

Torrance Herald

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CONTENTMENT EFFICIENCY ARE HAPPILY UNITED

By John Stewart Daggett, Sales Manager for Torrance

Sociological Torrance is one of the most interesting problems of the west. Here is a city born and bred an aristocrat of its kind. Torrance will never be a street gamin, cast into the activities of life and left to fight its way out of the rut and gutter of social evil. Torrance was born in the lap of luxury with a silver spoon in its mouth, but Torrance can never become a spoiled child or plutocracy. Torrance is a white man's town, or manufacturer's Utopia and a laboring man's Eden.

Contentment is a basic principle in the efficiency of labor. Liquor is the monstrous enemy of contentment. No, this is not a temperance lecture, but Torrance is a dry town, restricted forever against liquor. The provision is a bed-rock of stability running with the land, and incorporated in the grant deed and guarantee of title which is given to all property in Torrance.

Pat says: "Sure, you have flowing wells of water, flowing fields of oil, flowing canals hooked up with the flowing sea, and not a drop to drink."

But listen, a lady came into my office to make a payment on the home which had been bought in Torrance three months ago. With tears in her eyes she leaned across my desk and said: "Just think, Pat has not been to Los Angeles for five weeks and all the kiddies have new booties." Pat spent his money in Los Angeles for liquor. Pat is saving his money in Torrance, etc.

Torrance is an open-shop principle of industry, untrammelled by politics and free from bonded debt. A city where beauty, cleanliness and comfort are actually forced upon the people. Regulations incorporated in the legal Declaration of the Dominguez Land Corporation, provide for those factors which make for happiness and clean living. This declaration stipulates that streets shall be paved, that trees shall be planted on all streets under a well organized plan of beautification. Thirty acres of public park and playground are being established. Very splendid service of street lighting and fire protection; water system and sewer mains are already installed. The burden of responsibility for all of these things has been assumed by the organizers of the city, and the people are being done for, instead of being left to do for themselves. All improvements are included in the prices of land.

Under this organization, there is no foothold in Torrance for the tenement districts which like festering sores eat into the body politic of the average factory town. Safety, mentally, morally and physically is incorporated in the sociological construction of this ideal industrial community.

Although this city is but eighteen months old, already provision has been made for extensive athletic grounds; club rooms and other forms of entertainment for the factory employees and their wives and children. Residents of Torrance today are pioneers but they have not been asked to fell trees, hew log huts and blaze trails into an unknown future.

Certain conditions in Los Angeles are distinctly unfavorable to the welfare of the factory employee. Leaving his plant at night tired and dirty, in order to get to the home within his rental or purchase means, it is necessary for him to stand in a crowded car for many minutes. In Torrance when the whistle blows a three-minute's walk in bracing sea-born air brings the employee to his own fireside. Perhaps one among

you may appreciate the deep-seated advantage of such an organization toward the amelioration of the conditions of the laboring man. There is no sentimentality in this phase of industrial center for civilization has come to demand it. It is difficult to overcome conditions and banish evil but Torrance has the battle won in its beginnings.

In dealing with manufacturers we find that their attention is being more and more closely applied to the living conditions of their operatives.

"We appreciate the wonderful advantages which you have in southern California for manufacturers," said President Clapp of the Ohio Paint and Varnish Co., yesterday. "Harking back to the trials and tribulations of the storm-bound east which fall on factory employees, I can understand as I never did before the splendid efficiency and contentment which should come to the factory hand here in Torrance. Unquestionably you are building for the people; these splendid streets, trees and flowers, together with your sunshine and careful organization should develop a very happy people for your city."

When a big manufacturer can see this it is reasonable to assume that the employees of Torrance factories will awake to full appreciation of the efforts that are being made toward the ideal in Torrance. Loyalty to its interests and a strong co-operative feeling of pride in the up-building of this city should be inculcated in the people.

I repeat there is no sentiment in this for civilization has come to demand it and dominating the commercialism of Torrance is the masterful determination of one man to establish an ideal city, where cleanliness and fair dealing will develop a high standard of citizenship.

MANUFACTURERS' CLUB POTENT ORGANIZATION

An organization which will become a leading factor in the industrial development of Torrance is the Manufacturers' Club formed Tuesday of last week. It is primarily a luncheon club where the manufacturers may get together daily to lunch and talk things over, but it will undoubtedly prove, as in other manufacturing centers, the means of co-operative effort for the benefit of all the industries and the welfare of employees and the city as well.

The officers are W. C. Hendrie, president; J. W. Post, treasurer; F. L. Riordan, secretary; J. S. Torrance and J. S. Cravens have been elected members and it is hoped to have the heads of all enterprises locating here join the club.

GET ACQUAINTED WITH NEW PASTOR AND WIFE

The Ladies' Aid gave an entertainment at the mission Tuesday evening in honor of Rev. and Mrs. Choate, the new pastor and wife, that they might meet and become acquainted with the members of their new congregation. A number of addresses were made, interspersed with music, and refreshments were served.

REGULAR SERVICE ALL THROUGH BIG STORM

During the big storm the Torrance line of the Pacific Electric was the only road of the big system that maintained regular service through the whole storm period. At Torrance practically no damage was done to property.

CAMPBELL & COMPANY IN LARGER OFFICES

This week was moving time at the offices of Thomas D. Campbell & Co., selling agents for Torrance. The big real estate brokerage firm moved from their quarters at 625 South Hill street to the new Washington building, Third and Spring streets.

The firm was organized only two years ago with Thomas D. Campbell as president, J. McPherson Boyd as secretary, and Robert Bultman, auditor. The company is today one of the most aggressive and well-known realty firms in Los Angeles. The company is selling agent for Torrance, where a splendid record has been made in sales of lots and

the establishment of important industries and local business houses.

They are also agents for some of the choicest agricultural and industrial property in the Southland.

Among these are the extensive Fontana citrus lands, comprising 17,000 acres of fine orange, lemon and grapefruit groves; the Orchard City tract, Earlhart alfalfa and dairy farms in the San Joaquin valley, San Fernando valley suburban homesites, the Wright ranch and Los Angeles business and home properties. An insurance department is also conducted in connection with the general real estate business.

Back to the Land On Rich Acreage

The Dominguez Land Corporation is planning the subdivision of lands south of the present residence section of Torrance into quarter-acre tracts. The tract is being platted now and will be placed on the market in the near future.

These tracts will enable employees of Torrance factories and other persons who want more space than the ordinary city lot gives them to have a home with ground enough for fruit

and garden, poultry and other live stocks. The soil is very rich and responds very generously to water and cultivation. While a living may be made off a quarter of an acre, most of the owners will probably purchase a tract so they may have the advantages of both country and city life, or to hold for sale when the rapidly expanding city of Torrance will make necessary the subdivision of these tracts into city lots.

Proper Housing A Big Problem

Proper housing of the employees of large industrial plants is one of the big problems that confront the builders and developers of industrial cities. It should be done on a scientific plan without regard to speculative profits, according to C. L. Close, an expert of the United States Steel Corporation, in a communication which has just come to the Torrance chamber of commerce. Mr. Close also tells why the worker in the suburban factory center works more comfortably and efficiently than the worker in the crowded cities.

He says: "Plans which are proper for American workmen with families are unsuited to the needs of foreign laborers who desire to live here at the lowest possible cost, according to the lowest standards of Europe, to which they have been accustomed."

Proper Conditions

"Behind all these problems lies the most important one of all. An industrial enterprise must be conducted that it shall earn enough to provide proper working conditions for its employees, to pay fair wages, and to return a reasonable profit to

those who have invested their money.

It seems, sometimes, that this last necessity is overlooked, yet it is as important as anything can be. Not much good can be done by any corporation through excellent working conditions, high wages and good housing of its employees, if the company goes into bankruptcy. It is easy to forget that the first need of the workman is employment, and that employment depends upon the success of the business which furnishes it.

Much Money Needed

"The housing of employees requires the expenditure of large sums of money. That money must be taken out of the business, as part of the capital of the enterprise; it must yield returns to those who have invested in building houses for employees will not bring any such returns as money employed in the manufacture and sale of the products of industry.

"Therefore a board of directors is compelled seriously to consider how far they can properly withdraw capital for the construction of industrial houses and villages."

up permanent residence in our new industrial city.

The oil well on the Weston ranch will be cemented and put on the pump as soon as possible. The estimated production is 100 barrels daily.

About fifty men have begun work on the Palos Verdes ranch grading and other preliminary road work on

the projected Coast Boulevard from Redondo to San Pedro.

The Pitt Oil Company is hauling material for a rig to be built in the Palos Verdes Hills near the scene of the Harbor Oil Company's operations. The Pitt Company, which is backed by Pittsburgh men of prominence, has a lease on seventy acres in this section.

As proof of bettering business conditions at Torrance is the securing of additional help at the Torrance Cafe. Miss May Nash has been added to the force of waiters to help care for the increasing patronage.

WHY NOT POPPY DAY?

Poppies grow luxuriously at Torrance and seemingly to a size and perfection attained nowhere else. Visitors here are constantly remarking upon the "lovely," "beautiful," "splendid" poppies that grow here. "Never have we seen such large and beautiful poppies before," is a common remark of strangers in the city.

Might it not be appropriate to make the poppy Torrance's flower and have a Poppy Day once a year?

100 NEW BOOKS ADDED TO TORRANCE LIBRARY

The Torrance library will be enriched this week by the addition of 100 new books which have been loaned the institution by the county.

ASSOCIATED CHAMBERS MEET AT WILMINGTON

The Associated Chambers of Commerce of Los Angeles county met Saturday at Wilmington.

After considerable debate the Los Angeles storm drainage system was indorsed.

Wilmington announced its plans to celebrate the arrival of the first ship to Los Angeles harbor of the Hawaiian-American steamship line, and they are making arrangements for a big time.

H. D. Foster of El Segundo asked for the chambers' endorsement of the Coast Boulevard project. Endorsement was deferred pending a complete detail of the boulevard system.

PROGRESS NOTES OF THE GREAT SOUTHWEST

Orange County's first automobile show will be held at Anaheim Friday and Saturday March 6 and 7. A large number of cars will be on display.

The Southern California Gas Company has applied for authority to issue \$115,000 in bonds add to use the proceeds for the purpose of building a pipe line from the natural gas fields in the Olanda District, Orange County, to serve the cities of Placentia, Fullerton, Anaheim, Olive, Orange, McPherson, El Modena, Santa Ana, Garden Grove and Tustin. The company is now distributing artificial gas in this territory and purposes now to introduce the natural gas. The company plans to reduce by substantial amounts the gas rates throughout this territory. It asked the Commission for authority to reduce the rate in the town of Orange from \$1.22 per 1000 cubic feet to 75 cents per 1000 cubic feet. The company also asked for authority to refund notes in the sum of \$16,000.

BIG CAMPAIGN ON TO BRING INDUSTRIES TO CITY

Promoters Backing Movement for Upbuilding of Manufacturing Here.

GREAT PROJECTS AIDED
BY WEALTH, ENERGY

Active Campaign to Bring Other Plants to City Is Under Way

Promoters of industrial cities are lending great assistance in the organized movement for the upbuilding of the manufacturing activities in Southern California.

The men behind these projects readily realize that the extent of the success is limited only by the number of factories which are erected in the industrial city townsites, therefore they are prosecuting an active campaign to bring manufacturers to the Southland.

Representatives of the different industrial cities constantly are negotiating with manufacturers in the East in an endeavor to have them relocate in Southern California or to have them erect a Pacific Coast plant in the new towns, which are suburbs of Los Angeles.

The work of these men is made somewhat easier by the industrial bureau of the chamber of commerce, which is assembling statistical information on manufacturing operations in the Southland, showing the needs and advantages for factories in this section.

Southern California offers many natural advantages for manufacturing, the balmy climate making it possible to operate all plants 12 months in the year with a minimum expense for heating and lighting.

There is abundant territory in and adjacent to the industrial cities which are being established, assuring ample land for expansion of big plants. The development of model residence communities in the different cities already has received a vast amount of attention, and the result has been that cosy homes are available for the workmen.

Rapid strides have been made during the last 18 months at Torrance, which now has several large factories in operation. Negotiations are being conducted with others with the view of having them located in that city.

Transportation Important

The city has easy access to water and rail transportation. The possibilities of water transportation will be increased manifold this year when the Panama canal is opened. Fine highways throughout Southern California make the automobile truck a valuable asset to manufacturers. Supplies can be delivered direct from plants to many cities by automobiles.

There are many varieties of manufactured products for which the raw material is available at moderate cost.

There is no fuel problem. Fuel oil is abundant; the opening of the canal will reduce the price of coal; the natural gas supply is almost inexhaustible; electrical energy is available at low prices.