

CHAMBER OF COMMERCE BUILDING—Erected in 1937, this modern structure is the home of the Torrance Chamber of Commerce, located on El Prado, adjacent to the Civic Auditorium. The building has a conference room for the directors, which is available for all kinds of civic meetings, the Community Chest, Red Cross and similar groups. Membership of the Chamber is 250. — Herald Photo.

Praise

Chamber Had Vital Part in Shaping City

(Reprinted from first issue)

Torrance has a live Chamber of Commerce that already has accomplished a great deal for the betterment of the city and vicinity.

This organization has always taken a prominent part in all public-spirited measures and has devoted its interests with their neighboring organizations in working for the upbuilding and for the development of their section.

Among the most recent important improvements that the Torrance Chamber of Commerce has been actively engaged in is the Coast boulevard and the Redondo-Riverside boulevard.

The Chamber of Commerce recently reelected its officers for the ensuing year as follows:

President, H. A. Marx; vice president, S. S. Rappaport; secretary, F. O. Gould; treasurer, Dr. N. Leake.

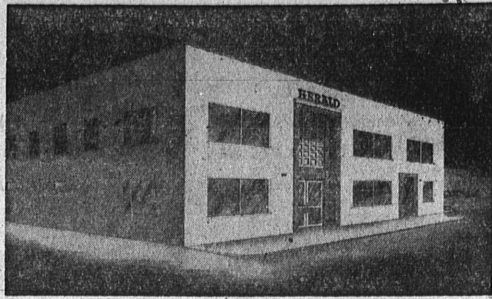
Directors: Herman Burmaster, S. Salm, H. Dolley, H. A. Marx and Sidney Moyses.

G. W. Finney, publicity manager for Thomas D. Campbell & Co., has been selected to represent the Torrance Chamber of Commerce at the annual convention of the National Association of Chambers of Commerce, which will be held at Washington, D.C., Feb. 11 to 13.

G. W. Finney, Torrance's live-wire publicity man, was in the city last Tuesday completing arrangements for a Torrance float in the Pasadena Tournament of Roses today.

We are just at the edge of the factory period in Southern California and throughout the Great Southwest. Heretofore we have lacked population sufficient to make a broad enough market for skilled artisans have been lacking and money has been dear.

Now that all these obstacles are removed, with the very rapidly-growing population, with money as cheap as in New York, and with fuel cheaper than anywhere else, manufacturing will grow.



WE

— are proud to have been selected to erect the concrete blocks and masonry of the beautiful Herald building.

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Why Worry About HCL, Editor Asked

(Reprinted from the Torrance Herald of January 23, 1914)

Rabbit hunting and mushroom gathering are the most popular pastimes engaged in these days.

Plenty of nice big fat juicy rabbits can be found roaming over the fields surrounding Torrance, which make good pot pies.

Why worry over the cost of living with meat as cheap as that?

HOSPITAL ENLARGED

Torrance Memorial Hospital, a memorial to the city's founder, Jared Sidney Torrance, will have a capacity of 65 beds as soon as the present addition is completed. The County Harbor General Hospital, capacity 600 beds, is less than a mile east of the city.

New Lighting System Used

The lighting installation in the business and editorial offices of the new home of the Torrance Herald is of the most modern type and one of the first to be made in the city.

Called "cold light," the system employs cold cathode fluorescent tubes referred to as "salm line" installations. The tubes give off no heat, unlike the older fluorescent installations and the light is exceedingly white.

One installation runs the entire length of the ceiling over the desks in the business office, another shorter section is installed over the public counter and the other installation is in the editorial department and the editorial mezzanine, where the newspaper is bound; files are kept and where the photographic department is located.



DISTRIBUTOR—J. W. Anderson, retired railroad man who now distributes The Herald in the area north of Torrance boulevard.

Two Early Torrance Firms . . . Growing Together



For the past 23 years Mullin's Service has expanded to meet the increasing needs of a community demanding the best automotive service.

Oldsmobiles are our business, not a side line.

The new home of **MULLIN'S Service**

Mullin's Oldsmobile Sales and Service

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TORRANCE 320 AND 606

TORRANCE, CALIFORNIA

CONGRATULATIONS --

To The Torrance Herald on the beautiful new building . . . a tribute to a rapidly growing community.

