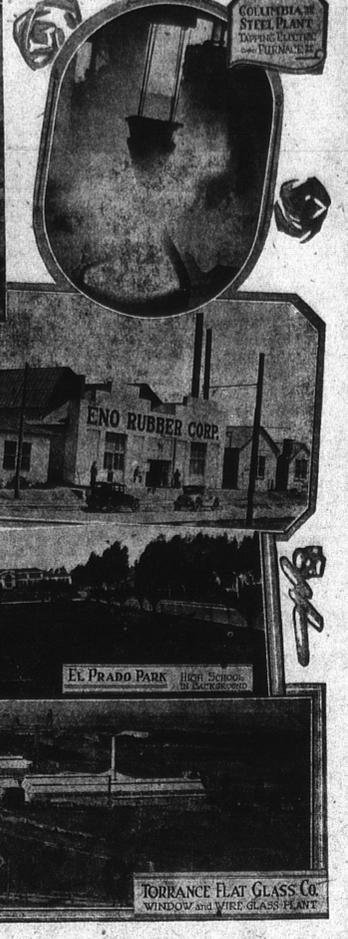
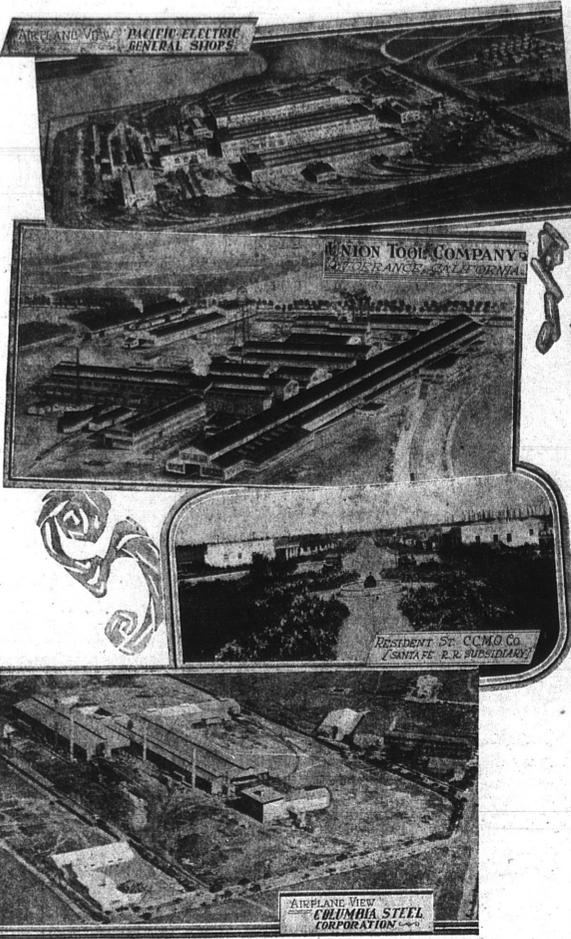


Torrance Is A Beautiful City Built On Sound Industry



TORRANCE industries, operating today, provide work for 4,500 employes. The normal monthly payroll of Torrance plants, exclusive of oil field operations, is \$500,000. These industries desire their employes to live in Torrance. The present industries of Torrance are as follows:

- | | |
|--|--|
| UNION TOOL CO. | FRITTS MANUFACTURING CO. |
| COLUMBIA STEEL CORPORATION | CHANSLOR-CANFIELD MIDWAY OIL CO. (General Shops) |
| THE NATIONAL SUPPLY CO. OF CALIFORNIA | TORRANCE GASOLINE AND REFINING CO. |
| SALM MANUFACTURING CO. | BAASH-ROSS TOOL CO. |
| TORRANCE FLAT GLASS CO. | TORRANCE MILL AND CABINET CO. |
| ENO RUBBER CORPORATION | TORRANCE LIME AND FERTILIZER CO. |
| AMERICAN SYSTEM OF REINFORCING | GEO. R. CURTIS PAVING CO. |
| PACIFIC ELECTRIC RAILWAY CO. (Main Shops and General Stores) | D. AND B. PUMP CO. |
| MINERAL WOOL PRODUCTS CO. | TORRANCE LAUNDRY |
| INTERNATIONAL DERRICK AND EQUIPMENT CO. | PERKINS WELL CEMENTING CO. |
| STANDARD MACHINE COMPANY | BLACKWELL-SUNDE MACHINE CO. |
| TORRANCE BRICK CO. | AXELSON MACHINE CO. |
| CALIFORNIA OIL TOOL CO. | FORD ALEXANDER CORPORATION |
| EXPORT REFINING CO. | SOUTHERN CALIFORNIA EDISON CO. (Power Sub-station) |
| WATSON PERFORATING CO. | UNITED CONCRETE PIPE COMPANY |

Huge Santa Fe Industrial Plans Guarantee Growth of Torrance To Benefit of Every Resident

Big Railroad Company, Owning 800 Acres Here, Will Develop Land for Factories and Providing More Work

Of vast interest and financial benefit to the present residents of Torrance and to those who will move here are the plans of the Santa Fe Railroad Company for development of its 800 acres of property in Torrance as a vast industrial district.

Realizing that the future of Southern California will be linked with industry, the Santa Fe last year set about to acquire property in the harbor district suitable for industrial purposes. After long and careful study the company purchased 800 acres in Torrance from the Dominguez Land Corporation for a sum said to have been in the neighborhood of \$2,000,000.

Immediately after this land was acquired the Santa Fe announced that it intended to concentrate the efforts of its nation-wide industrial department in locating industries on the Torrance property.

Plans Completed
The first step in this move was the drafting of plans for this acreage. This was done. Maps now complete provide for spur tracks, roads and all public utilities in the district. The tracks—including a belt line—will be installed before property is sold.

The first step in the plans for construction of these tracks and the laying out in detail of the big railroad company's industrial subdivision was for the city of Torrance to vacate the streets in the district.

The district purchased by the Santa Fe originally was laid out for small farms—from half an acre to an acre in size. Streets in the area were dedicated to serve such small tracts. Naturally these streets would not be suited to an industrial district. The Santa Fe requested the city to vacate these streets. Backed by a public opinion that favored the move in order to help Torrance, the Board of Trustees passed a resolution of intention to vacate all these streets in return for certain favors from the Santa Fe.

Proceedings for the vacation of the streets are now going through the necessary legal procedure. The vacation actually will soon be made, it is expected.

Start Work Soon
As soon as the streets are vacated the Santa Fe will proceed with development of the territory. Their plans indicate that it will be the finest industrial acreage in Southern California, if not in the whole state.

The district owned by the Santa Fe is bisected by the company's line from Los Angeles to the harbor. It is also served by paved boulevards for trucking. From the standpoint of geographical location, transportation facilities, proximity to tidewater, drainage, weight-bearing qualities of the soil, and other major considerations, this district is considered by experts to be the most advantageous for industry in the Southwest.

To the resident of Torrance the fact that the Santa Fe is so closely

identified with the progress of the city means much. As Torrance grows everyone in Torrance benefits.

The arrival of new industries in the city provides jobs for more men. In its early history Torrance was correctly regarded by an industrial employe as a one-job town. This objection is rapidly being changed. The Santa Fe development will eliminate it altogether.

None of the smaller cities in Southern California possesses such an ally as Torrance has in the Santa Fe.

Aid to Torrance
A modern railroad is not satisfied merely to lay tracks and ship goods for a community or district. Today the railroad takes the lead in the development and progress of the areas it serves. The Santa Fe recently completed its line to tidewater at the Los Angeles harbor. The company has industrial acreage at Torrance. The company is therefore doubly interested in the development of Torrance. For that industrial acreage is all in Torrance. As it develops, as new industries are located on it, the freight business of the Santa Fe grows.

Leaving all sentiment out of consideration, Torrance is fortunate that the Santa Fe decided to concentrate on the development for industry of land in this city.

Men who work in Torrance and live elsewhere will do well to think in terms of the Santa Fe development when they consider moving to Torrance.

The time to move to a city is before that city starts its major growth.

The family that owns a piece of land in Torrance at today's low prices will benefit from the growth which the Santa Fe will bring to this city.

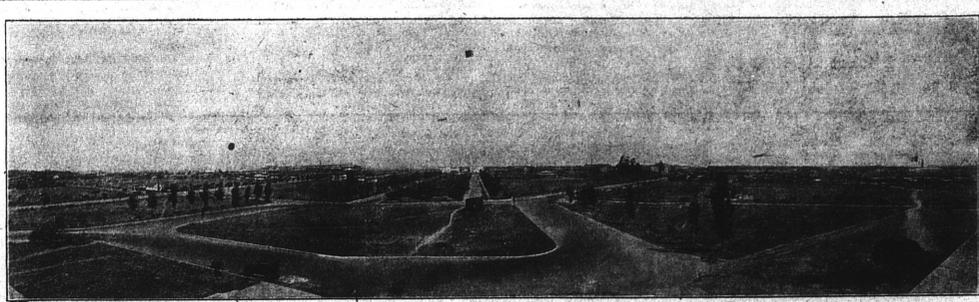
Modern Hospital Advantage to Local Residents

(Continued From Page 5)

Jared Sidney Torrance Memorial Hospital is something more than this. It is an institution that strives for something even better, something more human—and the testimonials of patients who have been treated in this fine institution establish that the effort is not in vain.

The forward in a pamphlet recently issued by the Torrance Hospital Association said:
"It is desirable that the dominating spirit of the Jared Sidney Torrance Memorial Hospital should be that of a keen interest in the social progress of Torrance and surrounding community. This spirit must find expression not only in general theorizing, but in practical application, and if the institution is to be more than a mere lodging house for the sick and maimed it will need a steadfast adherence to every policy and the adaptation of every

"THEY WOULDN'T KNOW THE OLD PLACE NOW"



Back in the days when there was scarcely a house in Torrance and the present flourishing city was almost a waste with some streets and curbs in—somebody took this picture. The scene looks east from the location of the present high school, down El Prado.
One thing this picture impresses us with now—it shows the courage and vision of Jared Sidney Torrance, who expended large sums of money for improvements before he sold a lot.

C.-C. M. O. EMPLOYES ALL VOTED TO JOIN TORRANCE

An example of the desire of Torrance industries for the residence of their employes in Torrance is provided by the Chanslor-Canfield Midway Oil Company, Santa Fe Railroad subsidiary.

The discoverer and principal developer of the Torrance oil field, this company constructed in the western part of the city a splendid group of homes for its employes.

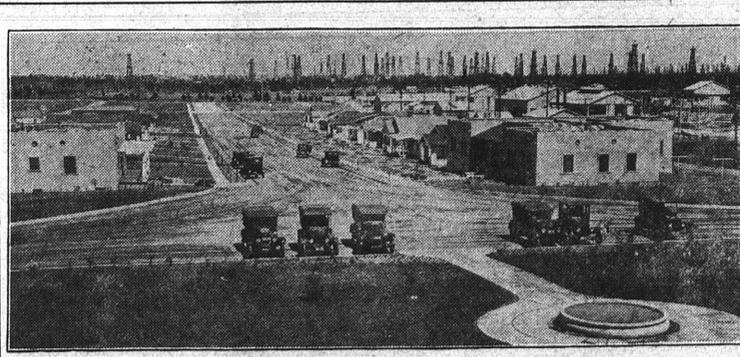
The C.-C. M. O. camp—as it is known—included the company's field shops, general field office building, dormitory for single men, and dwelling houses which flank a private street.

The houses are unusually attractive and the whole camp is beautifully landscaped.

The company also maintains a baseball park where the C.-C. M. O. team plays on Sundays with other fast lines.

A double tennis court, excellently lighted for play at night, is also one of the company's contributions to the enjoyment of C.-C. M. O. employes.

The desirability of Torrance as a place of residence—particularly from the standpoint of low taxes—is illustrated by the fact that the



The C.-C. M. O. Camp, looking east from the office building.
C.-C. M. O. employes last year voted unanimously to annex the camp to Torrance. At that election only two votes were cast against annexation and these two made known how they voted. The C.-C. M. O. men and women all voted for annexation to Torrance. This was on account of lower taxes in Torrance than prevail in the unincorporated area of which the camp was a part.
A particularly high class of men and women comprise the C.-C. M. O. personnel in Torrance, and the city's affairs find employes of the Santa Fe organization taking an intelligent and active part.

BEAUTIFUL LANDSCAPED PARKS SCATTERED THROUGHOUT TORRANCE ADD TO RESIDENTIAL ADVANTAGES OF CITY

Parks make Torrance a desirable residence city.

When Jared Sidney Torrance adopted plans for the city he provided for a number of beautiful small parks and one large one, flanked by the two roadways of El Prado and in front of the beautiful high school building.

The small parks are located at

street intersections throughout the city and are well lawned. Trees were planted in these parks about 14 years ago and now have reached substantial height.

El Prado park is one of the most beautiful of its kind in the Southwest. Starting at the high school, it extends down El Prado to Cravens avenue. In front of the high school the park is beautifully landscaped.

Recently, at the recommendation of the City Planning Commission, flowering acacia trees were planted at the edge of the park. As soon as these have grown sufficiently other trees in the park will be removed. Walks then will be laid between the rows of acacias, which

will extend their branches over the walks in a canopy.

Torrance takes natural pride in her trees. The peppers that line the residence district are well-grown. In the winter their red berries set in the green foliage give all streets a most attractive appearance.

By the provisions of a city ordinance it is unlawful for any person to cut down a tree without permission from the Board of Trustees. Even when it is necessary to grant this permission it is stipulated that a new tree be planted to replace that destroyed.

The park department has started to work on a plan to make the Torrance parks—both large and

small—even something more than beauty spots.

Benches are being placed under the trees in the parks, so that residents may enjoy the tracts as resting places as well as areas pleasing to the eye.

Los Angeles County is pushing plans for a park in Nigger Slough north and east of Torrance. Another will be located on the beach at the southern terminus of the 225-foot Hollywood-Palos Verdes Parkway soon to be constructed through Torrance. Both these county parks will be large in point of acreage and will be fitted with recreational apparatus. An artificial lake is planned for the Nigger Slough development.

Specialization Is Kelsey Idea For Insurance

'Where Insurance Is Not a Sideline' Is His Slogan

We believe we are correct in making the statement that no modern business or service should and does concern more people than does insurance. Mr. L. B. Kelsey, realizing this statement to be a fact, had adopted insurance as his business, not as a side line or tail to a kite, but as his one and only business.

The success Mr. Kelsey has attained in his chosen business goes to further prove the truth of our foregoing statement.

There is no business calamity that can not be protected against by insurance. There is no property loss that can not be protected against by insurance. There is no personal damage or injury that can not be protected against by insurance. There is no loss of income through sickness that can not be protected against by insurance.

In the not distant past, for one to protect himself against loss from any cause was looked upon as gambling. Today the man or organization that is not protected by insurance is considered by his banker, his creditors, and even by his friends, as a gambler and is not considered a desirable credit risk.

Insurance as it is handled today is but the division of risk of loss. Its cost is determined through accurate knowledge and statistics and is such as not to be a burdensome one in its carriage.

Mr. Kelsey is prepared to take care of every insurance need of the individual or organization. The commoner forms of insurance protection handled by him are the following forms: Fire insurance, automobile, burglary, compensation, liability, plate glass, water damage, and surety bonds. In fact, there is no form of loss but what Mr. Kelsey can give you insurance protection against at the lowest cost.

American Fruit Market Factor In City Trade

Contributes to Lower Cost of Living in Torrance Area

One of the factors in keeping the cost of good living down in the Torrance community is the American Fruit Market, located at Gramercy avenue and Carson street. This market, which is owned and operated by H. F. Mueller, offers to the people of this district at all times the best in home-grown and imported fruits and vegetables at prices which always make this the most desirable kind of foodstuff the lowest in cost to use.

With such an establishment offering the variety of good foods that do there is no excuse for the people of this community eating unbalanced meals. All dietitians tell us the people who eat the greatest amount of good fruit and fresh vegetables are the most free from disease and, bodily, are invariably the best prepared to undergo the most severe strain on nerves and body tissue without serious injury.

The climate of this section of Southern California is one peculiarly calling for a distinctive diet—a diet which to the very largest extent eliminates meats and heat-generating foods. In other words, the worker in this climate, to be at his physical and mental best, should not be stuffed with heat-producing foods. A correctly balanced diet of fresh fruits and vegetables will maintain our maximum point of efficiency.

The American Fruit Market maintains all through the year a plentiful balance of good fruits and vegetables, all of which are selected by Mr. Mueller, giving the purchaser every assurance of their freshness and wholesomeness. Mr. Mueller maintains an excellent free delivery service for the convenience of his patrons. The service of this market and its delivery system can be availed of simply by calling the market, telephone 283. Your wants made known in this way will always receive prompt and satisfactory attention.

Carrying On With Real Vision

Why was a city located on the site of Torrance?

Because Jared Sidney Torrance visualized the industrial future of Southern California; because he saw the need of guarding against unplanned development around industries; because he saw the opportunity for a good investment in sound city planning for a factory city; because he wanted to be the founder of a city that actually could live up to its name, "the modern industrial city."

He engaged the best city planners available to lay out Torrance. He put in all utilities, paved streets, planted trees, set out park shrubbery.

sites to industries at nominal figures.

Then he built homes for men who were working in those factories.

Just as the city of his dreams was developing so splendidly and with such vision he handed a torch to all future residents of the city which bears his name.

It is a torch that is being carried forward. Torrance intends to develop in a manner that is in keeping with the vision of Jared Sidney Torrance—to keep up the good work—to maintain Torrance in all aspects truly "the modern industrial city."