

It's Worth More to Live In Torrance Yet It Costs Less

Torrance Is Only Few Minutes From Fine Fishing, Swimming, Golf; Local Amusements Many

Near Sea and Hills, City Has All Advantages of Summer Resort and None of Disadvantages; Life Enjoyable Here

All work and no play makes Jack a dull boy—particularly in an industrial city.

So Torrance seeks to provide recreational facilities for young and old as well as providing jobs for residents with which to gain the leisure necessary for play.

Tennis players are provided in Torrance with two courts, constructed by the Board of Education on the high school grounds and open to the general public. These courts recently have been completed, and already three tournaments are under way.

Golf enthusiasts find Torrance admirably located near splendid links.

The Palos Verdes 18-hole links is within 15 minutes of Torrance and is regarded as one of the finest courses in the west.

The San Pedro Country Club course is a short drive from Torrance, and local players find this ocean-side links an extremely sporty group of holes.

For the man who plays neither golf or tennis Torrance offers other facilities for recreation.

Baseball for All

Last summer hundreds of Torrance men played on teams in the Twilight Indoor Baseball League. Games were played on the high school diamond after working hours. A new league for play during the winter is being formed. These leagues are not exclusive affairs. Anyone may play and enjoy the benefits of friendly competition and good exercise in the open.

A women's night class in gymnasium is in order in the winter. There is also one for men. These are part of the curriculum of the Torrance Night School.

Many Torrance residents take advantage of the excellent swimming facilities close by. The world's largest hot salt water pool is only four miles from Torrance at Redondo Beach.

Local residents change their clothes at home and drive either to this pool or to the beach for a swim.

The Chanslor-Carfield Midway Oil Company furnishes a good baseball game on Sundays at the C. C. M. O. park in Torrance. These league games are extremely fast and provide good wholesome entertainment for hundreds of baseball fans in Torrance and neighboring communities.

Let's Go Fishin'

Good fishing is to be enjoyed within a few minutes of Torrance.

Splendid fish are caught off the piers at Redondo Beach, and deep sea fishing trips are popular. Many local men pool a few finances and charter a whole fishing boat and charter a whole fishing boat for an all-day trip. This costs each but a nominal sum. Regular trips on fishing boats to the deep sea are also to be obtained at Redondo Beach, Wilmington, or San Pedro.

Torrance is only a few miles from the docks where one can take the boat to Catalina. Residents of other parts of the country have a long drive to and from the boats for this wonderful trip.

The Torrance Theatre provides good moving pictures at 25 cents. The program at this theatre changes four times a week. Admission for children is 10 cents.

From the standpoint of recreation for adults and young, Torrance possesses a location that gives it all the advantages and none of the disadvantages of the summer resort. A person residing here can enjoy all the sports and amusements available at a big resort—and never have to close up the house, and rent another.

Build Young Bodies

The Los Angeles school system is noted for its athletic and body-building department. Sports and games under excellent supervision are an important part of the work of the schools in Torrance. Leagues for boys and girls are part of this work. A playground with slides and swings is maintained on the school grounds for the youngsters.

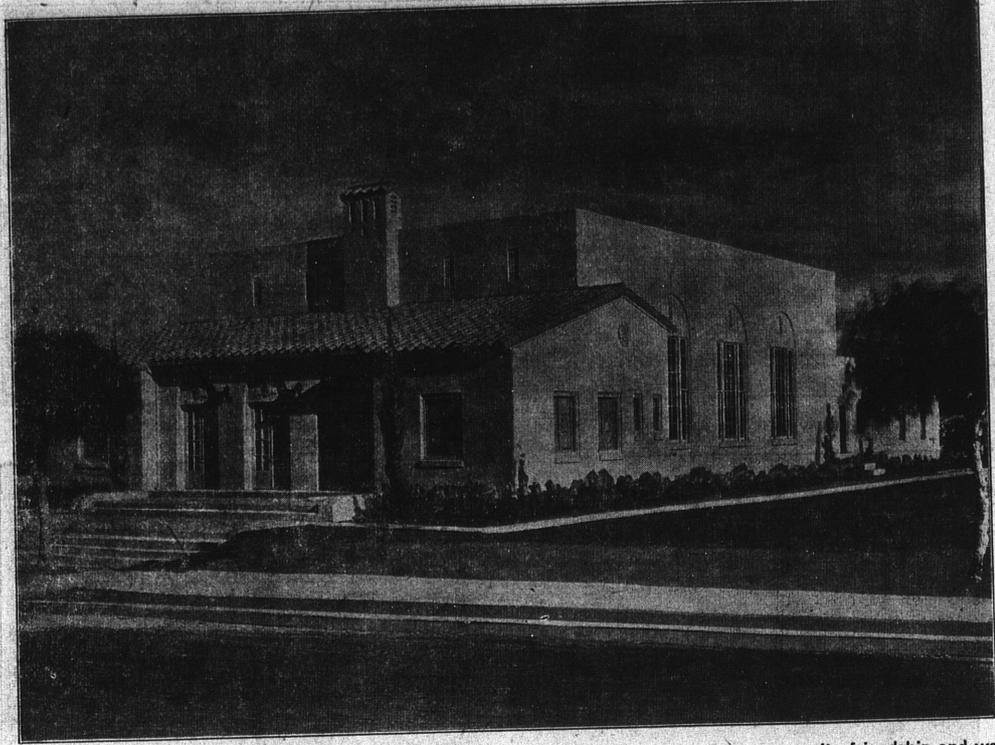
Every year during its observance of Boys' Week the Rotary Club stages an athletic meet for boys of all sizes. Prizes are awarded to winners in every event. This meet is becoming an annual event and leads each year train for it with beneficial results.

Amusements that are purely local in character are provided all year in Torrance. Many dancing parties are given by various organizations. A feature of the dancing in Torrance is that the Women's Club puts on dances for high school students under supervision. This should be of interest to prospective residents who are parents of young boys or girls.

Considerable dramatic talent has been developed in Torrance by amateur plays given by the American Legion and the Women's Club. A number of musical concerts are on the program every winter for lovers of music.

Opportunities for amusement and recreation abound in Torrance.

WOMEN'S CLUB, WITH LARGE AND BEAUTIFUL HOME, BIDS WELCOME TO NEW RESIDENTS AND PROVIDES MEDIUM FOR EXPRESSION OF WOMANLY DESIRE TO GET ACQUAINTED



The architecturally beautiful Women's Clubhouse of Torrance—physical testimony to community friendship and welcome to new comers.

Social intercourse with one's neighbors—community friendship—is as important to a city and the happiness of its residents as any other one factor.

What has Torrance to offer in this connection for the feminine section of the city's new residents? In addition to the various church guilds and societies and other social groups that form wherever human beings congregate in an area, Torrance is fortunately able to boast of a Women's Club and a Women's Clubhouse that is unequalled in any city near this size in the west.

That may seem like a broad statement, but all who have acquainted themselves with the history of this organization and all who have inspected the Women's Clubhouse will agree that it is not an overly enthusiastic statement.

Grew With City
The Women's Club was organized when Torrance was a baby. Guided by devoted women who have been interested in the welfare of their

community and the encouragement of group gatherings, it has more than kept pace with the community in which it exists.

Generously assisted by Brian K. Welch, nephew of Jared Sidney Torrance, the founder of the city, and helped by business and industrial interests of Torrance, the Women's Club last year was enabled to finance the construction of the splendid new clubhouse that is situated opposite the hospital on Engracia avenue.

Unwilling to be satisfied with a home that would suit only present needs, the sponsors of the clubhouse insisted on preparing for future growth. This preparation took the form of a beautiful and well-planned clubhouse sufficiently commodious to serve for years to come.

Here the Women's Club meets. Excellent social programs and entertainments are held here. Because every woman in Torrance is at a most nominal fee—these meetings provide a medium for so enjoyable a medium that constitutes a

concrete advantage to residents of Torrance.

Young Dance Here

More than that—the clubhouse serves as a meeting place for other community social gatherings. Dancing parties for young folks—under friendly but painstaking supervision—are held here. Society dinners and dances bring other groups to the clubhouse.

The clubhouse contains a large and attractive foyer, a splendid main hall for large meetings, banquets and dances, a moving picture projection room, a spacious stage, a smaller dining room, and a well-equipped, commodious kitchen.

The clubhouse is most tastefully appointed and decorated. An air of gentle refinement pervades the building—splendidly in accord with the social purposes for which the structure was erected.

But the advantage of the Women's Club in Torrance is not confined to physical things. The club aims at the cultural improvement of the entire city.

Music and the arts have a distinct place on the programs. Active in social affairs, the club does much to encourage the proper sort of entertainment for high school girls and boys. The Auxiliary of the club—made up of young girls—is active, and is supervised by adult women.

Aids City Friendship
Thus is added to the physical advantages of the clubhouse the intangible benefits of community interest in the welfare of the young.

Members of the club are devotedly interested in newcomers to Torrance. Women moving to Torrance find in this organization a medium through which they quickly become acquainted.

Torrance realizes that a man's or a woman's interests are where his or her friends are—where social intercourse is encouraged and enjoyed. The Women's Club of Torrance has done and still is doing an invaluable service in making the social life of Torrance day by day more pleasant for all residents—old and new.

Chamber of Commerce Activity Directly Benefits Residents; Bureau Serves All Torrance

Work of Body Better Schools, Cuts Taxes, Provides Jobs for Local Men and Women, Promotes All Civic Interests

With its major activities on behalf of Torrance financed out of the city's general taxes, the Chamber of Commerce civic program offers much in the way of distinct advantage to residents of this city.

While this is not an attempt to summarize all of the important work being accomplished by the Chamber of Commerce, it is fitting that some of them be briefly mentioned.

Last year the Chamber of Commerce, armed with facts and figures taken as the result of a survey among property owners of Torrance, went before county officials and secured a 30 per cent reduction in assessed valuations here. The net aggregated \$746,000. In this connection the chamber also secured a copy of the Torrance assessment rolls, so that property owners here were enabled to obtain data on their property without making a trip to the Hall of Records.

Jobs for Workers

Of advantage to the residents here—particularly the resident who works in industry—is the chamber's free employment bureau. Persons preferring to employ Torrance residents file with this bureau their employment requirements. The bureau has placed scores of Torrance men and women in positions with Torrance industries during the past few months. The industrial development of 800 acres in Torrance by the Santa Fe Railroad Company is the result, in a large measure, of the Chamber of Commerce economic and civic survey. The company selected Torrance as the point at which to concentrate its harbor district industrial development after perusal of this survey.

The Chamber of Commerce saved thousands of dollars for Torrance property owners last year as a result of the annexation proceedings which it fostered. Under this proceeding the city of Torrance voted to annex to this city an area of 4.37 square miles with an assessed valuation of more than \$1,600,000. This increased valuation to Torrance was responsible for a big cut in municipal taxes. The tax rate was cut from 98 to 76 cents.

Helps Schools

The Chamber of Commerce maintains constant contact with the Los Angeles Board of Education so that the board is always cognizant of Torrance school needs. The chamber was largely instrumental in inducing the board to build additional to the elementary school last year. These additional school buildings, including a fine auditorium, cost about \$105,000.

The Board of Education is now preparing plans for a big high school gymnasium and addition to the high school. A Chamber of Commerce committee has been appointed to erect a double tennis court courts are in steady use by students and adults.

The more industries there are operating in Torrance the better

it is for every resident in Torrance. Industries increase assessed valuation and thereby reduce taxes. They also provide more work for Torrance residents.

The Chamber of Commerce brought the Eno Rubber Corporation and the International Derrick and Equipment Company to Torrance.

Plenty of Work

And here is an intangible advantage. During the nine months ending Dec. 31, 1925, the chamber answered 2000 verbal queries; 409 communications were sent out in response to inquiries; 20 commercial propositions were investigated and their personnel acquainted with local conditions; 37 new industries were listed as the result of personal contact.

Other Chamber of Commerce activities are listed herewith: Several promotional schemes referred to the chamber have been investigated, found unwarranted, and local citizens advised accordingly.

Personal services for scores of out-of-town individuals, seeking friends, relatives and connections here, have been rendered. Financed the Mothers' Educational Center, making possible this valuable service to scores of Torrance mothers for the benefit of babies and children.

Important matters now in process: Development of data, maps, statistics and petitions for the installation of an interchange between the Santa Fe and Pacific Electric Railroads. (This matter is of the utmost importance in connection with the industrial future of this city.)

Development of the great Hollywood-Palos Verdes Parkway and regional park areas. (The Torrance chamber has been an active unit in the promotion of this project.)

After Bus Line

Western avenue bus line, terminals Long Beach and Hollywood. The chamber prepared data and was a material witness before the Railroad Commission in its hearing of the application for the franchise. (A favorable decision is expected on this matter soon.)

The development of an aviation field to encourage the establishment of proper facilities to place Torrance in a favorable position for the great benefits which the future of commercial aviation holds. (A city not so equipped in the near future will be like a town not on a railroad.)

The creation of a permanent industrial exhibit of Torrance-made products.

The compilation, publication and distribution of literature on Torrance. Membership in the Chamber of Commerce is open to all. New low annual dues will be in effect in 1927. Directors of the chamber are elected by direct vote of the membership. Carl L. Hyde, secretary of the Chamber of Commerce, is devoted to his duties and operates the chamber at all times for the benefit of Torrance with all political considerations set aside.

Many Lodge Organizations Active in Life of Torrance

The lodge member will find Torrance well provided with fraternal organizations.

Oldest of the Torrance lodges is Torrance Lodge No. 417, F. and A. M. which meets each Friday night at 7:30 at the Masonic Temple on Sartori avenue.

The Torrance Masons own a splendid building in the business district, renting stores on the first floor and utilizing the second floor for lodge and club rooms. The building includes all facilities for social entertainment. It is provided with card and pool tables, is equipped with a fine kitchen and lodge room and parlors.

The Order of the Eastern Star is usually well established here. With a large membership of fine women this order forms an important part in the social life of the city. The Eastern Star meets on the second and fourth Thursdays of each month at Masonic Temple.

The Knights of Columbus is well organized and socially active in Torrance. The Knights meet each Monday night at 8 o'clock at Catholic Hall on Cota avenue.

Card parties and dances are given frequently by the Knights during the winter season, and provide splendid entertainment for knights and their ladies and the public.

Torrance has an active group of Modern Woodmen, meeting each Wednesday night at Moose Hall.

The Loyal Order of Moose has a large and active membership here, meeting on the first and third Thursdays of each month at their rooms on Sartori avenue.

There are two other lodge organizations for women—the Royal Neighbors Society, with a large membership, and the Women's Benefit Association. The Royal Neighbors meet on the first and third Fridays of each month at the Women's Clubhouse on Engracia avenue.

Functions are given each year by this group. The Women's Benefit Association meets on the second and fourth Tuesdays of the month at the Women's Clubhouse and holds several social affairs a year. Torrance is proud of her service clubs, they being Rotary and Kiwanis. Each club meets at the Women's Clubhouse, Rotary on Thursday noon and Kiwanis on Friday noon.

Many Torrance men are members of the Lomita lodge of Odd Fellows, which owns a large building on Redondo boulevard in Lomita.

Eby's Dry Goods Store One of City's Rapidly Growing Firms

One of the popular mercantile establishments of the Torrance community is the Eby dry goods store at the intersection of Cabrillo and Carson streets. This store is owned and operated by M. P. Eby, a man well versed in the dry goods business and one of our most progressive business men.

This store has built up one of the best lists of regular customers by care in always offering the trade the best goods available at the selling price, and in this connection we believe we should also state the fact that Mr. Eby never has been known to sacrifice good quality in order to make a low selling price. No seconds or out-of-date goods will be found in this store. Mr. Eby has built up his large trade through offering his customers worth-while goods of real value at the closest selling price that good business methods together with small overhead makes possible. This system of doing business permits a more rapid turnover of the stock and capital invested and makes it possible to

always have a clean stock of merchandise free from undesirable goods.

To enumerate the complete lines of merchandise carried in stock at this store would be impractical in an edition of this kind. We believe we can better say Mr. Eby has everything in dry goods, lingerie, hosiery, and kindred lines, that is to be found in the best stores, and at selling prices that are always low when good quality is considered.

Mr. Eby is not only one of our good business men, but is as well one of our citizen assets. No undertaking that will bring better living conditions or more progress to the community ever need go without his active support and cooperation.

That it is against the law to cut down a tree in Torrance except with official permission, and even then one must be planted to take the place of the old?

LEGION'S FINE NEW CLUBHOUSE PROVIDES FINE SOCIAL CENTER FOR WAR VETERANS



Here's a likeness of the new Legion Clubhouse in Torrance.

Soldiers, Sailors and Marines! Tenshun!

Torrance has the best American Legion Clubhouse—brand new and just finished—that any burg this side of San Francisco can boast.

It cost plenty—but it is well financed—because Torrance hasn't forgotten her ex-service men.

If you are an ex-service man who likes to chin about the old war with other former doughboys, or who owns a leatherneck, and if you want a regular place to do that chinning in, why move to Torrance and sign over with the Bert S. Crossland Post of the American Legion.

The post owns this clubhouse. Of course there is a slight plaster on it—but the main part is paid for and the rest is in sight. The dues to the post are low—and they entitle you to membership in not only the Legion but in a rattling good men's club with a rattling good clubhouse.

Made Some Money

The Torrance post shortly after the big fuss built a big wooden building in Torrance and later sold the city a good home city. It's a Live Bunch

annual Fiesta and Auto Show, the post bought another parcel of land at Cota avenue and Carson street, flanked by fine trees. Then they went ahead and built this beautiful building.

It's a knockout. It's for bucks and gobs and leathernecks—but it looks like a general's or an admiral's domicile—whatever that is.

There's a fine kitchen, where the Auxiliary will get up feeds for the gang. There's a room big enough for a big flock of dancers. There's a shower bath. The building is of face brick with red tile roof. It is not only nicely adapted to the use of the post and the auxiliary, but it is mighty good to look at.

The Legion clubhouse is just another expression of Torrance development along lines that make the city a mighty good place in which to live.

There are plenty of factories here. But that isn't all. Around those factories is a mighty good home city. The Legion clubhouse is just one of the factories that make it a good home city.

About the Post—Well, Any Service Man is Welcome. There are

post gatherings where all veterans are invited, whether they're Legionnaires or not. The gang is active in Torrance affairs. The annual Fiesta is known all over this part of the state. It provides Torrance with a lot of fun and makes plenty of dinero for the post.

The post offers other unusual services to vets—fixing up adjusted compensation matters, looking after cases of disabled men, ironing out government insurance wrinkles.

For wives of Legionnaires or their sisters or mothers or daughters, the Auxiliary is a great medium for getting acquainted. The post and the Auxiliary each meet twice a month—usually separately, but every so often they get together for a feed and a lot of fun. The Auxiliary does a lot of good work for disabled veterans in the Compton hospital.

But from your standpoint—if you're working in Torrance and living some other place, and if you're an ex-service man, the Torrance post will get you acquainted real fast in Torrance, give you a club, and make you feel more than at home. And the Auxiliary will do the same thing for the feminine members of your family—if any.

Scouting Well Established in Torrance Life

This Is Advantage to Parents of Boys in This City

With three troops active and growing, with the men of the city taking an active interest in the organization, Torrance presents advantage to the parent who wishes his son to benefit from membership in the Boy Scouts of America.

Scouts in Torrance are able to enjoy the privileges of the fine camp at Portuguese Bend on the shore of the Pacific Ocean. Here they take weekend trips under adult supervision and learn all the discipline and crafts which the Scouts teach.

The Rotary Club and Kiwanis Club and the American Legion members make boys' work a specialty, so Scouts of Torrance have plenty of adult supervision, financing and general direction.

Torrance is looking after her boys in first class order.

It's True—

That the Santa Fe Railroad is planning the most modern and up-to-date industrial district in the west on the company's 800 acres inside the city of Torrance?

That the great 225-foot Hollywood-Palos Verdes parkway—the greatest roadway in the world—will traverse Torrance to a length of about four miles?

That Carson street is now paved to the Long Beach limits and will be soon extended to connect with the Orange County system, putting Torrance on a new cross-country highway of major importance?

That last year Torrance built a new city hall without a special tax, paying the \$18,000 cost out of the general taxes and without going in debt a cent?

Site of City Is Advantage to Local Residents

All Parts of County, Beaches, Easily Reached From Torrance

Torrance is geographically situated to the advantage of her residents.

Four miles from the beach, the city is likewise the center of an area that makes residence here handy for him who either by choice or business must reach various parts of Los Angeles County.

Access to downtown Los Angeles is facilitated by roads which do not bear too much traffic. The distance from Torrance to the theatrical and downtown business district of the metropolis is 15 miles and can be driven quite easily in 40 minutes.

Los Angeles harbor at San Pedro is but seven miles distant and can be reached over the beautiful Western avenue route across the Palos Verdes Hills, giving one an imposing view.

Wilmington is six miles distant. Long Beach is nine miles from Torrance. This trip by auto is made easy since Carson street was paved. Inglewood is nine miles distant, Compton six miles, and Redondo Beach four miles.

The city is well served by roads to all parts of the county. Residents of Torrance are fortunate in having the new Palos Verdes drive around the beautiful hills on the ocean side so near at hand. Many take this drive, with all its ocean beauty by day and its vista of twinkling lights in the Southland empire by night, in from 45 minutes to an hour.

One may drive north on Western avenue directly from Torrance to Hollywood.

From the standpoint of accessibility to all parts of the county, Torrance has great advantages to offer to the new resident.

Churches Here Bid Welcome to New Residents

Social and Religious Work Well Organized and Led in Torrance

A city may be judged in a large measure by the activity of religious organizations.

With just pride Torrance honors her fine churches.

Torrance has churches of ten denominations. Six of them own buildings, financed by the congregations and business and industrial interests of the city. Two more will build soon.

The new resident will find in Torrance the church with which he is affiliated. The woman who is accustomed to affiliate herself with church organization with each church in the city.

Each denomination maintains a Sunday School and most have other semi-social, semi-religious organizations.

Pastors of Torrance churches are of unusually high intelligence. Community activity of world finds these men taking an active part on behalf of their city.

The churches in Torrance and their pastors are as follows: Baptist, Rev. J. W. Green; Catholic, Rev. Rardon; Central Evangelical, F. A. Zeller; Christ Episcopal Mission, Rev. F. E. Buck; Christian Science; First Christian, Rev. E. H. Linsenferler; Latter Day Saints; Methodist, Rev. A. Lyall; Seventh Day Adventist, Glenn Morton, elder.

The Four Square Gospel is active in Torrance. Successful evangelistic meetings have been in progress for a number of weeks. A church building will be erected soon, it is anticipated.

Torrance also has an active Salvation Army organization, which is contemplating the construction of a new building.