

NEW HORIZONS . . . A new concept in Southern California living has been ushered in with the opening of the New Horizons condominium development on Sepulveda Boulevard between Crenshaw and Madrona Avenues. Shown here is the community center building, overlooking a nine-hole golf course and putting green developed as an integral part of the recreation-centered home site.

Watt's New Horizons Pioneers New Ideas

The first two of several hundred couples who have purchased homes in New Horizons-South Bay moved in this week, Bob Norton, sales director, announced.

"This milestone in New Horizons development marks the realization of dreams of engineers, architects, designers, land-planners and developers — the development in fact of New Horizons-South Bay — going back for almost five years," Norton explained.

New Horizons-South Bay originally was the adult recreation concept of one man — Ray Watt — one of the Southland's most honored builder-developers, who placed the creative, financial and practical resources of one of the Nation's largest home-building organizations to work in the design, construction and execution of what is probably Southern California's most advanced development of its kind.

NORTON SAID that the new all-underground electric system at New Horizons-South Bay, one of the first to be installed in the Southland, is particularly effective because of the project's land plan, resulting in no interior streets and with homes grouped in clusters about landscaped malls.

Norton also said that all utilities underground had proved to be a strong point in the sale of more than 250 garden homes in 10 weeks.

When completed, New Horizons will include 600 Gold Medallion garden homes, in addition to the extensive recreation and meeting facilities represented by the Town Hall. Home buyers have a share in their own nine-hole golf course and the Town Hall, which includes a lounge, assembly room, billiard room, golf shop and photo lab.

OUTDOOR facilities include the golf course, two swimming pools, horseshoe pits, badminton, paddle and regular tennis courts, barbecue rings and shuffleboard decks.

Residency, according to Norton, is limited to families in which one spouse must be 35 or older, single persons must be at least 35, and no children under 18 may be permanent residents.

Attractively furnished models are open daily from 10 a.m. until dark at the New Horizons location, on Sepulveda between Crenshaw and Hawthorne boulevards in Torrance. For further information, Norton may be reached by telephoning 325-6161.

Brief Items About City

(From the Torrance Herald, Jan. 1, 1914)

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

Miss Inez Kirkwood, designer at Jacoby's Millinery store in Los Angeles, spent New Year's with her mother, Mrs. Cora I. Kirkwood, of this place.

Mrs. L. Waltz and son, Richard, of Ontario, spent Christmas and week end with their brother and sister, Mr. and Mrs. W. C. Dolley.

Mrs. Billings of Massachusetts visited her cousin, Mrs. W. A. Renn, during Christmas week.

Our local sportsmen report that hunting is good at Torrance, especially jack rabbits. Among recent hunters who report good success in that line are Messrs. Gould and Salm of the Torrance Pearl Manufacturing Co.

Mr. J. Isen was a business visitor in Los Angeles on Tuesday.

Mr. and Mrs. Thomas D. Campbell were presented with a beautiful baby daughter last Friday morning.

Mr. and Mrs. H. W. Tolson and son of Huntington Beach spent Sunday with their parents, Mr. and Mrs. J. S. Tolson.

Mr. W. Lewis of Los Angeles on Dec. 21st, succeeded Mr. D. N. Rush in the lighting system at Torrance.

Early Days in Torrance Often Exciting

(Two of the city's first merchants, Harry Dolley who founded Dolley Drug Co., and Jack Isen, the city's first grocer, talked over their early days in Torrance for a Herald reporter more than a quarter of a century ago. Their comments on the early days of the city are worth repeating here.)

"It was bathtubs that brought me to Torrance," Harry Dolley said. "Yet, the first day I came was one of the dirtiest I ever saw. Workmen had plowed up all the field in preparation for building and a severe wind-storm whipped up such a quantity of dust and sand that it would have been impossible to see a block away—if the block had been built."

"My father's sister lived in Lomita at that time and he had come from his work in Ontario, where he was superintendent, to visit her. On his way back he had noticed the proposed development, then under way. I had recently graduated from college and was running a store in Azusa. But it didn't seem to me that there was much future there so I was more than interested when he said: 'Harry, you just ought to see that new town they're building over by Lomita. Why they have all kinds of building materials there and are putting up a real city! There was a whole lot just full of bathtubs alone. When I came through there!'"

"THAT WAS too much for me. A whole lot full of bathtubs!"

"We got off the train and made our way to the Thomas Campbell real estate agency, then handling Torrance properties. I asked the rental of the only store then suitable for our needs and was almost floored when the price was quoted at \$100 a month. Why I was only paying \$25 in Azusa, and Azusa was already on the map!"

"But I looked out and saw that lot full of bathtubs and I realized that this town would be populated with a fine type of people; people who would have due regard for their health and would need and use a drug store."

"ABOUT THAT time, one of the carpenters on the building stepped up to me. He explained that he, too, would like to open a store here, to sell hardware. Yes, it was Hurum Reeve. We worked out a deal whereby the store could be divided, and I signed the lease."

"That was in the fall of 1912. By the following February there were either 72 or 87 houses here—I forget which—all down on Gramercy, Andreo, and Cabrillo; and our store was ready for occupancy. I opened the doors on February 13, 1913—and took in about

let any of us hang on through that period. I don't think anybody in town could pay any rent for over a year."

"WE MERCHANTS used to have a game. Each day, at closing we would compare receipts and the one with the lowest amount of cash in his register won the pool. Hurum Reeve won it one day with 35 cents."

"Hurum was just one example of the numbers of men who came here to do one thing, then changed to do

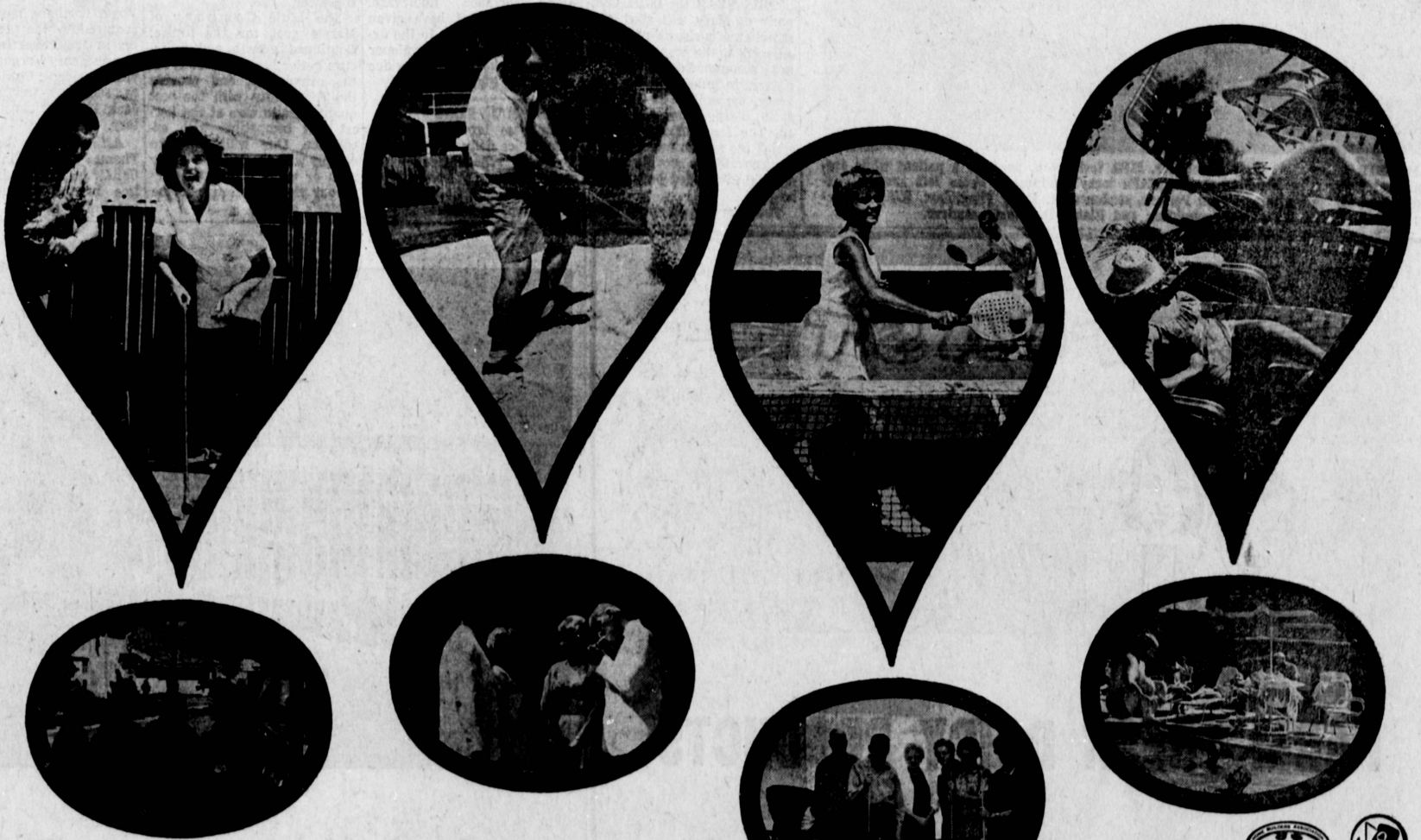
something else. He came here to open one of the nation's leading small-town hardware stores. Then there was John Salm, who came to make pearl buttons and switched to abalone novelties. And there was . . ."

"ME," CUT IN Jack Isen. "I came here to open a men's clothing and furnishing store. In fact, I did. I had leased the very store in which I now have the Torrance Food Market, but it wasn't ready yet, so I opened my store in temporary quarters in the Colonial building

1600 Cabrillo, the only one yet finished. They were building from both ends of the business section at the same time."

"Well, when this building was finished, I moved in, but I didn't know anything about the business, but six weeks later I put in a line of foods and closed out the clothing."

And there they were, the city's first druggist and the city's first grocer talking over their entrance into the business life of Torrance 23 years earlier.



New Horizons—South Bay gives you time to enjoy life

Yes, New Horizons—South Bay really does give you time to enjoy life because here you not only own an elegant Garden Home but you become a part-owner in a:

- ! 9 Hole Golf Course
- ! Swimming Pool
- ! Your Own Clubhouse Facilities
- ! An Island Putting Green

To insure your enjoyment of all these facilities, the low monthly payment includes:

- ! Lawn Mowing
- ! Gardening
- ! All Exterior Painting

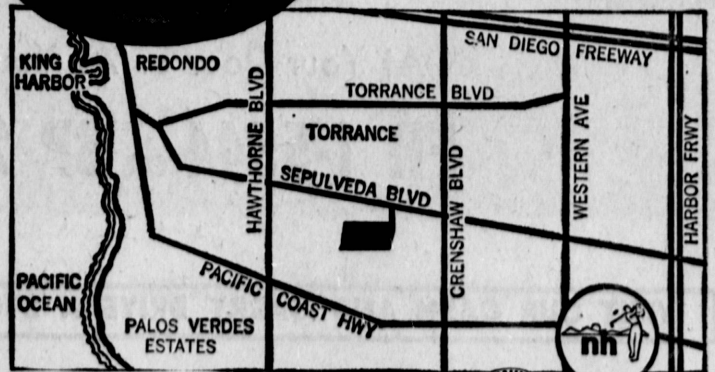
So you don't have to compete continually with the kids when you want to go swimming or just want peace and quiet, one spouse must be 35 and no children under 18 may be permanent residents.

GARDEN HOMES FROM \$19,995

A RAY WATT/RICHARD MEINE Development

NEW HORIZONS SOUTH BAY

DRIVING INSTRUCTIONS: The Complete Adult Recreation and Garden Home community is located on Sepulveda Boulevard between Crenshaw and Hawthorne in Torrance. Phone 325-6161.



Hotpoint



STANTONY warming oven and hood

The Home Idea Was Torrance's

The home idea surely takes hold of a person after living in Torrance a short time, it was reported here half a century ago.

When one looks about at all of the comfortable modern homes here it is pretty hard to resist the temptation to acquire one also.

Among the latest who have become inoculated with the germ are Mr. and Mrs. Sam Rappaport, who have taken a place on Gramercy Street, it was reported. Rappaport was a long-time Torrance merchant following this announcement.