

THE TORRANCE MESSAGE

Torrance, California

"TORRANCE MEANS BUSINESS"

"The Modern Industrial City" and "America's First Great Industrial Garden City"
10,000 IN 1925

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OFFICIAL PAPER OF THE CITY OF TORRANCE

A Home Paper by Home People for Home People
THE "ALL HOME NEWS" PAPER

TORRANCE UNIQUE AND EXCEPTIONAL IN ITS LOCATION, ITS ADVANTAGES AND OPPORTUNITIES, ITS MEN AND WOMEN, AND THEIR PROGRESSIVE AND AGGRESSIVE SPIRIT HAS A WONDERFUL FUTURE.

130 MEN SIGN UP AS WORKERS IN GREAT MEMBERSHIP DRIVE NEXT WEEK ASSURING SUCCESS OF REORGANIZATION CAMPAIGN OF THE CHAMBER OF COMMERCE.

WASHINGTON, D. C., AND TORRANCE, CAL., ONLY TWO CITIES IN UNITED STATES PLANNED RIGHTLY.

The Chamber of Commerce smoker at Legion Hall Monday night was one of the most successful, from every point of view, of any civic gathering ever held in Torrance. There was an attendance of over two hundred of the representative men of Torrance and vicinity, for the purpose of inaugurating a move of the greatest importance to the present and future growth and up-building and prosperity of our city—the reorganizing and expansion of our Chamber of Commerce. 130 of those present signed a pledge to give eight hours each next week to help in the big drive for a membership of 250 or more, with annual dues of \$12. The meaning, plan, scope, and results to be achieved by such reorganization, and the importance and value to the community of a live, working, properly organized and financed chamber, with an efficient, experienced paid secretary, and a carefully planned program of work, was brought home by forceful speakers of experience and prominence in the work, and the enthusiasm and earnest purpose of the men gathered together, insures the success of the great campaign.

Mr. Gourdiere, president of the Chamber, in opening, said:

"A week ago tonight we started on a campaign for the reorganization of the Chamber of Commerce. We were in a disorganized state, getting nowhere, accomplishing little. We secured the services of an expert organizer, Mr. James O. Stevenson, for the purpose of putting the Chamber on a basis where we will accomplish something. It is our purpose to combine all the business, industrial and civic interests of Torrance and vicinity into one live working body, fully organized, with a paid secretary, a good budget, to work aggressively, determinedly and persistently for more factories, more houses, better roads, and a bigger, better and more prosperous community."

Mr. Gourdiere then introduced Mayor George Proctor as the chairman of the evening.

Mr. Proctor informed the audience that there were many good things on the program for the evening, including eats, smokes and good speakers, and announced as the first number on the program a song by the Masonic quartet—"Mammy's Little Baby Boy."

Mr. Stevenson was called on to explain his work as organizer.

He stated that he had been in this line of work for the past sixteen years, in large and small cities all over the country. In California he has done successful reorganization work in Long Beach, Santa Barbara, Hollywood, Redondo Beach, Hermosa Beach, and other cities. In the East such cities as Albany, Bethlehem, etc., some of them being industrial cities.

He has been so impressed with the future of Torrance, as a result of his preliminary survey and study, that he had put most of his speech in written form. We should have one of the very best chambers of commerce in the bay section.

From his experience he believes the average size city is the best for industrial plants. Congestion of traffic, high rents and land values, lack of room for the homes of their employees under pleasant surroundings near their plants, etc., are driving the factories from the big cities. Torrance has unique advantages in these respects.

A community with these advantages is a "find." They are remarkable and it is strange that they have not been taken advantage of more greatly. Torrance has a finer future than any other city in the bay district—not to be a larger city than Long Beach, for instance, but a more balanced community.

"You have the goods on the counter, so to speak, and now you need a salesman to present them properly. That is what the properly organized chamber of commerce will do."

"You know what Long Beach has accomplished the past three years since they reorganized on a proper basis. When I went there in 1918 there were five different business organizations, often working at cross purposes, and operating inefficiently. The first thing done was to bring these into one united co-operative working body, and you know what they have done since that time. Glendale was cited as another instance of disorganization and no team work. As the result of his cam-

paign the chamber had 750 members, a \$25,000 budget and a paid secretary. They started with a program of fifteen needed improvements and in a few months have put over fourteen of these and have done great things for that city. Since that time they have increased their budget, increased the salary of their secretary and given him an assistant.

There is no secret about this. The Torrance Chamber can accomplish as much if put on a proper working basis the same as one of your going industries.

"We want a large membership, and a working membership, with committees working out needed projects, under a Board of Directors, and a paid secretary. We are planning a total budget of \$9,000, handled by the Board of Directors. The membership dues will be \$12 per year, and each member will have one vote in the election of that Board. In a primary election the names of the members will be put on a list in alphabetical order. Each member will vote for twenty-four persons. The twenty-four receiving the highest number of votes will be placed on the final ballot, and the twelve receiving the most votes will compose the Board of Directors which will transact the business of the Chamber. There will be a monthly meeting of the members of the Chamber."

The membership campaign is necessary but incidental. The important thing is to secure a Board of Directors, the budget and a paid secretary.

Mayor Proctor, who came here when the town was started, spoke of early conditions, when there was only a sand-blown hill.

"When I came here the first day there was such a sandstorm that it took eighteen men with teams and scrapers the next day to clean out the Union Tool Company. And today you see what a beautiful town we have. We have built up the surrounding towns with our workers and hundreds come here from Los Angeles and other places. There is not a vacant house in Torrance and not even a vacant room."

Mr. Proctor then introduced Mr. Whitnall, secretary of the Los Angeles City Planning Commission.

Mr. Whitnall emphasized the interdependence, from a physical point of view, of Los Angeles and her sister communities. Each is dependent one on the other, for future growth and development. All of this section, from the mountains to the sea, will in the not distant future be one great populous district, possibly not politically, and the speaker hoped not, but, physically, one.

The congested state of New York City where 136 miles of subway carries three times as many people as the Pennsylvania railroad on its 26,000 miles, has brought terrible physical, industrial, social and political problems for that city. This is strangling commerce, industry and social life. If all the people in the Woolworth building alone came out at the same time it would take the subway twenty minutes to load them on its cars. A many of its day-time people live outside New York within its political boundaries, but they have no voice in its affairs. The Sage Foundation and other agencies are struggling to evolve some plan of government where all may share in the solution of their common problems.

Chicago began, as other American cities, as a mere village along the lake and river. It grew and grew and spread in every direction in a half circle along the lake front until congestion made business and traffic almost impossible. That city saw that some remedy must be found and voted \$26,500,000 for the widening of only four

highways, and a total of \$200,000,000 must be spent to revamp its street system.

In the East the problem is in terms of yesterday; ours is of tomorrow. Los Angeles is beginning to face the problem of congestion, and this is the work of the City Planning Commission.

Washington, D. C., and Torrance are the only two cities in the United States that I know of that are built from the foundation—planned right, designed to care for the future. There can be no traffic congestion in either. There is room for business and industry and residential sections to grow.

Torrance has its place in the sun if it will take advantage of its opportunities.

It is difficult to get a community back of such an enterprise as a chamber of commerce. If you can get the expression of its citizens the community's problems will be solved.

Why Is Torrance?

Why Is Torrance? Some reason for it or it wouldn't be. A city does not spring up much less survive without a reason. Discover that and your community is made. Torrance is not Redondo Beach or Venice or Los Angeles or New York. It is different. Why? How? Your problem is to discover it and when you discover it let people know what it is. Spread it to the four winds of the earth. Don't try to make another Los Angeles or Long Beach. Find the reason, put it in the incubator, nurse it and become Torrance, unique, distinctive, individual.

The Los Angeles harbor district, of which Torrance is a part, has a peculiar geographical location held by no other community in the world. Los Angeles already has the largest area of any city in the world.

There is something about this country not climate or oranges alone.

Our harbor, by rail, is closer to the rest of the United States by two-thirds, of any port on the Pacific coast. This harbor is the first port of call to Panama on adequate rail connections. It is within seventy miles of the great trade circle which all ships follow to the Far East. We are both back and front port to the richest back country. We have the best railroad connections of any Pacific port.

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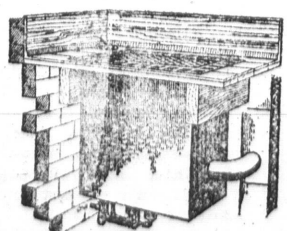
If your Back is aching or Bladder bothers, drink lots of water and eat less meat.

When your kidneys hurt and your back feels sore, don't get scared and proceed to load your stomach with a lot of drugs that excite the kidneys and irritate the entire urinary tract. Keep your kidneys clean like you keep your bowels clean, by flushing them with a mild, harmless salts which removes the body's urinous waste and stimulates them to their normal activity. The function of the kidneys is to filter the blood. In 24 hours they strain from it 500 grains of acid and waste, so we can readily understand the vital importance of keeping the kidneys active.

Drink lots of water—you can't drink too much; also get from any pharmacist about four ounces of Jad Salts; take a tablespoonful in a glass of water before breakfast each morning for a few days and your kidneys will not fine. This famous salt is made from the acid of grapes and lemon juice, combined with lithia, and has been used for generations to clean and stimulate clogged kidneys; also to neutralize the acids in urines so it no longer is a source of irritation, thus ending bladder weakness.

Jad Salts is inexpensive; can not injure; makes a delightful effervescent lithia-water drink which everyone should take now and then to keep their kidneys clean and active. Try this, also keep up the water drinking, and no doubt you will wonder what became of your kidney trouble and backache.

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