

HOW SHE GROWS . . . Torrance's latest population estimate is graphically illustrated by this map prepared with the assistance of Walter Bradford, senior clerk for the City of Torrance. Mr. Bradford proved himself invaluable to the staff of the Herald, not only in providing the basic map from which this one was drawn, but also by furnishing building permit figures dating back to 1922. Areas of the city and the dates they were annexed, together with the size of the annexation are shown on the map, as well as present estimated population figures within the boundaries of each annexed plot. Figures for the number of people in the city, which adds up to 41,618, were derived by multiplying the number of registered voters (16,606) times 2.5, a national figure used to determine population estimates.

1942 Torrance Geared For Defense Works

In 1942, Torrance was busy gearing up for defense production and defense of the homeland.

To point up the need for civilian enterprises, the Herald published a special eight-page section on Jan. 16, listing some of the community war services private citizens could provide. Here are some of them:

California State Guard: Torrance-Lomita Company H, enlistments being accepted by L. Guy Cable, 28236 Western, Torrance. Gardena Company, George T. Beard, 16420 S. Vermont Ave., enlistment officer. Cavalry unit, Company H, Mrs. L. B. Kelsey, Torrance Chamber secretary accepting enlistments.

Civilian Defense: Air raid wardens, auxiliary firemen and rescue squads, auxiliary police and bomb squads, emergency medical services, sanitation services, public works and utilities.

Red Cross: Mrs. R. R. Smith, general chairman. Standard and advanced first aid, production of sewing and knitting, home nursing, nutrition and reserve.

Other services included a "coffee corps," volunteer registrars for selective service, the Little Hills Navy Mothers' Club and the Boy Scout war service.

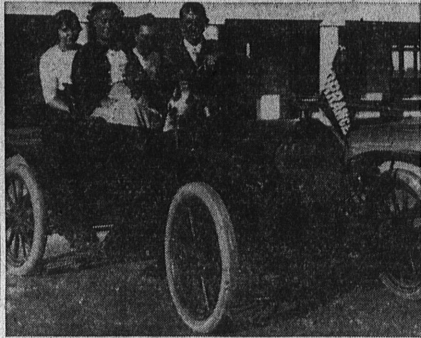
Sound familiar?

MILITARY COST

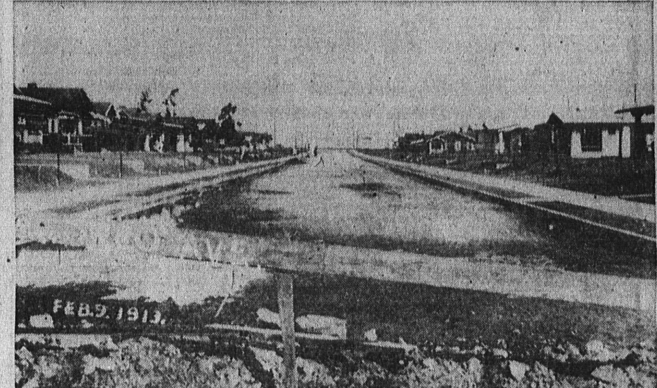
Cost of equipping a U. S. Army infantry division with basic equipment is now \$91,000,000. The cost during World War II was \$19,000,000.



ONE OF THE FIRST . . . Start of Torrance's building boom was this residential area known as Kettler Knolls. Pictured in the foreground and upper left are nearly 1000 homes comprising the tract. In upper center are 58 homes in the Shady Nook Tract which was developed by Budget Homes Co.



EARLY DAY BOOSTER . . . Proud that he was from Torrance was this pre-hot rod area driver who used to whiz about town displaying a Torrance pennant attached to his kerosene headlight. Sign on front of auto indicates it was a Brush. He and other auto owners of the era rode on solid rubber tires and . . .



. . . streets like this. Writing on this old photograph states the view is of Andreo Avenue and that it was taken in February of 1913 when the town was but a year old.

Pittsburgh Paints

Manufactured in Torrance by

PITTSBURGH PLATE GLASS COMPANY

465 Crenshaw Blvd.

SOLD LOCALLY BY:

Paramount Builders Supply

3410 Torrance Blvd. Phone: FRontier 4-7871

Morgan Paint & Wallpaper

1621 Cravens Ave. Torrance 3036

Joslin Lumber Co.

1782 Carson St. Phone: Torrance 475

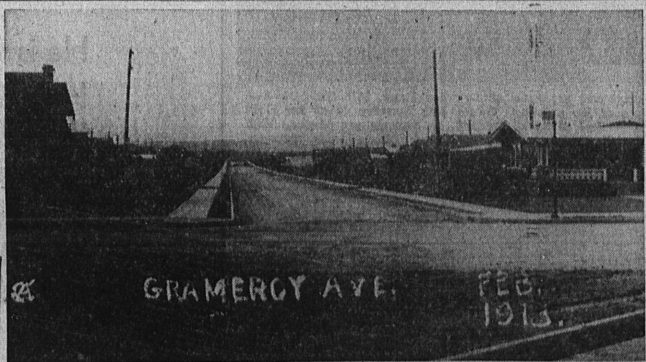
Boy Scout Xmas Tree Lot Will Open Dec. 8

Torrance Boy Scouts will open their Christmas tree sale in the Jim Dandy parking lot, Crenshaw and Torrance Blvds, on Dec. 8, it was announced yesterday.

Meanwhile, according to Lynn Dane, the Scouts were out all last week selling tickets, which are worth \$1 on the purchase of a tree. Dane said that tree prices will be lower this year than they were last.

If you did not get a chance to purchase a ticket, Dane said to call him at Torrance 2211-W, and he will see that a Scout gets out to you with a ticket.

THIRTY-NINE YEARS AGO . . . this is what Gramercy Avenue looked like to residents of that era. Street running across picture is believed to be Carson — then as now, one of the main east-west arterials.



Beautification Program of City Attracts Many

The elaborate and costly beautification features of Torrance have attracted widespread attention. Completed park and building plans for the Civic Center covering 25 acres call for an expenditure of more than \$150,000. The first of a group of buildings to be constructed will be a \$40,000 hospital and a \$30,000 library. In addition to this it is planned to erect a City Hall and Auditorium, an attractive group of school buildings and a kindergarten in the Civic Center.

At present Torrance is the home of the following important industries:

- Union Tool Works.
- Pacific Metal Products Co.
- Hendrie Rubber Co.
- Moore Auto Truck Co.
- Torrance Pearl Mfg. Co.
- California Shoe Co.
- So. Calif. Lime and Cement Co.
- Pacific Electric Car Building Shops.
- Llewellyn Iron Works.
- National Mosaic Tile Factory.

And other industries as they learn of the advantages and resources of Torrance.

These above-mentioned industries, when working to full capacity should employ 3000 men. Conservatively estimated, this should mean a population of 15,000 people. (Jan. 1, 1914).

RAIL MOVEMENT
Each serviceable freight car on Class I railroads moved an average of 46.5 miles daily in 1950, only 38.9 miles in 1940.

COTTON CENTERS
Most of the world's cotton supply is produced in the U. S., India, China, Russia, Egypt and Brazil.



Appreciation!

Our dairy belle appreciates the special attention she gets at our sanitary dairy . . . and her rich, nourishing milk proves it! Mothers appreciate the extra flavor and vitamin richness of her milk . . . and serve quarts of it a day! Serve it to your youngsters . . . Call us today!

CONGRATULATIONS TO TORRANCE ON ITS 40th ANNIVERSARY
Phone MENLO 4-1091 FOR HOME DELIVERY

Verburg Dairy

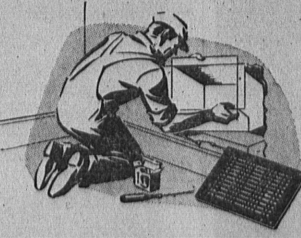
2093 W. 174th, Gardena—Save—Cash & Carry and 18158 So. Crenshaw Blvd.

IT'S OUR 35th ANNIVERSARY

Established 1917

Complete Plumbing Service

- Contractors
- Repairs
- Heating
- Water Heaters



'We Will Save You Money'

F. L. Parks - J. P. Montague, Owners
Torrance 60 — Torrance 3064

TORRANCE PLUMBING CO.

1418 MARCELINA AVE. OPPOSITE POST OFFICE