interest Eastern manufacturers to come to the Coast, and while the Hendrie Rubber Company is one of the pioneers in the Southern California field President Hendrie stated yesterday that plans are being prepared for the advent of other automobile concerns in this section. In particular there is a plan on foot by Eastern capital for the building at Torrance of an automobile factory to use the Knight motor, and it is in view of this fact that Hendrie has already increased the capacity of his factory to practically double its original size.

With the coming of the Deisel engine plant to Torrance and the fact that the Llewellyn Iron Works contract is let, it is declared that the spring will be a busy one in Torrance building activities.

UNION TOOL CO WORKING NIGHT AND DAY SHIFTS

The Union Tool Company is working night and day shifts to fill a large export order for a Japanese concern. The first shipment must be made by the middle of March and the company is pushing the work with all possible speed.

The officials of the company expect 1914 to be a very busy year in all departments and with the addition of the new buildings for the manufacture of the Diesel engine will add largely to its force of employees.

MILLINERY PARLORS

A modern millinery parlor has been established by Mesdames Brown and Hart at 2178 Gramercy avenue. The formal opening of the parlors was held last Tuesday and was largely attended. Both ladies are artistic and experienced milliners and will carry a very full line of hats, shapes, flowers and other millinery goods.

MERCHANTS COMMITTEE CALLS ON TORRANCE

Messrs. H. A. Marx, J. Isenstein, H. Dolby, O. Mickelson and Hurum E. Reeves as a committee from the Torrance Merchants Association, called upon Mr. J. S. Torrance in Los Angeles last Thursday on matters of interest to local business men. They were highly pleased with the assurances given them by Mr. Torrance of great activity here shortly. Work will begin on the Llewellyn plant within ninety days and the Pacific Electric is under contract to have their mammoth shops in working order by June 1, 1915, and would begin construction work the latter

part of the present year.

The urgent need of apartment houses was brought up and assurances given that every effort would be made to induce the erection of apartment houses. The committee also suggested that rents were rather high for the present time and Mr. Torrance state he would make an investigation of this matter at once.

HEREAFTER REINFORCED STEEL AND CONCRETE

BRIDGES FOR COUNTY

Future bridges in Los Angeles County will be constructed of reinforced concrete and steel. This decision was reached recently by the Board of Supervisors following a conference with Highway Engineer Frank H. Joyner.

Following this decision the Supervisors authorized the immediate reconstruction of three main bridges in the county and rushing the preliminary work of repairing the roads and other bridges damaged by the recent storm. Necessary money will come from the general county fund.

A third important step was taken by the board in sending invitations to the railroads and other corporations and individuals maintaining bridges across county rivers and streams to attend a "storm water conference" to be held Friday morning in the rooms of the Board of Supervisors.

Railway corporations and concerns and individuals maintaining bridges will be asked by the supervisors to construct bridges containing longer spans. Narrow spans, Highway Engineer Joyner pointed out, caused untold damage to property in the county. Debris stopped at the narrow spans and obstructed the water, causing the stream to cut another channel.

Damage to Roads \$150,000

Damage to county roads and bridges will total \$150,000, according to the rough estimate given the supervisors by Engineer Joyner. The total damage to Los Angeles county will be materially heavier, the storm waters having greatly damaged the County Farm.

ANNUAL FIREMEN'S DANCE

CHARMING SOCIAL AFFAIR

The annual dance given by Hose Company No. 1 at Campbell hall last Saturday evening was a big success not only in point of attendance but also in the very enjoyable evening the large gathering had. The committee in charge had worked hard to make the affair a success and the splendid social time enjoyed by those present testified to their ability and painstaking efforts.

TORRANCE ATHLETIC

ASSOCIATION MEETS

A very enthusiastic meeting of the Torrance Athletic Association was held last Thursday evening in their club room.

Several suggestions and plans were brought up and discussed in regard to their membership campaign. It was decided that a dollar coupon book be given to each member every month whose dues were paid in advance.

This is a special inducement and advantage, both to the old members as well as the new and those who are considering joining the club should take advantage of this liberal offer at once.

MOORE AUTO TRUCK PEER IN SEVERE TESTS

That the Moore auto truck, manufactured by the Pacific Metal Products Company, of this city, is the best on the market, is the verdict of the Maier Brewing Company. They were in the market for auto trucks and decided on competitive tests, of the various makes sold on the coast. The three making the best record in the preliminary trial were to compete in further grueling tests under many conditions of traffic and roadway. The Moore auto truck was one of the three best in the preliminary tests and won first place in the final try-outs.

Winning out over a large number of machines entered is conclusive proof of the superiority of the Moore auto truck and should lead to its immediate recognition as the peer of auto trucks for all commercial purposes.

The Pacific Metal Products Company now have twenty-five trucks in course of construction. Last week they tested out two three-ton and one five-ton truck. The latter truck was contracted for by L. Marmion, a Los Angeles contractor. The truck was tried out by hauling heavy loads of fifteen to twenty tons of pig iron over the roads from Llewellyn Iron Works to their new site in Torrance.

George Remington is the general manager and W. L. Robey superintendent, of the Pacific Metal Products Company, which finds its varied products in ever-growing demand, and are building up a large and important industrial plant.

NEW ADVERTISERS

New advertisers in the Torrance Herald this week are the Torrance Millinery and the Gibraltar Nurseries.

LADIES' AID SOCIETY

The Ladies' Aid Society met at the home of Mrs. Stone. There was a large attendance of members and several visitors present. Two new names were added to the roll. It decided that a food sale be held in Mr. Isenstein's store on Feb. 28th, sale beginning at 1 p. m. Considerable business was transacted, after which refreshments were served.

Through kindness of Mr. Butts the ladies were given a "merry" ride in the auto to and from the meeting.
MRS. NORTHRUP, Sec.

CLASS 4 WILL RECEIVE SILVER MEDALS SUNDAY

On next Sunday morning class 4 of the Torrance Sunday School will be presented with silver class pins by their teacher, Miss Colvin, for reciting the Commandments, Apostle's Creed, and Lord's prayer.

The medals will show the class colors, orange and black.

Subscribers who do not receive the paper regularly are requested to notify the office at once. Only by so doing are we aware of the trouble and can take steps to rectify same.