

Torrance Herald

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OFFICIAL PAPER OF THE CITY OF TORRANCE
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THE HERALD'S PLATFORM FOR TORRANCE

- 1—Ornamental Lighting System.
2—Interchange of Freight Between P. E. and Santa Fe.
3—Western Avenue Bus Line.
4—Hollywood - Palos Verdes Parkway.
5—New School North of Carson St.
6—Aviation Field.
7—Co-operation of All Torrance People, Firms, Industries and Other Agencies, to Induce Torrance Workmen to Live in Torrance.
8—The conduct of All Local Affairs in a Spirit of Neighborly Friendliness and Constructive Co-operation to the End That the Peace and Prosperity of All May Be Encouraged by an Alert Civic Consciousness and Patriotism.

THE TORRANCE HOME BUILDERS, INC.

APRESSING demand for modern five-room houses on adequate lots and within the buying power of workingmen bids fair to be answered in Torrance by the organization of the Torrance Home Builders, Incorporated.

The Herald, along with all individuals and organizations interested in the future of this city, welcomes the promised activity of this new group into the life of Torrance.

When Jared Sidney Torrance formulated his plans for "The Modern Industrial City" he realized that moderately priced homes, well built and capable of being sold on small down payments, were essential to the progress of Torrance. So he built houses to suit the certain need.

The war intervened to hold Torrance back and delay the continued execution of the Torrance plan.

Then followed the oil boom. Land prices soared. Owners of property could not build residences on such high-priced land and receive any kind of an adequate return on their money by renting them for prices within the reach of families of fixed income.

Prices of land have now settled down to normal. Lots can be acquired and are being acquired in Torrance at prices that are not only reasonable, but cheap, when one considers what a buyer acquires in the way of public improvements when he purchases a lot in Torrance.

Realizing the demand for dwellings within reach of families with moderate incomes, a group of Torrance men, actuated by a desire to build up this city, conceived the idea of a building corporation, financed by Torrance men, all going into the proposition on an equal basis.

How well their idea was received is indicated by the fact that in two weeks 68 stockholders have entered the company, which is capitalized at \$50,000.

The subscription books are still open and it is expected that the number of stockholders will reach the 100 mark.

A number of lots have been purchased and building operations will start as soon as details can be perfected.

Five-room houses, properly and soundly built, will be constructed on the lots and sold at reasonable prices. The price is designed more to build up Torrance than to realize a profit on an investment.

Properly administered the Torrance Home Builders, Incorporated, easily can develop into a great force for the progress of this city.

Torrance has passed through two difficult periods within the last five years—the oil period and the post-boom period.

The time for the entrance of a building corporation, financed and administered by Torrance men and women, is here. It is gratifying to know that so many realize it and back their realization with support of the new company.

The Herald regards the Torrance Home Builders, Inc., more as a civic group than as a business institution. The results that its activity bring will be more to the advantage of the community than to the benefit of any individual.

We have waited long, through several years of difficulty, for some moneyed group from Los Angeles to come into Torrance with a load of money and a desire to build up this city.

It is good to know now that we are going to wait no longer—now that we have realized that no city grows by virtue of good luck and under some vaguely imagined magic wand. Torrance will grow and prosper in direct proportion to the efforts of her own citizens and institutions. Nobody else will build up Torrance. We must do it ourselves.

The Torrance Home Builders, Incorporated, appears to be the medium through which this self-help may best be expressed.

THE HOLLYWOOD-PALOS VERDES PARKWAY

W RUFUS PAGE of Torrance, director of the Southwest Parks and Parkways Improvement Association, has prepared an article on the proposed Hollywood-Palos Verdes Parkway, stressing particularly the significance of this highway to Torrance. Mr. Page's article follows:

This thoroughfare will not be a boulevard but a real parkway—just the same as if you were driving between two beautiful parks all the way from Hollywood to the Pacific ocean and to the entrance to the Palos Verdes Estates. This parkway will be 25 miles long and 225 feet wide, and it will actually occupy approximately 640 acres of land. There will be a drive or speedway in the center of the parkway about 80 feet wide. On each side of this drive or speedway there will be a parkway or strip of land planted in trees, shrubbery and flowers. Next there will be a bridle trail for those who enjoy horseback riding. Then there will be another strip of land or parkway on each side, properly landscaped and beautified. Next on each side there will be a paved roadway to serve the magnificent homes along this parkway, and there will be plenty of these homes.

There is nothing in California at this time to compare with this projected parkway in magnificence, beauty and usefulness; and there are few parkways in the United States that will equal and none that will surpass it.

The work will be done under the acquisition and improvement act sponsored by Mr. Mattoon. The legality of this act has been established by the Supreme Court of the State of California, and there is now no question as to its validity.

This parkway is being sponsored by the Community Development Association, with Mr. Henry O'Melveny in charge. This association is composed of five leading newspapers of Los Angeles and some of the most progressive and influential citizens of Los Angeles. The plans for the parkway are now being prepared by Olmstead Brothers, who are nationally known city planning experts and landscape gardeners.

About four and one-half miles of this parkway will be in Torrance and many of us are interested in the cost of it. Estimates of the cost are now being prepared and everyone interested will be advised before the actual construction begins. It may be said now that the cost to the property owners in our district will be much lower than in the district to the north of us. It is also proper to say now that this assessment will be spread over a period of 30 years at a low rate of interest and will not be burdensome. The proposed assessment district begins at 114th street and extends through Torrance to the Pacific ocean between Redondo Beach and the Palos Verdes Estates and contains approximately 28,000 acres of land. Most of the territory in the district through which the parkway will pass is sparsely settled and a great deal of the right of way will be donated, thus reducing the expenses a great deal.

Now what does all this mean to the people of Torrance? It means that hundreds of thousands of people will drive through the heart of Torrance who never saw or heard of the place before. It means that the best class of residences in Southern California will be located along or near this parkway, and as one-fifth of the entire parkway will be in Torrance, the benefits for Torrance will be enormous.

This magnificent parkway, coming out of the heart of the richest district in the city of Los Angeles, through Torrance, into the Palos Verdes Estates, will be the talk of the nation.

This parkway absolutely assures a high class residential section in all of the territory through which it passes—no undesirable will inhabit this territory close to the parkway, and living conditions will be almost ideal and very desirable.

There will not be an hour in the entire day that you cannot see large and luxurious sight-seeing busses on this parkway in the city of Torrance. Does this mean anything to Torrance? Well, I'll say it does, and "a-plenty."



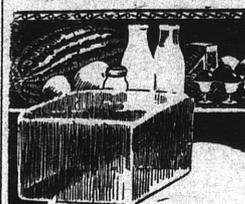
THE LIAR, MAN

"Women," said the confirmed bachelor, "are not trustworthy. I can't believe what they say and I can't look 'em in the eye, the way I can a man, and tell what their intentions may be." How silly! The reason why men are so eternally suspicious of a woman's sincerity is that they are purposefully deceptive in most of their dealings with men and they, quite naturally, are on the alert against similar double-dealing. Men are not quite so naive and ingenuous as they imagine themselves to be. A man has a rare skill, a true talent, for building up an idea of himself in his mind, and the image becomes clearer and clearer as time goes on; and presently he honestly believes he is what he pretends to be to the women with whom he comes in contact. Men lie to women with outrageous ease; and one can scarcely blame them, or hold them in contempt for it, because lying becomes habitual, unconscious. Men always promise women more than they can ever fulfill. Men always assert that they are possessed of goods and bawbles which they know might well they will never possess. On the other hand, women are less prone to promise; less ready to yield, less eager to hold out a glittering toy that the love-selish man may grasp and possess for his own satisfaction. Men in love are often adorable by the sheer ardor of their devotion; but their lies are a bore to hear. —Copyrighted.

Dinner guests Saturday of Mr. and Mrs. Hiram E. Hickman of Weston street were Mr. and Mrs. A. A. Brown and Mr. and Mrs. E. Loucks, of Long Beach.

Miss Opal Finn of Long Beach was a weekend guest of Miss Margaret Bryant of South Narbonne avenue.

Mrs. Irma McDonald of Phoenix, Ariz., has been the house guest for several days of Mr. and Mrs. F. F. Ferguson of Redondo boulevard.



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Motor Coach Company TIME TABLE

Table with columns: Leave Torrance for Wilmington and Long Beach, Leave Long Beach for Torrance. Times listed from 7:00 A.M. to 10:50 P.M.

D—Daily except Sundays and Holidays. S—Sunday only. *Connects for Catalina Island.

LOCAL NOTES

Mrs. Alice Smithley of Glendale is visiting at the home of her daughter, Mrs. C. G. Marxmiller, of Cypress street.

Mr. and Mrs. P. J. Clark of Los Angeles were entertained at dinner Sunday by Mr. and Mrs. W. H. Martin of Beacon street.

Bobby Beners of Arizona street spent Sunday at Venice.

Guests Sunday of Mr. and Mrs. H. G. Randles of Pennsylvania avenue were Mrs. Jim Purdy and Miss Martin, of San Pedro.

Lee Trunnell of Ventura spent Saturday at the home of his brother, R. H. Trunnell, of Oak street.

Mrs. George Taylor of Cypress street is reported on the sick list.

Richard Sidebotham of 257th street and Mr. and Mrs. James Cochran of San Pedro were weekend visitors at Lake Elizabeth.

Mr. and Mrs. Eber B. Smith and daughter Constance, of Wilmington, spent Sunday with Mrs. Smith's parents, Mr. and Mrs. O. H. Burnett, of Redondo boulevard.

Leonard Wilson, Paul Atherton and Vernon Markham were noticed in the throng of sheiks at the Redondo dance Saturday night.

Sunday guests of Mr. and Mrs. Lyndon Lowe of Walnut street were Mr. and Mrs. C. J. Brown of Los Angeles.

Mrs. Ted Loggins of 257th street, who underwent a serious operation recently, continues to improve.

Luncheon guests Sunday at the S. A. Wheaton home on Redondo boulevard were Mrs. D. D. Adams and children, of Tustin, and Mrs. Ennis of Long Beach.

Mr. and Mrs. H. E. Hickman of Weston street were recent guests of Mrs. E. V. Theissen of Long Beach at her cabin in Laurel Canyon.

Guests Sunday of Mr. and Mrs. Paul Erwin of Weston street were Mr. and Mrs. Merritt A. Davidson and daughter and Mrs. E. H. Erwin, of Alhambra.

James Aber and Billy Morris went fishing at Clifton Friday night, and numbered a small shark in their catch.

Mr. and Mrs. George Bryant and daughter, of Narbonne avenue, attended the Minnesota picnic at Bixby Park Saturday.

Mr. and Mrs. Bert Tuttle of Redondo boulevard have returned from a month's visit in Michigan.

Professional Directory

Dr. A. P. Stevenson Physician and Surgeon Office, Sherman Bldg., 1337 El Prado Torrance, Calif.

DR. MAUDE R. CHAMBERS Chiropractor 820 Cota Ave. Torrance Phone 109-W Hours 9 to 7, except Thursday

Dr. C. E. Hotchkiss Chiropractor X-Ray and Laboratory Service 1311 Sartori Ave., Levy Bldg. Torrance Phone 206

DR. R. A. HOAG DENTIST New Edison Bldg. 1419 Marcelina Ave. Just West of Postoffice Complete X-Ray Service Torrance Phone 198

Dr. O. E. Fossum Dentist X-Ray Service Hours 9 a. m. to 5 p. m. 1311 Sartori Ave. Torrance Phone 188—Torrance Calif.

PERRY G. BRINEY ATTORNEY-AT-LAW 110 First National Bank Bldg. Torrance Phone 159

Dr. Norman A. Leake Physician and Surgeon Office, First National Bank Bldg. Telephone 90 Residence, 1525 Marcelina Ave. Telephone 13-M

J. R. JENSEN Attorney at Law State Exchange Bank Bldg. Torrance, California Phone Torrance 5

Drs. Lancaster and Shidler PHYSICIANS AND SURGEONS Office, 14 House, 15 and 118 Office, First National Bank Bldg. Res., Cor. Post and Arlington Torrance California

CERTIFICATE OF BUSINESS

Fictitious Firm Name The undersigned does hereby certify that he is conducting a tailoring business at 624 and 635 Loew's State Building, Los Angeles, California, under the fictitious firm name of Dundee Tailors, and that said firm is composed of the following persons, whose names in full and places of residence are as follows, to-wit: J. L. Goodman, 1132 Myrtle Ave., Long Beach, Cal. Witness my hand this 25th day of June, 1926. J. L. GOODMAN, L. E. LAMPTON, County Clerk. By E. C. AVERRE, Deputy.

State of California, County of Los Angeles.—ss. On this 25th day of June, A. D. 1926, before me, W. E. Bowen, a Notary in and for the said County and State, residing therein, duly commissioned and sworn, personally appeared J. L. Goodman, known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same. In Witness Whereof, I have hereunto set my hand and affixed my official seal the day and year in this Certificate first above written. W. E. BOWEN, Com. expires 4/29/27 (Seal)

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