

Pioneer Industry Traces Growth of Torrance Area

Torrance, the "All America City," is now nearing 100,000 people. It ranks fifth in size in the county, and promises to move up quickly to an even higher rank. Industry paces its growth.

One may well question the reasons behind this growth and expansion. Why here? Why so fast? What started it? To find the answers to these questions, it is necessary to look back to about 1910 or a little before, and into the records of Jared Sidney Torrance, who gave his name to the city-to-be.

These records disclose that Torrance—the city, was carefully planned by Torrance—the man, and his associates. The site for the city was not accidentally found. It was selected. Its development was not hit-or-miss, but according to deliberate and far-sighted plan. Here are some of the recorded facts in the earliest history of Torrance:

Spanish Land Grant
The land area took its name from a huge grant to Juan Jose Dominguez, who once well served his Spanish king in battle, long before there was a state of California. For services rendered, Dominguez was rewarded with nearly 50,000 acres of rich Los Angeles basin grassland. Through the years and various heirs of the family, this great estate was divided until early in the twenties century, Jared Sidney Torrance acquired about 2800 acres of this land in a choice parcel. Purchase was made in the name of the Dominguez Land Company, of which Mr. Torrance was a principal organizer.

Torrance, a financier of wide interests, was also an officer of the Union Tool Co., in Los Angeles, organized in 1908. The great California oil industry was growing by leaps and bounds and the oil tool business was attempting to keep pace. One of these, the Union Tool Co., enjoyed much of the business in its Los Angeles shops, and soon outgrew the quarters. A flourishing business, lack of space to expand, and a pressing need for bigger and better shops, were factors

behind the desire for a new plant location.

As an officer of Union Tool and as an investor in the Dominguez Land Co., Torrance was instrumental in bringing the two enterprises together. The city of Torrance actually was conceived in this manner.

Purchase Acreage
It was in July 1911, that the Union Tool Co. was offered the opportunity to purchase 25 acres for a plant site in the undeveloped area. There was one provision however—manufacturing must be under way within 18 months. This provision was no deterrent in the plan to find a new home, being accepted at once, and the purchase was made.

So it was, that in December of 1912, the Union Tool Co. began operations in their new plant, with 280 employees who had made the move from the old Los Angeles shops. It might be said that this group were the first residents of Torrance, but for one thing. Although during the year of 1912, the townsite was being laid out, there were actually only three houses built. These three houses were occupied by three men of the Union Tool Co. and in reality Torrance's first citizens. Their names were Garretson, Smith, and Northrup.

Many of the city's oldtimers will recall that the Union Tool Co. was purchased by The National Supply Co., which now occupies the enlarged original site of the pioneer group. National Supply is a much bigger operation, now however, and through the years has grown, like the city, to world prominence. It is now the largest manufacturer and supplier of oil field machinery and equipment. Its Torrance plant is the largest of its kind west of the Mississippi. In its personnel and its product it has been a dominant factor in the tremendous growth of industry in the area.

'Blue Chip' Names
Joined first by Llewellyn Iron Works, now the Columbia-Geneva Steel Corp., then the Pacific Electric Railroad Shops, National has witnessed a

steady stream of industrial "Blue Chip" names join the family. That they are still coming, and that Torrance is an "All America City" is trib-

ute indeed to the early founders and their dreams of the future. Not dreams alone, but visions translated into planned realities.

National takes pride in being the pioneer industry of Torrance, in helping to develop the city, and to share in its achievements.

Old Fire House Six Sale Set

Old Fire House Number Six in Lomita has outlived its usefulness as far as Los Angeles County is concerned and will soon be offered for sale to the highest bidder. It was disclosed today by Chairman Burton W. Chace of the Board of Supervisors.

With the construction of the county's new station at 25517 S. Narbonne Ave., Fire Chief Klinger has asked that the old station at 2240 Lomita Blvd.

be disposed of and that monies received be credited to the consolidated county fire protection district.

According to Chace the improvements include a brick fire station and a small detached brick kitchen. The county has clear title to the property. The regional planning commission has verified that the property is excess to the county's needs.

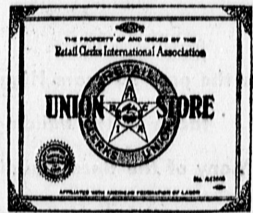
Business Builds! Build Torrance!

Build Your City, Your Future!

HELP TORRANCE TO HELP YOU!

PATRONIZE YOUR LOCAL RETAIL STORES!

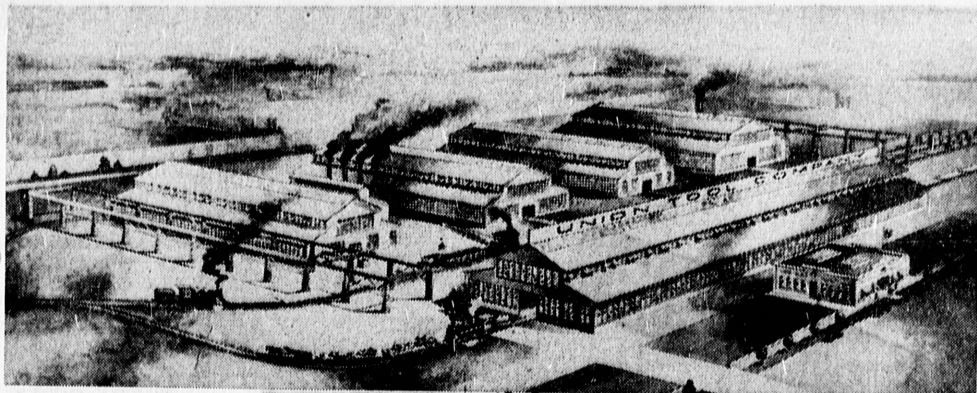
LOOK FOR THIS SIGN WHERE YOU SHOP:



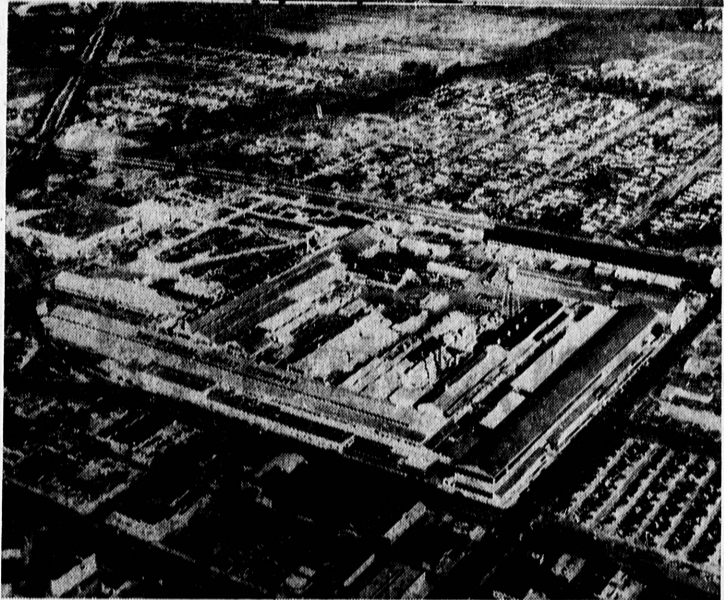
This sign will be in Retail Stores in this area who have Union Contracts, hire Union people, pay Union wages, have Union conditions and appreciate Union Patronage!

Your Business Builds Your City!

RETAIL CLERKS INTERNATIONAL ASSOCIATION
LOCAL 905



OLD, NEW . . . Architects show the original Union Tool Co., the city's first industrial plant. The growth of the firm, now merged with National Supply Co., is shown in the second aerial photo taken here recently.



Fast Order Puts New Rig On Well PDQ

Quick action in replacing a draw works enabled General Petroleum of Canada to put its rig to work again and spud in a well only six days after the draw works was badly mangled in an accident while being moved.

During that time, the draw works was brought 86 miles into Calgary, the extent of the damage determined, a duplicate ordered, and the new draw works carried 1750 miles by truck to a location 86 miles northwest of Calgary.

The accident occurred on a Monday afternoon, and the order for the new draw works was placed at the Calgary office of The National Supply Co. about noon of Tuesday. The replacement, equipped to the customer's specifications, left the National Supply plant in Torrance Tuesday afternoon, arrived at the Canadian border 3300 miles away at 2:30 p.m. Friday, was on location 450 miles beyond the border on Saturday, and was rigged-up and operating on Sunday.

The rig is a National Supply Type 55, driven by two Superior PTDS-6 Engines with an intermittent rating of 500 horsepower each, through National A295-100F Torque Converters.

During the two years prior to the accident, the rig drilled eight wells, totalling 77,000 feet of hole. Most of the wells were 9,000 to 10,000 feet deep, and were drilled in the foothills region of the Canadian Rockies in southern Alberta.

Views of Arrow President about Economists Told

R. H. Deutsch, marketing director of Arrow Brands Inc., issued a statement to the Torrance Herald, reporting a misinterpretation of company president Harry W. Roth's speech at the recent Salute to New Industry Breakfast held at the Torrance YWCA.

Deutsch said, "Mr. Roth was quoted as saying that 'we don't have much faith in the economists', but this is out of context, and gives a different meaning entirely to Mr. Roth's statement."

Roth's complete statement in reference to economists was, "I have confidence in the country and the community. People are going around feeling sorry for themselves and are then reading what economists say, but economists get this from the performance of businessmen. I don't care what the economists say—if business did more for itself, economists would have a better story to tell!"

Deutsch added, "Far from deprecating the economists, we laud them. We have the services of several economists available to us through Reynolds and we rely on them for important contributions to our over-all planning."

"Mr. Roth feels we must do more for ourselves. The salvation of industry, and Mr. Roth's whole concept, is new products," Deutsch said.

POWER CENTER

A power plant with a 72,000 kilowatt capacity is contemplated at the Flaming Gorge dam and reservoir to be built on the Green River in Utah.

FRontier Phone Users Receive Latest Facilities for Service

"By the end of 1959, extensive construction and expansion in the Redondo exchange, which is composed of Redondo, Palos Verdes, and Rolling Hills central offices will constitute expenditures of about \$11,464,000," said Horace C. Vaupel, manager of the FRontier number area, today.

Costs amounting to \$1,808,000 have already been spent in Redondo for automatic switching equipment and related implements which provided automatic toll ticketing service on April 5, permitting Redondo subscribers (approximately 35,000) to dial, without referring to the operator, any telephone number in the greater Los Angeles area, except Oxford 5 numbers. In essence, subscribers are allowed to dial as far away as STate number in San Fernando, for example, but message unit charges apply, of course.

Toll Free Area
These same subscribers can dial the following prefixes without additional charges. DAVenport, DAVIS, EASgate, FAIrfax, FRontier, OSborne and TErminial.

Other major expenditures in Redondo for 1958 include \$1,681,000 for outside plant, consisting of pole lines, cable, conduit, etc. Station equipment, such as PABX and telephone instruments and associated wiring, will amount to \$1,359,000. Building construction, vehicles, tools and other

requirements will constitute expenditures of about \$493,000.

Calling attention to other projects scheduled for this year, Vaupel stated that a two-story addition to the Redondo central office, at a cost of some \$259,000, will be completed by September. This addition will permit expansion of the outside plant engineering offices and the wire chief's office.

New Building
In Rolling Hills, a new one-story and partial basement addition to the existing central office building, to provide space for automatic equipment to serve over 5000 telephones will be completed in October, at a cost of about \$303,000. Automatic toll ticketing equipment and outside plant to be installed in connection with the project will cost \$818,000, bringing the total expenditures to \$1,321,000.

"In the Palos Verdes central office, also scheduled for service by October, costing \$576,000, will be the installation of automatic equipment necessary for prefix dialing," Vaupel continued. This will include installation of additional lines and terminals to serve some 1400 additional telephones in Palos Verdes.

Sees Large Increase
"At the present time there are about 64,000 telephones in the Redondo exchange, but company forecasts anticipate an increase of more than 8750

telephones during 1958," Vaupel stated. "By the end of 1959, an additional number amounting to approximately 7400 will bring the total to about 79,270 telephones," he added.

It is anticipated that there will be 850 men and women employed in the Redondo exchange area by the end of 1958, representing an increase of nearly 100 employees during the year. Seventy-six more to be added in 1959 will bring the total to about 925 employees at the end of the two year period.

COAL OUTPUT

Utah's output of bituminous coal is about seven million tons per year.



"A woman's vocabulary may be only 500 words—but what a turn-over!"

For Classified Results

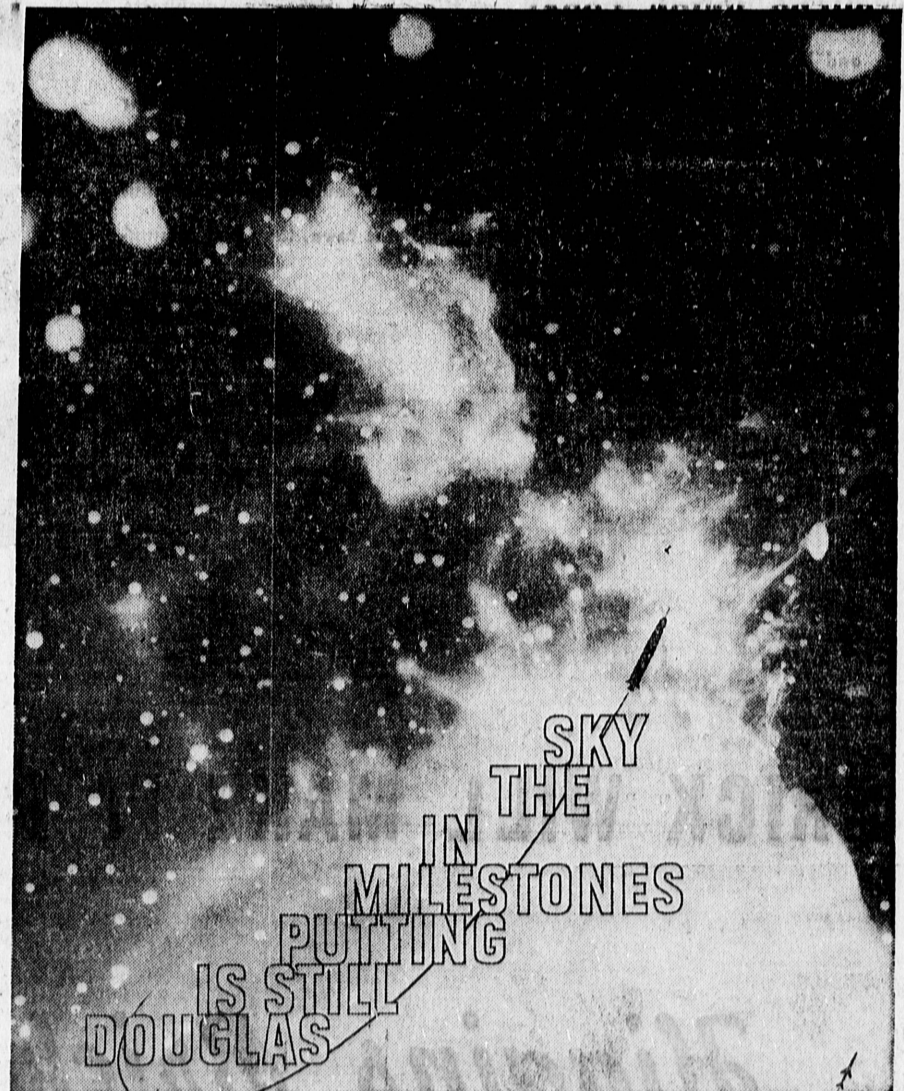
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The world's largest manufacturer of aluminum foil is proud to announce the construction of its new plant in Torrance. As a progressive, forward thinking firm, we are pleased to identify ourselves with a community whose development and growth has been as consistent as ours.

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