

Move to Torrance Today and Make Money Here Tomorrow

Torrance Tax Rate of 76 Cents Is Lowest in Entire District, Bond Debt County's Smallest

Property Owners in Torrance Save Money on Account of Large Sums Industries and Acreage Pay Into Public Coffers Annually

Torrance municipal taxes are lower than in any city in the whole southwestern part of Los Angeles County and rank among the lowest of any city in Southern California. Property in Torrance is taxed only 76 cents per \$100 of assessed valuation for municipal purposes. This tax includes 2 cents for the retirement of bonds and 10 cents for civic promotion work—or the financing of the Chamber of Commerce.

The next municipal rate to Torrance is that of El Segundo, where a rate of 77 cents is enjoyed. Torrance taxes, including school and county levies, are 33 cents lower than the taxes paid on property in the unincorporated district west of the city which is in the Redondo Beach school district.

Tax Rates of Cities of L. A. County

REDONDO BEACH	\$1.80
LOS ANGELES	1.53
L.A. SHOESTRING	1.50
HERMOSEA BEACH	1.46
INGLEWOOD	1.44
HAWTHORNE	1.43
LONG BEACH	1.40
HUNTINGTON PARK	1.33
MANHATTAN BEACH	1.30
COMPTON	1.17
EL SEGUNDO	.77
TORRANCE	.76

Torrance has a bonded indebtedness of only \$14,000. This is the lowest in Los Angeles County. The next lowest is at El Monte, where the bonded indebtedness is \$69,000.

Low taxes are a distinct benefit to residents and property owners. One must not draw the conclusion that the low Torrance tax rate indicates a lack of funds with which to maintain a good and efficient municipal government.

Torrance has a high aggregate assessed valuation on account of the large number of industries in the city and the great area of land which the incorporated territory

of Torrance comprises. This high aggregate assessed valuation makes it necessary to levy only a small rate for municipal purposes.

Valuations of individual pieces of property are on a par in Torrance with those in comparable cities. Industries and great acreage bring the assessed valuation up to more than \$12,000,000.

So the low tax rate really brings a saving to the Torrance property owner, yet provides adequate moneys for the operation of all departments of the city government. With a tax rate of 98 cents dur-

Bonded Debts of Harbor Area Cities.

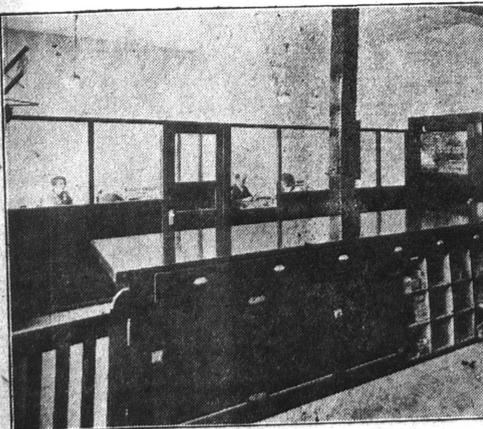
HUNTINGTON PARK	\$647,000.
INGLEWOOD	500,000.
REDONDO BEACH	335,100.
COMPTON	330,000.
HERMOSEA BEACH	274,000.
MANHATTAN BEACH	250,000.
HAWTHORNE	200,000.
EL SEGUNDO	142,000.
TORRANCE	44,000.

ing the past two years Torrance was able to improve all the alleys in the residence district and build a \$15,000 fire station and city hall out of the general fund. Torrance owns two major municipal buildings—the fire station and city hall buildings and the police headquarters and jail. They are all paid for. The low rate of 76 cents per \$100 in Torrance, which was fixed by the Board of Trustees in August,

includes 10 cents per \$100 for civic promotion work. Thus the city tax in Torrance not only saves money for the people and operates an efficient government—but it also provides money with which to finance civic proposition.

From the standpoint of the worker, looking for a home, Torrance taxes, appealing to every man's sense of economics, present an irrefutable argument in favor of residence in Torrance.

Good Newspaper and Job Plant Serve the City of Torrance



The Torrance Herald business office.

—Photo by La Plante

Part of the civic life of any community is the press. Cities may almost be correctly judged by their newspapers. One of the most well-equipped publishing houses in this part of the country is The Torrance Herald, publishers of this special Live-in-Torrance edition. The Herald is housed in a modern brick building on Marcellina avenue. The mechanical department is splendidly equipped with modern printing presses. An automatic job press, a special flat-

press for large forms and still another jobber provide Torrance with a printing establishment that is unusual for a city of this size.

The company operates two linotype machines and maintains a large stock of paper and a wide variety of type.

The Herald has grown with the city and is manned by a force that guarantees that the paper will not lag behind. The company prides itself that it lives up to its slogan, "The Department Store of Printing Service."

TORRANCE AGENCIES MAKES IT POSSIBLE FOR FAMILY TO BUY HOME IN THIS CITY AND PAY FOR IT ON TERMS THAT ARE MODERATE AS RENT; THREE COMPANIES FORMED IN CITY TO MAKE THIS SERVICE POSSIBLE



A group of homes constructed by the Industrial Housing Corporation

—Photo by La Plante

No city can grow unless it is able to finance the construction of dwellings in such a manner that they may be sold with moderate initial payments and reasonable installments per month.

Prepared for and anticipating a substantial growth during the next few years, Torrance is likewise prepared to finance this growth. Agencies already in existence to this end are the Industrial Housing Corporation, the Torrance Mutual Building and Loan Association, and the Torrance Home Builders, Incorporated.

The Industrial Housing Corporation is steadily erecting houses in Torrance for sale on the easy payment plan.

This company recently completed a large group of homes on the

property known as Columbia Court. The houses are tastefully designed and decorated and provide room for a number of families wishing to take advantage of residence in Torrance.

Owned by Dominguez
The corporation is a subsidiary of the Dominguez Land Corporation, which was organized by Jared Sidney Torrance and which really was the company that founded the city.

M. L. Darling is the executive in charge of the corporation. Offices of the company are in the Dominguez Land Company building at El Prado and Bolder avenue opposite the Pacific Electric station.

The Torrance Mutual Building and Loan Association offers the type of service usually available from such an organization. This

company is entirely a Torrance concern, with local men on the directorate and among the stockholders. The financing of construction of homes is the company's chief business, and scores of new dwellings have been made possible because of the existence of this far-sighted company in Torrance.

The business and professional men of Torrance, realizing the need of even more agencies dedicated to the building up of Torrance with homes to be sold on the payment plan, recently incorporated the Torrance Home Builders—a company capitalized at \$50,000 and formed solely for the purpose of building reasonably priced dwellings. This company already has purchased a large number of lots and will start construction of its first few houses within a few weeks.

Consult Officials
C. A. Paxman is president of the company and J. R. Jensen is secretary. Persons desiring to consult with this company regarding the purchase of a new home in Torrance on easy payments should communicate with Mr. Paxman or Mr. Jensen.

The need for dwellings which can be sold on easy terms is great in Torrance. Those closest in touch with housing conditions assert that Torrance today could find occupants for 500 homes.

Persons who are looking for first mortgage investments will find Torrance a splendid city in which to invest their money.

The Pacific Electric Railway Company, operating large shops in Torrance, also has a building fund which has done much and probably

will do more to build up this city.

Buy Houses Cheap
Employees in Torrance of the Pacific Electric are able, by virtue of this company's revolving fund, to select a lot and the company will erect a house, superintend its construction, and sell it to the employee at unusually low rates of interest and on extremely moderate terms.

Torrance has, in its building corporations, its loan association, and its industrial housing agencies, the framework upon which to make this a city of large population.

The man who works in Torrance but does not live here, but who wishes to secure a home at reasonable terms, will find upon investigation that he can do so through one of the agencies organized to suit his very needs.

Big Executives Of Industries Live Near Job

Men Who Have Won Their Way Up Reside in Torrance

Executives of Torrance factories live in Torrance.

The men who have won their way to the top notch in factories which are located in Torrance apparently believe that a man does well to reside near his job.

Among the industrial executives who own their homes in Torrance are:

W. L. Booth, manager of the Columbia Steel Corporation.

R. R. Smith, factory manager of the Union Tool Company.

R. C. Young, of the International Derrick and Equipment Company.

George Proctor, of the Union Tool Company.

J. J. Byrnes, purchasing agent for the Union Tool Company.

James M. Fitzhugh, sales manager of the Columbia Steel Corporation.

Andrew Brady Wolfe, superintendent of the Columbia Steel Corporation.

Joe Cook, of the Columbia Steel Corporation.

Frank Clark, of the Union Tool Company.

John Salm, president of the Salm Manufacturing Company.

Vic Pullman, of the Torrance Brick Company.

Joe Pullman, of the Torrance Brick Company.

George Smith, of the California Oil Tool Company.

Louis J. Smith, of the California Oil Tool Company.

Harry Perry, superintendent, Chanslor - Canfield Midway Oil Company.

Masonic Temple Real Asset to Torrance



Artist's sketch of Masonic Temple in Torrance

Do You Know—

That four miles of the Hollywood-Palos Verdes parkway—225 feet wide—will be in Torrance?

That Torrance paved all alleys in her-residence district out of the general fund without a special tax and under a tax rate of 98 cents per \$100 of assessed valuation?

That the county is going to put in a large marine park at the beach four miles from Torrance?

That the Santa Fe Railroad is going to make Torrance the center of its industrial activity?

That the Santa Fe Railroad paid \$2,000,000 for 800 acres in Torrance for industrial purposes?

That Torrance has the lowest bonded indebtedness of any city in Los Angeles County?

That the Torrance tax rate is 33 cents less than the levy against property in the unincorporated area west of Torrance?

That some people travel thousands of miles to get to an ocean beach and that a fine beach is within four miles of Torrance?

Central Garage Offers Expert Motor Service

L. W. Simmons Proprietor of Concern Doing Good Auto Business

In the Central Garage Torrance has an automobile repair shop and storage establishment that would do credit to a much larger city.

The Central Garage is owned and operated by L. W. Simmons, an experienced automobile repair man. In order to properly cater to the auto users of the community L. W. Simmons has assembled equipment and skilled workers capable of undertaking any repair that may be found necessary to maintain the

efficiency of the automobile and gas engines in general.

Mr. Simmons, himself a highly skilled workman, has been most particular in the selection of his employees. He has in all cases insisted that his employees shall render the customer the best service that can be given, and further insisted that no job of work will be undertaken only as the workman knows just what is the right thing to do. No customer of the Central Garage is ever called upon to pay for time wasted in experimentation. Work is done here by rule of knowledge. In making replacements Mr. Simmons always recommends genuine and authorized parts recommended by the manufacturer of the car that is being worked upon.

Each department of this garage is under the personal supervision of an expert in that particular line of work. This is a feature that results in universally satisfactory work and is at the same time less costly to the customer. Each de-

partment has the advantage of adequate and proper equipment such as will help to turn out better work and will lessen the cost of each operation.

A large trade is enjoyed by this garage in the sale of tires, tubes and batteries, of which they carry a large line. The battery department is prepared to service and repair all makes of batteries.

In enumerating the leaders in the various lines of business in the community L. W. Simmons must be given just recognition in the automobile repair line. His services to the people of the community justify the large patronage he enjoys.

DO YOU KNOW—

That the residents of the C.-C. M. O. camp voted unanimously to annex to Torrance?

Torrance Library

Financed by Los Angeles County and the municipality of Torrance, the city has a library which seems sufficient for present needs.

A large supply of books of all sorts is kept on hand constantly. Special requests for books not at the Torrance library may be made and the books will be secured from the great Los Angeles County Library.

Most of the well-known magazines, for young and old, are to be had at the library.

Mrs. Isabel Henderson is librarian. The library is located on El Prado between Cravens and Sartori avenues.

DO YOU KNOW—

That two of the finest golf courses in the west are within 15 minutes' drive from Torrance?

TORRANCE SCHOOLS GOOD

University Accepts Graduates Without Requiring Entrance Exams

BOARD LOOKING AHEAD

Officials of L. A. System Seek Site for New Grammar Unit

Torrance is part of the Los Angeles city school system.

This system is regarded throughout the country as the most advanced in North America.

At present Torrance schools are located on property set aside for school purposes by the late Jared Sidney Torrance.

The high school, architecturally beautiful, faces the pleasing vista of El Prado park. The elementary school, the largest grammar school unit in the Los Angeles system, is south and east of the high school.

Each building is two stories in height and well equipped.

Each has a splendid auditorium with a spacious stage. In addition to their use by students of the school these two buildings are available for public meetings.

A school system, however, should not be judged entirely by its buildings. More important still is the success which it has in preparing young people for life.

That Torrance schools are part of the Los Angeles system is to most people a guarantee of their worth.

The Torrance schools are on the accredited list of the universities. This means that a student graduating from high school in Torrance may enter a state university without the necessity of taking an examination.

Remember Vacations
Herbert Wood, principal of the high school, is assisted by a staff of able teachers. In addition to the regular curriculum of academic courses, the Torrance high school offers instruction in domestic science, shop, wood-working, automobile repairing, agriculture and gardening, and other vocational courses.

The grammar school also is conducted with much attention being paid to the vacations.

Principal William Bell this year has instituted departmental instruction for the upper grades. The teachers, under this system, specialize in various subjects and move from class to class. Under the old system one teacher in an elementary school taught one class all its subjects.

Open New Addition
The new addition to the elementary school, costing \$105,000, went into use with the opening of the fall term early in September. The elementary school is as large as the Board of Education allows. No more additions will be made to this unit.

The board, however, is acting upon the advice of the school committee of the Torrance Chamber of Commerce and is seeking a site for another grammar school in the western part of Torrance. It is thought advisable to buy the site before the land is built up and before the actual need of a school. Plans also are being drawn for an extensive addition to the high school. A large gymnasium will be constructed and a new wing added to the present high school building at the rear.

Conduct Night School
A well-attended night school is held each winter here, with William Bell as principal. This school offers instruction to adults in various subjects.

One never thinks of schools these days without thinking in terms of the parent and the school. Extremely active and intelligently administered in Torrance is the Parent-Teacher Association. With a large membership this organization provides the contact between the parent and the teacher. The association takes an active interest in all school affairs and finances the special diets necessary for undernourished pupils.

The new resident coming to Torrance naturally wishes to know whether the Torrance schools are up to standard.

Schools Answer Question
The answer to his questions is contained in the schools themselves. They are well principalled, have staffs of able teachers, their graduates are accepted without examinations in the state universities, they are physically attractive, they encourage interest in school work by parents, they are well equipped, and the board is seeing to it that Torrance, no matter how great the city's growth, does not grow too large for its school system.

For students who live at a great distance from the schools, bus service is provided. A cafeteria is operated at the high school for children who do not go home to lunch but who wish a warm meal at noon. Only nominal prices are charged in the cafeteria and the institution is run without profit.