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Greetings To Lomita

I HAVE recently bought the grocery in the Jones Market, enlarged the stock and done everything possible to give my patrons good service. I cordially invite you to call when in Torrance.

J. H. FESS

Phone 9

Torrance, Cal.

Gardena Bakery

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Cakes, Pies and Cookies
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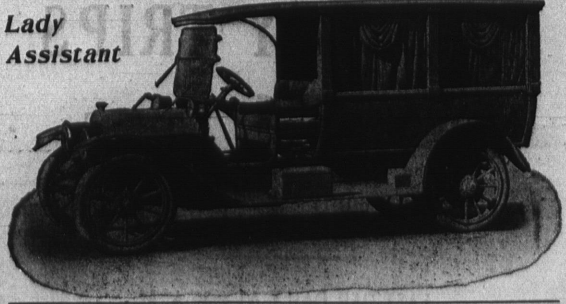
FOR RENT—For Lodge, Church, Entertainment and other purposes.

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DOMINGUEZ LAND CORPORATION
Bank Building, Torrance, California.

J. D. GREEN, Funeral Director

Lady Assistant



The place to buy furniture is at the Gardena Furniture Store.

If you are so unfortunate as to be visited by death in your home remember J. D. Green will serve your wants acceptably to you.

Furniture, Carpets and Rugs
Phones, -- Store 364 -- House 366

A Shining Example of the Possibilities of the Lomita Tract—Treasurer Water Co. No. 3

One of the farmers who has made good, unusually good on the Lomita tract, is J. L. Luck. In fact, Mr. Luck is a shining example of the possibilities of this section. Because of his splendid success some call him "lucky." But he insists that any man



of good hard sense who is unafraid of hard work can do as well as he has done.

For he declares that both the soil and the climate here so co-operate with one that they make farming both fascinating and profitable.

Mr. Luck now owns 13 acres, in different parcels of land, here and nearby. And he thinks so well of the food and fodder-producing acreage on the Lomita tract that he intends to buy more acres as soon as he can.

One two-acre piece of his land grows six crops of alfalfa per acre per year. From one-eighth of an acre here he sold last year three and one-half tons of carrots, weighed, sacked up, and topped, and this after feeding his stock.

His is one of the most attractive homes on the tract. It corners on Western boulevard and Palm street,

and has been the happy abiding place of himself, his wife and their one boy, for the last four years.

Mr. Luck intends to build two houses to rent in the near future.

Nine choice acres are also his on Ocean avenue, where he resided for eight years, just prior to removing here.

Mr. Luck tempted a kin of his, Mr. Mack Fielder, recently to exchange 80 acres of Missouri land for one acre

improved in Lomita, on Palm street, and Mr. Fielder is now on his acre and joyously on the job. His only regret is, that he did not yield to the temptation before.

Mr. Luck came to California two or three times before locating. When he first came he came from Missouri and, of course, "had to be shown."

He had lived in Missouri for eight years, hence skepticism was inbred in his bones. But two trips more to Southern California and it was all knocked out of his system. And for 16 years now he has been a Californian.

Old Virginia was his birthland. This last frontier of this last west—Lomita—is his most cherished home.

Had Lomita a score or two of men with the public spirit and go-ahead-iveness of Mr. Luck, its pace to progress and prosperity would be greatly quickened.

B. J. GANNON, PRESIDENT WATER CO., SUCCESSFUL FARMER

Mr. B. J. Gannon has handsomely demonstrated what intelligent industry and the soil and climate of Lomita can do when the two work in harmony together. One of Mr. Gannon's two acre tracts is in all kinds of bearing fruit trees, apples, peaches, pears, plums and apricots, chiefly. And off of one half acre in two year old muscat grapes he, last year, sold 12 boxes after supplying his own family with freshly picked and canned grapes for future use.

He grows vegetables of all kinds and besides supplying his family has good lots to put on the market.

Mr. Gannon has resided on the Lomita tract for three years, to the mutual advantage of himself and the tract; to his pocketbook's advantage, and to the tract's advantage by his work proving to the skeptical home-seeker what can be done here.

Mr. Gannon has lived on the Lomita tract for three years and in the state for 16 years. But, he unqualifiedly

declares, that as an all-around place to live in it is the best place he knows of or has closely investigated. He says: "One can work here out-of-doors every day in the year, and meanwhile be comfortable in both winter and summer. Because of our even, all-the-year-round climate good health is the lot of most of our people."

Mr. Gannon is now serving his third term as president of Narbonne Water Co. No. 3, a fact which is its own commentary on his ability and devotion to the best interests of the company.

Los Angeles was his home for 12 years before removing here.

His model home, on Cherry street, houses his wife, three sons, and one daughter.

Ireland was the birthplace of Mr. Gannon. But America has been his home since his boyhood. Mr. Gannon has a willing shoulder and a willing purse to help to push Lomita into its destiny.

THISTLE'S BASKET STORE FAVORITE TRADING PLACE

Thistle's Basket store is the second oldest store, under the same ownership and management, on the Lomita tract.

The town and tract have rapidly grown since Mr. Thistle started it and the store has kept pace with the growth and progress of Lomita.

It carries a general merchandise stock, and is noted for its exceptionally low prices for high-grade goods.

Because of this fact its trade has rapidly grown and new customers are being rapidly drawn to its counters.

The solid success of this store is due to the joint and energetic efforts of Mr. and Mrs. C. W. Thistle. For Mrs. Thistle is as much of a help-

mate in the store as she is in the home. Especially is this so when Mr. Thistle is attending to his duties elsewhere.

NEW AUTO DELIVERY WAGON
Because the volume of its business now justifies it, and because it will be a great convenience to its customers, an auto delivery wagon makes its daily rounds in the countryside.

Mr. and Mrs. Thistle have lived in Lomita for two years, they own the choice property on which the store stands, and every movement for the advancement of Lomita town and tract, finds in them substantial supporters.

WHAT ENERGY AND ABILITY ACCOMPLISH ON LOMITA LANDS

THE CHANDLER RANCHO, A MIRACLE OF PRODUCTIVENESS—J. E. CHANDLER, OWNER—HE IS THE CAUCASIAN WIZARD OF THE VALLEY IN MELON AND LETTUCE GROWING.

In its glimpses at the captains of industry in the Lomita locality the Herald must, by all means, take a peep at one of the most productive farms in all Southern California, and at its owner, J. E. Chandler, the melon- and lettuce wizard of this section.

Of the grand total of 100 car load lots of lettuce that were shipped from this vicinity in the past six months, Mr. Chandler was the largest Caucasian grower.

He now has five and one-half acres of as fine lettuce as ever ravished the palate of the most exacting epicure; lettuce which Los Angeles commission men are agreed is: "The best on the map, and for which we are willing to pay the biggest market price," say they.

The demand for Mr. Chandler's lettuce is, at this very writing, five times greater than he is producing. But it won't be next year, as he is going to put between 40 and 50 acres more in plants this very year. And since his present average yield per acre is 500 standard crates, with a four dozen pack to the crate, think of the magnitude of his output from 50 acres! It will mean that he will annually ship, from 40 to 50 carload lots. And all of his lettuce is in eager demand in New York, Chicago, and in other Eastern markets.

Mr. Chandler does all of his own shipping; is not in the least dominated by any union or anybody. He is a free lance, both as grower and shipper.

He is now just in the middle of his best cuttings in lettuce. When Mr. Chandler first set out

his five acres to lettuce, two years ago, even his best friends and well-wishers shook their heads. And old truck-gardeners in the countryside pitied his pocketbook for his rashness. Many said that: "No white man, not subject to 'brainstorms' would try to compete in lettuce growing in the valley with the Japs." Since his two years of superlatively splendid crops, however, these prophets of evil are all "sawing wood," and Chandler's lettuce is fast heading out for table use.

MELONS HIS SPECIALTY
There will be 10 acres in cantelopes and watermelons here this year. Mr. Chandler has produced—Burbank-like—two new varieties of cantelopes, which when they are put upon the market will probably create a sensation in melon markets. These new varieties will be put upon the market from three to six weeks earlier than any other melon grown. The entire crop is sold to consumers right on the ranch. So far no local merchants have been given an opportunity to handle them.

Mr. Chandler has proved beyond doubt that a white man can successfully compete in truck gardening with the most expert Japanese gardeners.

HOGS—POLAND-CHINA AND DUROC REDS
On the Chandler Rancho are about 50 head of Poland-China and Duroc Reds, all as fat as butter. Mr. Chandler finds it profitable to raise these, as nothing on the ranch goes to waste.

FARMS SIXTY ACRES
Mr. Chandler is farming about 60 acres this year. The eight and a half-acres he owns Providence seems to have especially designed for garden truck-growing.

Four acres of this corner on Redondo Blvd., and Philadelphia Street,

street, the southern limits of this rancho are at the very Palos Verdus Hills. The land is admirably drained and commands a far-reaching view of landscape loveliness.

This rancho represents five years of the hardest shirt-sleeve struggle to bring it up to its present enormous productiveness. But it now stands as a lasting monument to the highly intelligent and intense cultivation of Mr. Chandler, a man who once he puts his hand to the plow, never recognizes anything but success. Such men as he have transformed this section into miracle-working productiveness, and such as he will make the community all that nature designed it to be—the greatest garden spot in Southern California.

PEEP AT HIS PAST

England gave birth to Mr. Chandler, and gave him to the United States about thirty-five years ago. And Lomitaites are grateful to you, Johnny Bull, for the gift.

He has been a live stock operator, in various parts of the nation, on large lines. To this fact, probably, is attributable the fact that he is whole-souled of nature; has the splendid courage of a Crusader, and dare to pioneer in paths that most men, in fear, shun.

Los Angeles was his home for nine years, and until he found a better home here. He was the president of the first co-operative store in Los Angeles, which was established six years ago. He owned the Penn Oil Delivery there until a calamitous explosion wrecked the business and deprived him of a devoted son.

Lomita points with pride to the Chandler Rancho and to its owners and makers, Mr. and Mrs. J. E. Chandler, both irrepresible boosters of the Lomita Tract, and both cherished members of our great community family.

TEN ACRES LOMITA'S FINEST

The Farm of John M. Archer, Pioneer Citizen, Perpetual Booster and Pres. Narbonne Water Co. No. 4

When John M. Archer landed on the Lomita tract six years ago last September he found it a barley field and the home of about five families.

Satisfactory harvests had been produced by dry farming up to that time, but Mr. Archer knew that by irrigation intensive cultivation of this soil would mean wonderfully increased crops. So he and a few other men of like progressiveness formed Narbonne Water Co. No. 4.

And the company has been a boon and a blessing to those whom it has served since.

His 10 acres on Arizona and Pennsylvania streets are of great fertility. They are now sown to barley and oats. A mixed orchard with 88 trees and a few grape vines are giving a good account of themselves.

Mr. Archer is a Tennessean by birth. Strayed away from there to Texas, thence to Oklahoma. But he did not find the home he was looking for until he set foot on the Lomita tract. Here he and his opportunity met. And he has made the most of that opportunity to the profit of himself and the community.

He takes off his hat to every laudable project in Lomita's behalf. And to the patriotic devotion and tireless energy of such men as he, the community has made great forward strides, and will progress henceforth at, at least, a doubly quickened pace. Mr. Archer is a man in the high noon-day of his usefulness, and who is as alert for the welfare of the community, as for himself. His farm contributes to his purse, but the chief contributor to his happiness is his wife, two sons and four daughters.

In a word, the destiny of Lomita is being shaped and guided by the union of strong hands, like those of John M. Archer.

GEM OF A MEAT MARKET

W. H. Guthrie, Popular and Progressive Proprietor

Lomita has a meat market that she may heartily shake hands with herself for having. For, although it is small no metropolitan market has choicer meats, and its prices, like its meats, are right.

This market has been owned and conducted by W. H. Guthrie for six months, during which time he has so satisfactorily catered to the meat-buying public that he has made a fast friend and well-wisher out of every customer.

Mr. Guthrie carries the very best of fresh, smoked and salt meats.

And it is locally proverbial that these meats are so muscle-building that the wife who eats them for a week is able to whip her husband.

Meat Famine Predicted

Official reports from the live stock markets are, that a nation-wide meat famine soon seems unavoidable. This is due to the exhaustive inroad on the nation's supply of cattle and hogs, the killing beef faster than it can be produced, and that the demands from abroad continue heavily, with no decrease in home consumption. Constantly increasing prices are almost a certainty. Moral: Buy now, when the buying is good.

Mr. Guthrie was in the meat business in Los Angeles for five years prior to removing to Lomita. He recently bought a home here on Western boulevard.

He hails from Louisville, Ky., but is saturated with Southern Californianism, as he has lived in our Southernland for eight years.

He has had a meat market experience of many years, spent mostly in metropolitan shops.

A valuable acquisition, indeed, to the social and business life of Lomita, are Mr. and Mrs. W. H. Guthrie.

Meet Mr. Guthrie, you'll like him as well as you do his meats.

This market occupies the west end of Renn's store.

Typical Pathfinder—First Settler on Lomita Tract

A man who has made history and who has lived the history of Lomita is J. H. Pickering, the oldest settler on the tract, and who first came here with W. I. Hollingsworth, who purchased 1,500 acres, subdivided it, and christened it "The Lomita Tract."

Arrived here Mr. Pickering bought 10 acres and with unflagging vigor began to farm his land, and with the result that his well-timed efforts, combined with others, has steadily transformed a great barley field into the most prolific truck-gardening acreage, of the size, in Southern California.

Mr. Pickering now owns two lots in the very heart of the town of Lomita, on Bretheran street, upon one lot of which sets his cosy home within 50 feet of Western avenue, the new great State highway from Hollywood to the sea.

Fortunate owner, he too, of a two acre tract on Chestnut street, less than a half mile from the Lomita post-office. This beveled dirt grows walnuts, peaches, apricots, etc., in gratifying quantities.

As a contractor Mr. Pickering supervised the making of all of Lomita's streets.

Mr. Pickering pioneered to California 32 years ago. He lived in his native state, Iowa, for 20 years, thence went to Kansas, and thence to Oklahoma where he was employed by the U. S. government in the Indian department.

He was one of the foundation-builders of Whittier, and in recognition of what he had done in starting the town towards its destiny, a street in Whittier was named in his honor.

Glimpses backward in Mr. Pickering's career reveal him a typical pathfinder. He went into the Oklahoma country, before its opening, in 1872, carrying the torch of progress in one hand and a rifle in the other. There he lived until 1884, and it was such undaunted spirits as he that tore that state from the teeth of savagery.

The 73 years Mr. Pickering has lived has not dimmed his mind nor slackened his pace toward progress. Wholeheartedly he enlists in every cause for Lomita's advancement.

POSTMASTER, MERCHANT AND REAL ESTATE DEALER

Charles M. Smith Always on the Job and on the Jump

Incomplete, indeed, would be the fact-story of Lomita without a glimpse of Charles M. Smith, popular and dependable young postmaster, successful merchant and reliable real estate dealer.

Mr. Smith was appointed postmaster June 29, 1915.

The business of the office has steadily increased since he has been its custodian, increased enough, in fact, so that Uncle Sam could pay spot-cash for a Southern California home in Lomita, for himself and Columbia, and not miss the coin.

Mr. Smith was the youngest postmaster at the Postmasters' convention at Redondo, November last.

In him as postmaster Lomita has the right man in the right place, at the right time. He is sunny of disposition, highly efficient and uniformly obliging. If you call for expected mail you don't get, and are sorry, he's sorry too. If you do get a letter that is brimming with glad tidings, he's equally jubilant with you.

In the postoffice store is a strikingly unique feature for the convenience and accommodation of the public, in tables and seats for its ice-cream guests and for letter writers, and which serve as a rest-room for visitors and resident people round about. This is the distributing office for Harbor City.

"CHARLEY'S PLACE"

An Inviting Little Store
The stock in this store includes confectionery, sodawater, ice cream, cigars, tobacco and as fine a cider as ever slipped down your gullet.

Soda Fountain
This store, too, is an enticing and much patronized ice cream and soft drink emporium.

Favorite trysting place, this, for parties of young people, wanting palate ravishing commodities. Here they sit, chat and spon to their heart's content, Cupid is master of ceremonies, and Mr. Smith largely adds to the general merriment.

Rearward Look at Mr. Smith
This young postmaster is a son of J. A. Smith, Lomita Tract Agent, and who has, by common acknowledgment, done more to put Lomita on the map than any other one man. The senior Mr. Smith also has invaluable copper mining properties in Arizona, long his home state.

Charles M. Smith was born in a bonanza mining camp in Colorado and was reared, mostly, in a mining district in Arizona. He came Lomita-ward with his parents and the other members of their family, six years ago. Hence, young as he is, he is still an old pioneer of Lomita.

For Reliable Real Estate Hunches, See Him

As Mr. Smith has grown up with Lomita town and district, and as he has repeatedly been over every foot of its land, he knows its capabilities, its opportunities and its realty values, by heart. Consequently, if you want dependable inside information about the community, Charles M. Smith can give it to you.

Mr. Smith is as energetic in Lomita's behalf as he is in behalf of his official duties. He is a bachelor, is only 24, owns an auto, could buy a new bonnet every week. But the Herald has done all it can for you now, girls, you must do the rest. As a booster, young Mr. Smith is a chip off the old block, and in pointing home-seekers to prosperity he is following in his father's footsteps.

NOTICE

The Torrance Restaurant has changed hands. All accounts up to Jan. 29, 1917, will be paid by Mr. and Mrs. Johnson.

J. C. TIBBENS, New Proprietor.