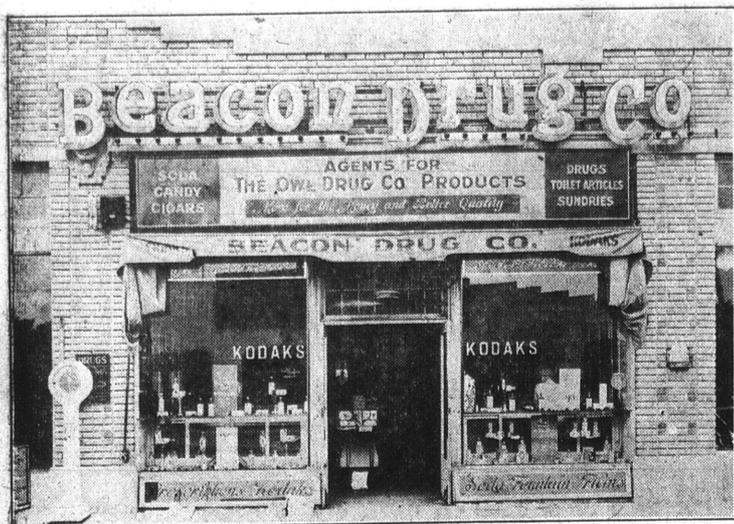


Torrance Competes in Living Costs With All Towns

Beacon Drug Store Asset to Torrance



Exterior of Beacon Drug Store

—Photo by La Plante

The preference shown in trade with Torrance establishments by the people of this community is steadily being fostered by such business places as that of the Beacon Drug Company, the Owl Store, on Cabrillo avenue.

This store, under the efficient management of Arthur Finster, ably assisted by Ray Cowman as assistant manager, is one that is deservedly popular both with the physicians and the general public. It is recognized as one of the business assets of the Torrance community.

The Beacon Drug Company recently celebrated the third anniversary of the store in connection with the celebration of the thirty-fourth birthday of the Owl Drug Company, of which great system of stores the Torrance store is now

an agency. The business patronage that has been built in this store in the past three years is a truly remarkable one, builded on the foundation of confidence and satisfactory service. Though this store is noted for its reasonable prices, price has always been a secondary consideration on the part of the management. Quality has always been the keynote here followed by the most reasonable pricing that big buying power and large volume of trade has made possible.

One of the departments of the business which has always given the most jealous supervision is the prescription department, which is always presided over by a registered pharmacist to care for prescriptions and dispensing, and none but high grade chemicals and drugs are used in this department, resulting in only safe and potent medicines.

Toilet articles and sundries are selected with a view of selling only the best. "No culls or seconds are handled."

The camera and photograph department of this store is also an important one and is one that in the stock range is complete, and the facilities for handling the work and needs of its patrons are in every way efficient. Quality and service prevail here at all times.

Though both Mr. Finster and Mr. Cowman are busy business men, they always find time to assist in any community enterprise for the upbuilding of the Torrance community.

Torrance Brick Co. Is One of Area's Important Industries

One of the old established Torrance manufacturing that has always been found abreast of the demand is the Torrance Brick Company plant.

This company, which is owned and operated by Joe and Vick T. Pullman, is a modern one in its line of manufacture.

The plant and business is under the personal management of Vick T. Pullman, who is known as one of our most progressive business men and employers.

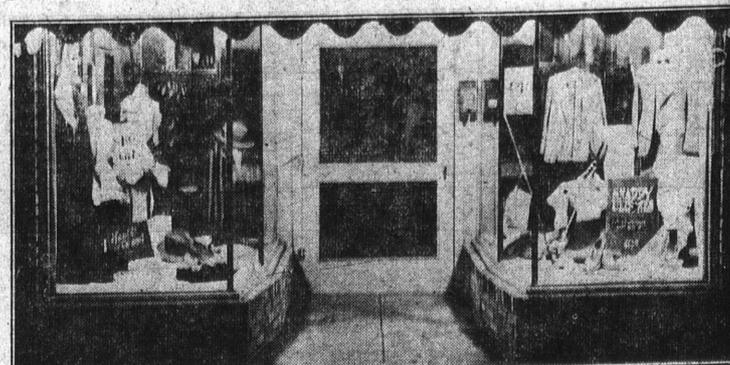
Vick Pullman is one of the employers of the community that always has the whole-hearted cooperation of his employees in his effort to make the business of this company the best that skill and loyal service make possible. As an employer Vick Pullman is most considerate of the welfare of his force. It is a recognized fact among the employees that real effort and efficiency on their part is recognized and appreciated by Vick. He has built up a working force that is most efficient and well balanced, and that handles the large business of the company without friction and at the minimum of time and expense.

material which they do, builders here find it to their advantage in time-saving as well as money cost to utilize the brick manufactured by this company. Practically all of the modern business buildings and many of the more pretentious homes and apartment buildings of the city are examples of the use of this company's product.

The company makes a specialty of building brick and wire-cut facing brick of the very best quality. These products are manufactured from raw material mined in Torrance, so that this product is in every essential a home product. The employees of the company are all Torrance citizens of the class that is looked upon as most desirable to the community.

In enumerating the concerns of the greatest import to the community the Torrance Brick Company must be accorded unusual prominence in our Special Edition. Not only is the company of real importance to the community, but well, real assets to the community. There is no effort made for the advancement of the community and its people but what receives the whole-hearted support of Joe and

Scott and Wood Haberdashery Merits Praise



Impelling Window Display at Scott and Wood's

—Photo by La Plante

A men's furnishings establishment that has attracted much interested comment from town-people, strangers and visitors to the city is that of Scott and Wood, which is one of the most attractive and neatest stores of its kind in this section of the state.

The proprietors of this store, Messrs. Scott and Wood, have one hobby, and that is appreciation of the trade and support that is given this store by those of our people who appreciate the best of goods backed by the best of service at reasonable cost. They try in every personal attention that is given every customer to show this appreciation. They try in every way to equip and conduct this store for the comfort and convenience of its patrons, and want their customers to take advantage of the conven-

iences furnished. In fact, Messrs. Scott and Wood want their customers to make their store their headquarters whenever it is convenient for them.

The aim of this store's management is to sell their customers only such goods as they desire, and growth of a commercial business depends most largely on the personal service that is given every customer.

LaPlante Studio Photographs Have Rare Distinction

In the LaPlante Studio, located at 1509 Cabrillo avenue, Torrance possesses an art establishment that is fully warranted in receiving the large trade that is given to it by the people of the community.

George LaPlante, the owner and active manager of this establishment, is recognized as an expert photographer, one who by experience and natural ability is able to not only make good pictures but one who is able to enhance the beauty of an object in a photograph. That subtle something so often not perceived by the layman is noted and taken advantage of by artists such as George LaPlante, resulting in a photograph that in its beauty almost outshines nature.

Mr. LaPlante has equipped a studio that is in every way modern and fully equipped, having the advantage of possessing appliances many of which are not common to the trade. The wide experience of Mr. LaPlante in the photographic art has developed some methods and appliances that are original, some of which are of great assistance in producing the class of work for which he has earned his reputation. The studio is fitted to undertake any class of photographic work. Mr. LaPlante has given special attention to portraiture, building up a fine reputation for excellent work.

Mr. LaPlante can be referred to as an expert photographer, in fact, unexcelled in his chosen profession. He is constantly handling all kinds of assignments to the perfect satisfaction of his customers and with results that are out of the ordinary.

Mr. LaPlante has special equipment for properly handling commercial work and is prepared to produce on short notice both exterior and interior views specially adapted for illustrating work. Many of the fine illustrations used in this edition are from cuts made from the work of this studio.

This studio does a large business in Kodak finishing and printing, both for the trade and the amateur photographer.

A large business is also done by this studio in artistic picture-framing. The customers of this department are loud in their praise of the artistic output and most frequently comment on the reasonable prices charged; in fact, they say it costs no more to take advantage of Mr. LaPlante's artistry than does the ordinary framing work cost.

As well as being a successful professional man Mr. George LaPlante can be referred to as an individual asset to the community. He is an active citizen who is always ready to do his full share in all movements for the good of the community and its people.

Do You Know—

That Torrance possesses all the advantages and none of the disadvantages of a beach city, being four miles from the sea, yet without the hurdy-gurdy, the Sunday crowds, and the cold winters?

That no crime of major proportions has ever been perpetrated in Torrance?

That Torrance takes care of its own charity—but there is mighty little need for a great deal of it?

That living costs in Torrance compare favorably with all Southern cities, and are less than in many?

Torrance Electric Shop Offers Good Service, Serviceable Goods



Attractive Night View of Torrance Electric Shop

—Photo by La Plante

The establishment that is looked to by the people of the Torrance community to take care of the electrical needs is the Torrance Electric Shop, located at 1409 Marcellina avenue.

The Torrance Electric Shop carries a full and complete line of electrical fixtures and appliances of the most approved kinds, and is prepared to serve the people of the community in the sale and installation of fixtures and appliances of all descriptions.

B. J. Scott, the proprietor of this shop, is an experienced electrician and devotes his full attention to the conduct of the business.

In selecting the goods that are offered at this shop every item has been personally inspected, and Mr. Scott carries only such goods as he is personally willing to stand behind as practical and such goods as are most likely to give the customer complete satisfaction both in wear and service as well as in low upkeep and operating cost.

Mr. Scott realizes that, in offering electrical appliances, consideration must be given not only to first cost but to operating and maintenance cost as well. He realizes that many electrical appliances that are offered are in the

main all convenient and appreciated appliances on the part of the users, but in too many cases, he realizes, the repair costs and operating costs are not considered until the owner commences to have a feeling of dissatisfaction in that the appliance is costing too much to keep in operation and comes to doubt the advisability of the use of electrical appliances. This drawback in the sale of electrical appliances is largely eliminated in the goods that are offered in this establishment.

In addition to the appliances and fixtures offered for sale in this shop Mr. Scott does a general electrical contracting business and is fitted by experience and knowledge as well as with equipment to properly handle all kinds of electrical installation work, as well as repairing electrical appliances, from a motor rewinding through every phase of the electrical business.

Schwartz Store For Men Enjoys Good Patronage

Successor to Ed Kelly Is Ple used at Constantly Growing Trade

(Successor to Ed Kelly)

One of the really progressive stores of the Torrance community is the Ed Schwartz Store for Men at 1505 Cabrillo avenue.

Mr. Schwartz, who has been the active manager of this store for the past year, recently purchased the interest of Mrs. Ed Kelly, and is now the new owner of the store, which is the most popular store for men in the district. Mr. Schwartz has been a resident of Torrance for the past six years. Having been for practically all of this time active in catering to the needs of the people of this district, he has accumulated a host of friends and a personal following of customers.

Following the purchase of this business Mr. Schwartz announced there would be no change in the policy of the store. It is rather Mr. Schwartz' intention to so add to the stock carried by the store that his stock will be such in completeness and variety that every need of the well dressed man can be filled directly from his stock with just the style and particular article that his customer may want at prices that for quality will be found lower than those to be secured in stores that carry this line of goods as a side line.

Mr. Schwartz is taking advantage of cash buying, and it is his intention to so price his goods as to build up a volume of business that will, by securing frequent turnovers of his investment, permit him to do business on a close margin of profit and will at the same time make his stock a most desirable one from the fact of its cleanliness and freedom from carry-over goods often of doubtful style.

The patronage this store has received during the past year has been such as to be most gratifying to Mr. Schwartz, and has been such as to encourage him in the belief that the men of this community will not only support a store catering to their needs but, with a full stock to select from, will make the business one of the most desirable from the standpoint of an investment.

Tolson System Specializes in Heavy Hauling

Products of Torrance Industries Moved by Local Concern

Probably no other business in the Torrance community has been called on more frequently for unusual service, by reason of the industrial expansion we have enjoyed, than has the Tolson Transportation System, Inc. This business, which was established by H. M. Tolson and has been developed under his personal supervision, has found it necessary time and again to expand its working force and augment its equipment to meet the needs of our industrial growth. Today we believe we are safe in saying that in equipment and working force no organization in the district can in the least compare with this one. It has taken strenuous work and called for unusual cash investment on the part of Mr. Tolson and his associates to reach the point of eminence they today occupy.

The Torrance office and one of their small storage warehouses are located at the corner of Border avenue and 213th Street.

This large and still growing business has been built by close following of their watchwords: Safety and Satisfaction.

This concern makes a specialty of heavy hauling, having an equipment in heavy duty trucks, cranes and dollies that makes it possible for them to take care of every need of the largest industrial establishments in the community without delay or the waste of both time and effort that would arise if the proper equipment was not at hand. The company handles all of the hauling work and problems of practically all of the Torrance industries. They are bonded franchise freight carriers, which means they are authorized to receive all kinds of freight inaugurated here and destined for all points of the docks, as well as to receive at the docks and freight terminals all kinds of freight consigned through them for their customers. Aside from handling the business referred to above, daily trips are scheduled for the harbor, Long Beach, Seal Beach, Huntington Beach, and back by way of Westminster, Tolbert, Los Alamitos, Artesia, Santa Fe Springs, El Monte, and Los Angeles.

The system today is a corporation managed under the direction of the following officers: H. M. Tolson, president; W. H. Tolson, vice-president; and H. B. Cooke, secretary and treasurer.

The service rendered by the Tolson Transportation System is and has been one of the determining factors considered by industrialists in choosing Torrance as a desirable location.

Johnson's Shoe Store Popular Buying Center

Up-to-Date Establishment Caters Solely to Shoe Trade

The Johnson Shoe Store, prominently located at 1501 Cabrillo avenue, is one of the up-to-date mercantile establishments of the city that is daily adding to the popularity of Torrance as the trade center for the surrounding community.

The owner and active manager of this store, D. M. Johnson, is a business man who has proven by the conduct of his store that he is conscientious and in all ways trustworthy. In establishing this store Mr. Johnson had the advantage of considerable experience in the handling of shoes. He realized that the importance of the shoe trade in this community was sufficient to demand the exclusive attention of a business establishment. His good judgment in this respect is amply shown in the growth that the business has enjoyed. This business has developed into one of the outstanding leading business places of the city.

Mr. Johnson has confined his business to the exclusive handling of shoes and hosiery, and has demonstrated that these two lines are of sufficient importance to justify this exclusiveness. These lines, as handled at this store, are too large and varied to be legitimately thought of as a side line to some other line of business. Mr. Johnson has proven to a large portion of the people of the community that by devoting his entire energy to shoes and hosiery he is not only able to offer the people a more complete assortment and opportunity to select just the kind of shoes and hose they want, but that he can do this at a lower price than would otherwise be possible. Mr. Johnson invites the people to come in and see his stock of shoes and hosiery, fancy shoe buckles and garters, then to compare prices.

The stock of shoes and hosiery that is always to be found at this store is in every way a worth-while one in shoes for every member of the family. From the baby's first shoes to the grandparent's soft and easy kid shoes, and the new novelty styles that are gladdening the flappers, they are all here at the lowest prices they can be bought for.

In serving the wants of the customers of this establishment, expert knowledge is used that assures comfort and good appearance. It is the claim of Mr. Johnson, and borne out by his customers, that he is not only able to fit the foot of every customer, but is also able to fit the purse of each customer.

Mr. Johnson is one of Torrance's citizen assets, who is assisting daily in making Torrance a better and more prosperous city. We take pleasure in recommending this store to the trade consideration of every resident of the community.

Daley's With Charles Inman As Manager, Features Quality Groceries at Lowest Prices

One of the most progressive of the business establishments of Torrance which, through the progressive policy under which it is carried on, is daily adding to the popularity of this city, is Daley's Incorporated. Under the efficient management of Charles M. Inman this store has, we believe we can say, the grocery business of the Torrance community built up into a cash business, and the wisdom of the slogan of the store is being realized and appreciated by increasing numbers of our people. "In Partnership With the Public" means money on your living cost each day.

The Daley's store realizes the modern business purveyor of foodstuffs must offer to the public foods of the highest quality, handled in the most sanitary manner, withal at the most reasonable prices that this class of service and quality of goods can be sold for.

The volume of business handled by Daley's stores is of such size as to take this business out of the ordinary grocery retailing class. This great system of stores as a whole is in a position to buy the goods handled by their stores at less than the ordinary jobbing prices, not only due to the fact of volume buying but to the further great fact of buying on a strictly cash basis. This business is sufficiently attractive that large manufacturers are constantly striving to supply this organization to the end that they are offering the very best goods meeting the high standard Daley's have established at prices that under other conditions could not be considered possible.

The system of retailing carries out the most advanced thought in true economies. Daley's stores are all on a cash basis. There is no expensive bookkeeping system to be paid for by the customers of

these stores. There are no sums of money tied up in charge accounts the carrying of which must be added to the cost of the goods. There are no lost accounts to be paid by the paying customers. In fact, all the customer is asked to pay for is a reasonable margin above the actual cost of the goods. When purchasing, the customer acts as his own clerk, pays cash for the purchases made, and receives in return at that time payment for their self-service, discount for cash, and the benefit of the largest cash buying organization in business in the Torrance territory.

Daley's store and Charles M. Inman are deserving of trade growth and personal prosperity that are coming to them. Mr. Inman is one of our citizen assets: it is business men such as he who are putting over a real trade-in-Torrance movement that means prosperity to Torrance.

This firm was originally incorporated by promoters as a mail order business in 1911. In 1913 it was turned over to Mr. Daley, who discontinued the mail order business, and soon put the company on its feet by providing it with a greater outlet by starting small grocery stores, and from that date to the present the firm has prospered continuously.

In contrast to its humble beginning, Daley's Inc. now has a paid-in capital of about \$1,000,000, a huge modern warehouse with every conceivable facility for the sanitary and economical handling of foodstuffs. Last month its sales amounted to \$805,000, while sales for the first seven months of this year showed an increase of approximately 20 percent over the same period last year, and conservative estimates place the total sales for 1926 at 40 percent in excess of 1925.

Torrance Wallpaper and Paint Store Ranks High With Public

One of the commercial establishments which stands out with prominence in the commercial life of the Torrance community is the Torrance Wallpaper and Paint Company store, located at 1420 Marcellina avenue.

This business is owned and operated by E. N. Tomkins, who is recognized as one of the most progressive business men of the community. This store has built up a business that ranks in first importance in the commercial life of the city. This has been done by close study and effort in meeting the demands of the people of this section.

The Torrance Wallpaper and Paint store is one that is known as the store that anticipates the wants of the people and is always ready to supply them with the goods they desire. In its appearance and the stock carried this store would be a credit to any city in the state. Its reputation is that of being most fair in its dealings with the customers.

and by close study of the trade. Mr. Tomkins is one of those men possessed of natural artistic temperament and ability which, combined with his training and his study, has fitted him to conduct this high class establishment and to properly advise on both interior and exterior decorating. This information can be obtained by personally visiting the store or by phoning the store, phone 71-R.

The greater importance of this business, and the department of the business which has contributed in no small way to the clean and fine appearance of the homes of Torrance, is the contracting department. This department covers painting, tinting, decorating and paperhanging. Mr. Tomkins is fitted by experience, equipment, and skilled employees to properly and economically handle with marked success all contract work in these lines. He is always pleased to give estimates of cost on request, and it is found that this home merchant and contractor can meet the prices of any competition when good material and workmanship is desired.

Mr. Tomkins is one of the business men of the city who takes a pleasure in actually working and in spending money in doing his part in bringing this city to the front as the Modern Industrial City and one of the finest home cities in the land.