

# Live Business Firms Make A City Worth Living In

## Wetzel's Market Serves Big Clientele



Wetzel's Market Has Fine Big Home  
—Photo by La Plante

One of the most gratifying places in the Torrance community to trade is the big market on Carson street, the Wetzel Market, the market where your credit is good.

Wetzel's Market is one of the most complete food dispensing establishments in this trade district. Here can be found under the one roof every need for the inner man. The quality of the goods offered to the customers of this market is the very best, and the prices at which this high quality merchandise is offered will be found to be the lowest good food can be sold for. Mr. Wetzel, the owner of

this market, is a keen business man who has adopted the policy that large business success results only where best qualities are offered at reasonable prices. By following this motto he has built up a volume of trade that makes it practical for the housewife to receive the same prompt and careful attention right at her home that she would receive by personally visiting the store.

This service is complete, covering groceries, fruits, vegetables, and meats from the Rock Bottom Market. A telephone call, phone 218, will bring this complete service to your home.

To give a complete description of this market that would give an adequate conception of the courtesy of its service is indeed an impossible task. We feel we can better say to you, if you don't know the service given by Wetzel's Market, including the cheerfully extended credit, you should call the market on the telephone and learn from actual experience their as-near-to-perfect service as human effort allows.

## Torrance Plumbing Co. Is Busy But Not Too Busy to Serve All



Fay Parks Maintains Trucks for Speedy Service  
—Photo by La Plante

One of the busiest establishments in the city is the Torrance Plumbing Company shops, located across from the postoffice. This company is meeting the calls for work in the line of plumbing, heating and sheet metal work as necessitated by the growth and development of the city and surrounding community, being at present engaged in the completion of a number of large plumbing and heating contracts, the result of the numerous activities in the building line under way in the Torrance territory.

The company is also engaged in sheet metal work on an extensive scale, featuring the manufacture of metal skylights and cornices. They also do a general jobbing business in tin and galvanized iron work.

This establishment has built up an unusually large trade in the installation of water systems and heating systems. In fact, the business enjoyed in these lines is much larger than one would expect to find in a community of this size. This large business is due to the proficiency of the efficient workmen and universal satisfaction given in the installation in these important lines.

The business of the company is under the personal supervision of

its owner, F. L. Parks, who is not only himself an expert mechanic in these lines, but is recognized as an expert in line of craftsmanship. He is well qualified to advise customers of the best methods and materials to be used to advantage in connection with economical cost in plumbing, heating, and sheet metal work.

Only experienced and competent men are employed by Mr. Parks, thus assuring his patrons that work done is of the best quality and at reasonable cost.

Mr. Parks has given a close study to plumbing, heating, and sheet metal requirements in this district, and takes a personal interest in all work large or small, done by his shop.

Mr. Parks has built up the fine reputation which his business enjoys by prompt service, qualified work and reasonable prices, and by the large stock of supplies carried to meet every demand of every kind in his line. He is in every way a progressive citizen and a worth-while worker for the upbuilding of the community. We take keen pleasure in recommending F. L. Parks and his establishment to the people of the Torrance community as a man and a business establishment worthy of all trade and support.

## Feed and Fuel Co. Grows With Torrance



At the Corner of Carson and Gramercy, Entrance on Each Street  
—Photo by La Plante

A business establishment that has stood the test of time and has constantly developed on an even pace with the Torrance community is the Torrance Feed and Fuel Company, under the efficient management of George Bradford.

This business is located at 1971 Carson street, and is housed in one of the city's fine brick business blocks and is convenient of access to all parts of the city. This establishment is, in fact, as near to you as your telephone, as a call on phone 118 places their goods and services immediately at your service. The delivery system is always ready to serve you.

Mr. Bradford is a progressive business man, whose first thought in developing and maintaining this fine business has always been service of the highest order. A

customer of this store is never asked to take other goods than that which they desire; it is the policy of the store to have what the customer wants, and if they do not have what you want they will immediately get it for you.

The scope of the business is a large one, covering the full lines of feed and fuel, with the allied lines of seeds and fertilizers. It is the claim of Mr. Bradford, and borne out by the statements of his customers, that he has "A Feed for Every Need." Mr. Bradford makes a constant study of his business and has built his stock to its present completeness as a result of this study. He is prepared only to supply every need in feed for the domestic animal, but for all kinds of stock, such as dogs, cats, birds and fish, together with all kinds of supplies for them.

Mr. Bradford carries a full line of dairy and poultry feeds and will, if the customer desires, supply him with a full balanced feed that will help most materially to get the best results possible; whether that result is to be milk, eggs, or growth, he has the feed that will do the business. It is a well known fact that in our climate proper feeds are the factor that dominates full success in dairying and poultry raising.

The seed department is filled with locally tested seed. You take no chance with seed recommended by George Bradford. As a citizen asset Mr. Bradford is numbered one of our best. He believes in Torrance, as his investments attest, and is always ready with his support and assistance in any work for the good of the community and its people.

## Torrance Has Expert Radio Man in DeBra



The Well-Equipped DeBra Radio Store  
—Photo by La Plante

One of the most modern and down-to-date business establishments in the Torrance community is the DeBra Radio Company store at the corner of Carson street and Cravens avenue.

This store and business are under the personal management of Mr. Gene DeBra, who is recognized as an expert radio man.

Mr. DeBra has built a business and reputation in the radio business that is not only a big asset to him, but an asset to Torrance as well. It is a well known fact, not only with the people of the Torrance community but to a wide circle of customers outside of the community as well, that if it is a radio instrument recommended by Mr. DeBra it is sure to be one that will give complete satisfaction in the service for which it is recommended by Mr. DeBra.

Mr. DeBra specializes in the handling of the celebrated Atwater Kent and the famous Zenith and

Crosley lines. These lines of goods were selected by Mr. DeBra from the knowledge that they were absolutely the best lines of radio receiving sets and speakers manufactured, and from the fact that these lines of goods are put out by responsible manufacturers who have demonstrated their leadership in the industry, and from the further fact that the product of these factories is always in the forefront with improvements; and being out of the experimental stage of manufacture and into the class of quantity production, they are able to offer the greatest values in the industry. The manufacturers of these products are not only abreast at all times with the industry, but are the big producers who are constantly giving their customers better instruments at lower prices due to quantity production. These houses have the reputation of never lowering quality for price advantage. Quality, the very best, comes first; then economies in manufacture make the

price recessions for which they are noted.

The stock of radio receiving sets and radio speakers on display at the store is a very large one and covers the full range of instruments and price range as well. Mr. DeBra has never attempted to offer his customers the lowest-priced instruments on the market; he does claim, and is borne out by his growing trade, to offer the very best values.

These instruments are the most moderate-priced in the most complete instrument in the higher price range.

Mr. Gene DeBra can be referred to as not only one of our most successful and dependable business men, but as one of our citizen assets well worth while. He believes in the Torrance community and its assured future, as is attested by his recent purchase of a new home at 1325 Engracia avenue. He is always ready to give his assistance and support to any movement that will help to make this either a bigger or better community.

## Huddleston Maintains Furniture Store Even Ahead of City Size

The store of the Huddleston Furniture Company, located at 1317 Sartori avenue, is a store that in its elaborate period suites, or in its more modest but just as substantial furniture of plainer design, carries would meet the demands in a much larger community than the Torrance community.

Edd W. Huddleston, the owner of the business, personally sees to the management and conduct of the establishment and conducts all the affairs of the most progressive business men in the Torrance community. He is a man of wide knowledge in his chosen line of mercantile effort, and in the conduct of the business of his store he gives to the customer the very best of practical instruction. His experience has taught that the expansion of his business depends directly upon the satisfaction of his customers in every transaction, and in the conduct of the business he has made it a policy to recommend to his patrons in purchases. It has never been his effort to sell goods at what are generally known as bargain prices. He does not conduct the so-called below-cost sales, but makes a practice of selling every article offered at the store at a close consistent margin of profit commensurate with his low overhead expense, believing that it is more desirable to build up a large and increasing volume of business, making possible frequent turnovers of the capital invested, than to depend on large profits on the individual sales to give the business its earnings. In this way the Huddleston store offers to its patrons at all times the year consistently priced goods that give the greatest value to the purchaser obtainable at their cost.

The stock carried here covers everything to furnish your home, in elaborate period suites, or in its more modest but just as substantial furniture of plainer design. Whether your need be for a complete outfit for the home or for use in hall, living room, bedroom, dining room or kitchen, varying from the low-priced goods to the highest grades, it can be met here to your entire satisfaction. Mr. Huddleston insists that the exact quality of each article shall be explained so that the purchaser may know exactly what he is getting for his money. In fact, from observation and study he can and does tell customers what the cost of a piece of furniture, given the average use, will be per day; as though a certain grade of rug, for example, a cost approximately 6 cents per day for its full life of wear, while another piece of linoleum will cost only 1 1/2 cents per day. It is in this way that Mr. Huddleston saves money for his customers in getting them to practice true economy and get the full value of each dollar expended.

It would be impractical for us to attempt to give a complete listing of the goods of this big store, but we cannot refrain from mentioning some of the lines that are both timely and appropriate. A full line of gas stoves is carried, a full line of refrigerators and ice boxes are shown, a very attractive line of rugs, cedar chests in all sizes and plain and fancy designs are here, Simmons beds, Sealy mattresses and De Luxe springs—in fact, every single thing that goes to make home furnishing comfort and contentment is on hand here at prices that will satisfy.

## Lumber on Hand For Every Need At Consolidated

Concern Specializes in Particular Requirements of This District

One of the assets of Torrance city which we feel called upon to give prominent mention in our special edition is the Consolidated Lumber Company, under the efficient management of Charles V. Jones.

This company is one which has always been found ready to answer every need and call created by the rapid growth and development of the city and its tributary territory. The stock always carried is one that is selected for its adaptability to the special purposes of this section, and whether the need be for a small job for repair, or ordinary construction work, or old development work such as timbers and truss beams, in fact, there is no need in lumber that cannot be filled directly by the stock carried by this company.

Under the efficient management of Charles V. Jones the business of this company has developed to the position of leadership which it occupies. Mr. Jones is a man who not only knows the lumber business but is one of those men who studies and works for the development of the city and section in which he resides. He, in this way,

knows the need that development is about to bring forth and builds his stock accordingly, so as to be in a position to supply the special need at the time when it arises. In this way the Consolidated Lumber Company has aided in the vast development of Torrance and our tributary territory, from the time Torrance was first laid out by the surveyor. No improvement has ever needed to meet the demand in lumber was to be had at the time it was needed.

The Consolidated Lumber Company carries also a complete line of building materials such as paint, cement, roofing, floor coverings, chicken wire, and builders' sundries.

The yards of the Consolidated Lumber Company are large and specially laid out for the handling and care of the enormous stock which this company carries.

Mr. Jones is one of those lumber men who has given long and close study to lumber and is recognized as an expert. He takes a personal interest in seeing that the patrons of his company are furnished with the lumber and building material that is best adapted to every special requirement and to assist the patrons of the Consolidated Lumber Company that they may get the greatest of pleasure in their personal and that is given with the greatest of pleasure by this company and its efficient manager. Mr. Jones wants every customer of the company to have the benefit of the experience of his company

and himself, which will often eliminate a loss of time and financial cost that is bound to come where the patrons depend upon their individual judgment without the assistance of expert knowledge. When following the advice of Mr. Jones in the purchase of lumber and building materials you will know you are avoiding the expensive mistakes of inexperience and are saving the unnecessary cost which of course must follow mistakes in the selection of goods.

It affords us a keen pleasure to devote this space in our special edition to the Consolidated Lumber Company and Charles V. Jones as an institution and a man that have always been ready and willing to do their part in every progressive move.

## Do You Realize—

That land values and rentals in Torrance are as low as in any comparable city in the Southwest?

That Torrance has an assessed valuation of more than \$12,000,000, which gives it one of the lowest tax rates in the Southland?

That Torrance water, sewer, and gas pipes are all in the alleys, so it is never necessary to dig up a street to repair utilities?

That the bonded indebtedness of Torrance is only \$44,000, which is being paid off with a tax of only 2 cents per \$100 of assessed valuation per year?

That there never has been a recall election in Torrance?

## Eno Rubber Corp. New Factory Of Which Torrance Is Proud

One of the recent manufacturing establishments to locate in Torrance is the Eno Rubber Corporation.

The business growth and expansion which this corporation has experienced caused them to look for a new location that would not only take care of their present needs but would lend itself to such future expansion as indications point will be necessary. Torrance was selected by the corporation as the location which would lend itself most greatly to expanding needs and as being the ideal location as a distributing point from which to cover the large territory served by the organization. The selection of Torrance as the site of the new plant was made in competition with many other recommended locations and was greatly influenced by the information supplied by the Torrance Chamber of Commerce.

The machinery and special equip-

ment of the old plant, which was located in Los Angeles, has been moved and set up in the new factory. Much new equipment has been added in the new plant, which is now operating with a force of 40 skilled workers. It is estimated the output of the plant as operated at present will be approximately \$500,000 annually.

Chief among the corporation's products is the manufacture of rubber goods for oil well supplies which furnishes the larger volume of their business. Another of the lines of products which makes up a heavy portion of their production is the manufacture of all kinds of rubber goods for the automotive industry. Besides these mechanical rubber goods, a large variety of rubber novelties and advertising goods, and numerous rubber substitutes for swords, armor, and other "take props" for the motion picture industry.

## Larson Making Hardware Store Buying Center

Successor to Reeve Here Is a Progressive Retail Merchant

It is the unanimous opinion of business men and residents alike that Torrance acquired a well worth while citizen asset when Leon Larson purchased the business of the Torrance Hardware Company. Mr. Larson, though a comparatively young man, is one old in experience in the hardware business. Previous to coming to Torrance Mr. Larson was a part owner and active manager of the Wilmington Hardware Company. He still retains his ownership interest in that store in addition to his own fine store here.

Mr. Larson since acquiring this store has made many changes in the store arrangement and policy. He has gone through the entire stock and in most cases replaced each item. His business reputation is such that he has been able to make a large volume of business through a close turnover price rather than by heavy profit on individual sales. This is a policy that has already shown a very marked increase in the volume of business done by this store.

Mr. Larson through his interest in the Wilmington store and the increasing volume of business here is making a buying advantage that is making it possible for him to purchase all goods at a most attractive price. This advantage in turn is given to the every patron of the Torrance Hardware Company, and that they are given opportunity to purchase here at a little more than the ordinary wholesale prices.

Mr. Larson has inaugurated a feature that is growing in popularity in this district. Each Saturday the Torrance Hardware offers an extra special price on some needed or attractive household article. Through the purchase of a quantity of each of the Saturday specialties of several months ago Mr. Larson has succeeded in purchasing them at a considerable price concession, which is passed on to the customer of the store.

The stock of goods that is carried in this store is one that is complete, embracing all kinds of hardware, such as household and kitchen utensils and patented goods. A large and well selected line of cutlery, tools, builders' hardware, and in fact all manner of goods such as is generally found in the largest and best stores of the nature. It is the effort of Mr. Larson to carry such a stock of hardware as to meet the approval of the most discriminating buyer. He has made it a practice in his business experience to build on a substantial foundation, the best quality always priced at the lowest prices. In fact Mr. Larson has made it a practice never to have any goods which he was not personally sure were worth while.

This store is not only growing in popularity with the ordinary people of the district and those in the market for the commoner lines of hardware, but is one that is becoming the headquarters for mechanics. A line of mechanic tools that is most complete, and Mr. Larson is always anxious

## Charles Vonderahe, Progressive Torrance Realtor, Knows District

One of the active real estate offices of the Torrance community is the office of Charles Vonderahe on Cravens avenue.

Charles Vonderahe is recognized not only as an authority on real estate values in this community but as one fully qualified to advise on investment possibilities as well. This office carries an active real estate list in which practically all of the active worth-while real estate offerings of the community are listed. Mr. Vonderahe being as familiar as he is with real estate values is most careful in keeping his listings free of properties that are overpriced. Clients of his office can always feel when a property is offered that it is a recommended price that it is offered at a price that is fair and equitable. Mr. Vonderahe not only will not offer property at an inflated price, but makes it a practice to help purchasers of property bought through his office to secure property that is best suited for their needs and on which they are most satisfied. The importance of making the importance of making sales. The interest of every client is most jealously looked after at this office. Where Mr. Vonderahe's advice has been followed no client has ever had reason to be dissatisfied.

The insurance department represents a line of selected companies which have acquired the reputation of meeting their every loss both promptly and fairly. Insurance as it is written here is the kind that really insures against loss.

This office and its progressive owner can be cited as being among the most worth-while assets of the Torrance community.

## Torrance Has Reason To Be Proud of Salm Mfg. Company

Torrance has the distinction, in the Salm Manufacturing Company, of having in our community the only successful concern of its kind in the world. This concern, which is owned and run under the personal supervision of John Salm, of the virtue of its output has built up a fine record not only for itself, but for the city of Torrance as a successful manufacturing and shipping community. The trade of this company is world-wide. This is one of our manufacturers that is daily bringing into the community new capital from all parts of the world to add to the prosperity of the Torrance community.

The equipment of this establishment is a special one; practically every step in the manufacturing operations carried on here is original. The machinery and equipment of Mr. Salm for the handling of each delicate operation necessary in the manufacture of the company's output.

As an employer John Salm is recognized as one of the most considerate and appreciative employers by his every employe. His treatment of his force has built up one of the most conscientious and loyal

to handle the tools that are giving the greatest satisfaction in their use to the mechanics, and when a tool is desired that is not found in the stock he is pleased to send and get the same. Mechanics who have taken advantage of this service realize that it is the quickest and with the most satisfactory.

It is such up-to-date business men and establishments that are not only retaining Torrance trade but are enlarging our trade influence.

bodies of employes of any manufacturing in the country.

The plant manufactures a complete line of novelties and jewelry made from that finest of mother-of-pearl found only in the abalone shell. The processes used in stripping a line of novelties developed by Mr. Salm are known in their entirety only by him. The output of the factory has met with a demand from the trade which is beyond the limit of the plant's production, so that this establishment is constantly kept busy in the manufacture of goods to fill booked orders.

In enumerating the greater assets of the community in this Special Edition we realize we must give special prominence to the Salm Manufacturing Company.

## Do You Know—

That Torrance is unsurpassed in the beauty and utility of her semi-public buildings—the Women's Clubhouse, the Legion Clubhouse, the Masonic Temple, the Jared Sid-ney Torrance Memorial Hospital?

That Torrance never has been affected by the epidemics that once in a while hold sway in the Southwest?

That there are no cesspools in the Torrance residence district?

That even with the low tax rate of 76 cents per \$100 of assessed valuation, Torrance has voted to spend 10 cents of this for civic promotion and advertising?

That people who live in Torrance like it immensely?