

Torrance Salutes Builders of 4589 Homes In City

(Continued from 3-C)

curred with our opinion and so we went one step farther. We had the amendment drafted and submitted to numerous cities for comment and also to experts on municipal government.

"After months of intensive research, study and work we have presented the final result to our City Council and they have in turn announced that it will be placed on the April ballot as an initiative measure for the citizens of Torrance to approve.

"Amending a City Charter is a lengthy and protracted process; it requires months of time, and finally, approval of the State Legislature. In the meantime Torrance is growing and growing fast. To meet the many requirements imposed on our city government by such activity our City Council secured the services of a most thoroughly qualified engineer and administrator to work under the direction of the Council in administering the affairs of the city. For this action and as well as for their timely selection of George Stevens, we offer congratulations to our Council.

"As I have said, your Chamber officers and directors drafted the proposed amendment to our Charter to provide for a City Manager. Obviously there had to be one member of the group with the legal training, the energy, foresight, and with sufficient civic pride to do the major portion of the actual work. Your Board was indeed fortunate in having as one of its members an attorney who proved to be tireless in his efforts to plan and provide for good municipal government for our city. I am proud to have had the opportunity of working with this man for many months and to have seen the zeal and thoroughness with which he tackles and accomplishes a job. Therefore, it was a source of great satisfaction to me that he was unanimously selected by your Board as President of the Torrance Chamber of Commerce for 1948.

"I therefore take pride in presenting to you, your president, Charles T. Rippey."

Taking over the gavel, President Rippey introduced members of the Chamber board present, Charles V. Jones, vice president; W. T. Tillotson, vice president; Dean Sears, treasurer; R. I. Plomert, Jr., B. C. Buxton, Bob Haggard, Grover C. Whyte, directors and Blaine Walker, secretary.

Rippey told the history of the expansion of Torrance to its present nearly 19 square miles, raised its beach and told of how now Torrance is "growing into" the vast expanse within its boundaries.

He introduced various developers present, and each told of his project and introduced members of his staff.

Kettler declared that Torrance is "pushing the oil derricks into the ocean," in telling of the growth of the city.

Haggott declared that the finest and potentially finest residential land in Southern California exists in Torrance, and is backed by a sound industrial center.

Pine told of his new project and thanked officials and the Chamber for its cooperation.

L. Blake Baldwin, of California-Nevada company, declared that residential development now is keeping pace with industrial growth, and as the two expand together, Torrance will have "everything in the end."

Oliver Clark, representing Seahaven, thanked the Chamber for its assistance in getting Seahaven's application for mutual mortgage insurance "under the wire" with F.H.A., and declared the project will be one of the finest in the world. He promised a hotel project, in addition, which will be the pride and joy of the City of Torrance.

Phillip S. Eisendrath, of Southwest Properties, praised the cooperation of the water department, city engineer's office and other agencies, and said he was "happy that we selected Torrance" for the present development.

Homer Bale likewise expressed his appreciation, but appealed for federal action to provide more Title 6 loans for continued development.

Andrew Norden, spoke in behalf of American Land Company's project in South Torrance, and T. A. Johnson, also of the firm, said "we should have come to Torrance before we did."

Shlitta told of his tract in Walleria, and Stinson expressed his gratitude for aid in getting his multiple dwelling project cleared through various agencies.

Senness challenged the people to view the Weston ranch a year from now. "We have a piece of land and a prayer," he said in urging people to watch the area. H. V. Davidson, representing the Federal Housing Administration, said "we used to beg for a chance to build one or two

houses, and we didn't think we ever would see the day when they would be building them by the dozens.

"Let us hope," he continued, "that Congress will give us a financial program to continue building in 1948."

B. S. Beesemyer, executive vice president of General Petroleum Corp., and last year president

of the Los Angeles Chamber of Commerce, told of the industrial growth of Southern California, and of the millions of dollars now pouring into factories.

He appealed for reduction of government expenses, declaring that 31 cents of every dollar goes to taxes.

Beesemyer told of the history of Torrance and of its industrial growth.

"I can well recall when a new industrial subdivision was laid out in Southern California and it was called Torrance," he said. "That was back in 1911, and the founder was Jared Sidney Torrance.

"At the time the idea was considered fantastic. Few thought Torrance would grow to become the industrial area it is today.

"True, there was a lag, but think of what has happened in the past few years.

"You now have 12,000 persons working in the City of Torrance, and again that many within what is known as the Torrance area.

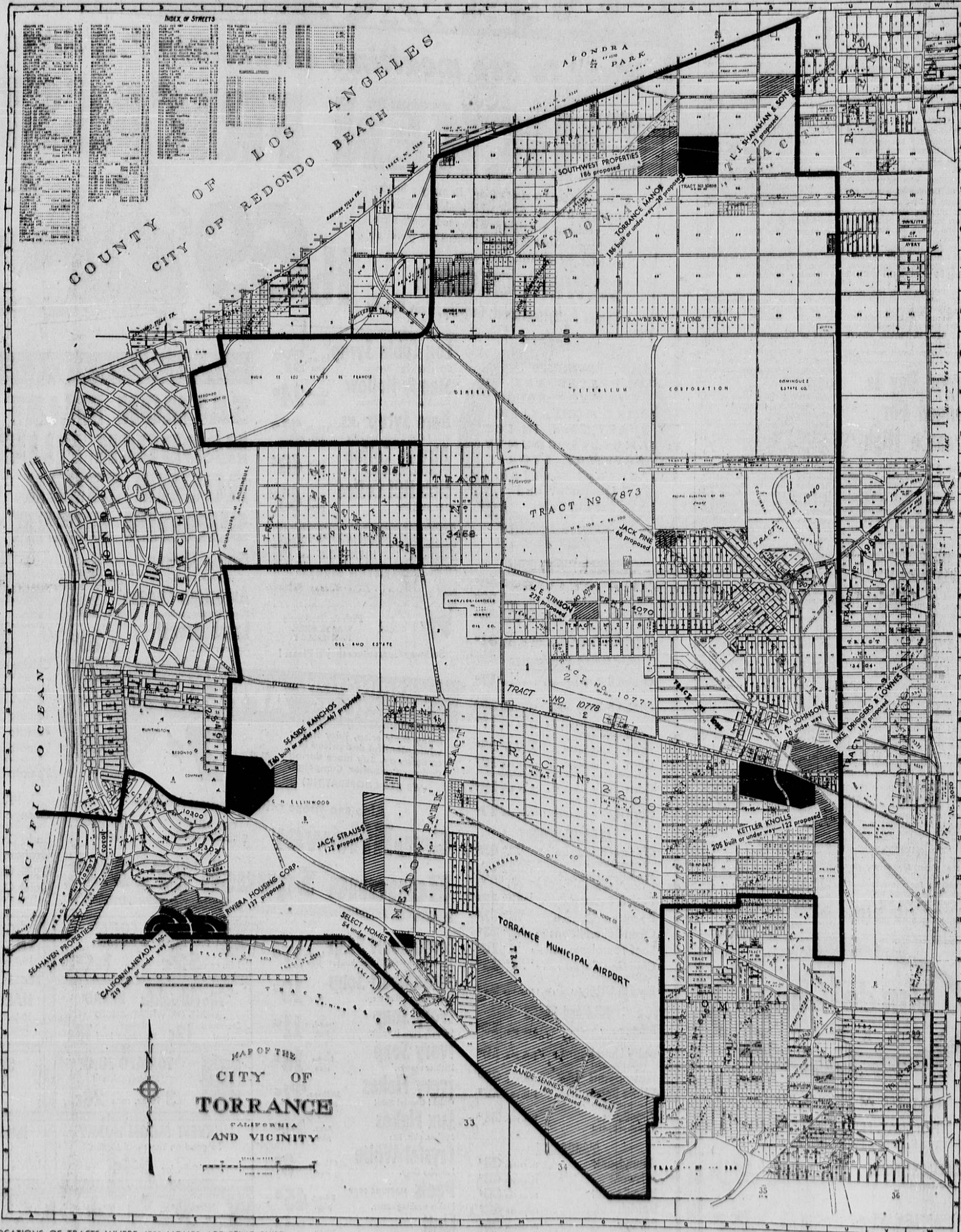
"The estimated payroll of this area is in excess of \$70,000,000 a year, and you have 60 major industries here with an invest-

ment of more than \$125,000,000 in plants and facilities. And you have just started to grow."

Beesemyer then told of the tremendous growth of Los Angeles County, which has doubled its population in recent years, declaring that in 1947 some 215 new factories have been added costing \$69,000,000 and giving jobs to 7,811 persons. In addition, some 417 fac-

ories have expanded with a total added investment of \$55,000,000, making a total of \$125,000,000 expended and providing new jobs for more than 21,000 persons.

He said: "Our industrial growth since the war has been faster than it was during the war," and praised the home development projects of Torrance as being vitally necessary.



LOCATIONS OF TRACTS WHERE 4589 HOMES ARE BEING BUILT . . . Shown on a map prepared by the Torrance Herald with the cooperation of City Administrator George W. Stevens and Assistant City Engineer John Patrick are the locations of tracts where 4589 homes are being built or proposed. Note the small area occupied by the tracts in relation to the vastness which is Torrance. It is estimated that the units, when completed, will increase the population nearly double, adding some 16,000 persons to the city, and will add \$11,013,600 to the assessed valuation of

Torrance. Tract names are given, with the solid areas designating projects already building nearly 1000 homes. Shaded areas are those proposed, and for which plans already are on drafting boards. Schools will be built in areas near the tracts, and bus transportation facilities already are being provided or planned by March 1. Other municipal services are being thrown into the tracts as they are required. Developers of the new tracts were honored at the "Salute to Community Builders" dinner Monday night in the Civic Auditorium sponsored by the Torrance Chamber of Commerce.