

TORRANCE
IS THE
SHOPPING CENTER
of 60,000 PEOPLE

Neighborhood



Section

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SIXTEENTH YEAR—No. 7

TORRANCE, CALIF., THURSDAY, FEB. 13, 1930

PUBLISHED THURSDAY

KEYSTONE NOTES

The first class in physical recreation was held last Wednesday, February 5 at the Avalon Boulevard school auditorium, 721 Avalon boulevard, Wilmington, by the division of physical education and athletics of the Los Angeles school district. These classes are being held each Wednesday evening until April 9 and are free to adults wishing to attend. (No provisions will be made for children).

The program is in the nature of a social evening in games, stunts, folk dances, community singing, etc. Participation from adults interested in clubs, entertainments of all kinds, throughout the harbor district is expected. Each evening's program is complete in itself but regularity is hoped for. The material is varied and adaptable to parties, P. T. A. meetings, class room, "Fathers' Night", class parties, community singing, stunt nights, etc.

As the participants develop the "technique" opportunity will be given for leadership and demonstration. A gymnasium suit is not necessary but is more adaptable.

The class is under the leadership of H. Loren Mitchell, assistant director in physical education.

It is hoped that many of the adults in "Keystone" will avail themselves of this opportunity as many new ideas will be of great interest to them.

Mrs. Z. W. Jennings of Dolores street who has been confined to her home with illness during the past week is now quite improved, being able to be out again.

Walter Bower of Klamath Falls, Oregon, is visiting at the home of his aunt, Mrs. Laura Wharton on Figueroa street.

Mrs. L. Doty of Compton, former proprietor of the Keystone Lunch at the corner of Main and Carson streets was hostess recently at her home to a coterie of friends. Included in the group were Mrs. Elizabeth Gibbons and Mrs. Alma Campbell of Wilmington.

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Mrs. E. C. Bartell of Los Angeles is the guest of Mr. and Mrs. Frank Bartell of 383 Wilmington street. Mrs. Bartell will spend a week here.

Mrs. C. E. Harshman and son Chester of Figueroa street and daughter, Mrs. L. V. Mulheron of Torrance motored to Modesto for the weekend.

Mr. and Mrs. George Nahmens and daughter Ruth of Carson street and Audrey Roque of Grace street spent Sunday at the home of Mrs. Nahmens' parents, Mr. and Mrs. W. H. Paxton in Redlands.

An increase in the enrollment at Carson street school during the first few days of the second semester has made it necessary to convert the room which has been used as a small auditorium into a class room.

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Mrs. William Gill of Dolores street is quite improved at the time of the present writing. Mrs. Gill, during her recent serious illness was well remembered with flowers and other tokens of remembrance by many friends in the community, for which she is very grateful.

REAL ESTATE SALES SHOW GAIN OF 32%

The real estate market in Los Angeles county as a whole was more active in January compared with the month preceding, according to the California Title Insurance Company. The local market showed an increase of 32.8% in the volume of January realty transfers over those for December. There were 29 deeds, 3 mortgages and 15 trust deeds filed last month affecting Torrance property, compared with 22 deeds, 1 mortgage and 23 trust deeds for the preceding month.

Eighteen new subdivisions embracing 758 lots were officially recorded during January compared with 19 subdivisions of 568 lots for December. Seven of these new tracts containing 167 parcels of land were opened in Los Angeles City.

Local building activity for January showed a decline compared with December. Eighteen permits totalling \$21,950.00 in value were issued last month, compared with seventeen permits valued at \$23,535.00 for December.

Correspondence Course Offered Real Estate Men

The University of Southern California, Los Angeles, through its Correspondence Study Department, has announced a new course for real estate salesmen who wish to prepare for the recently imposed license examination. The new course contains eight lessons devoted to an intensive study of the matters which the law specifies must be the subject of the state test. Some of the topics discussed in the course are: The real estate act, deeds, deeds of trust, liens of all kinds, procedure in making conveyances, leases, contracts, appraisal of property, values and relation of broker to buyer and seller.

CITY IS GRAPHICALLY SHOWN AS SHOPPING CENTER OF AREA

Twenty Communities Within Five Mile Radius of Shopping District in Torrance Come Here to Trade

The importance of Torrance as the shopping center for twenty communities within a five mile radius of its principal shopping district is graphically shown in the map printed on this page, which was prepared by Carl L. Hyde, executive secretary of the Torrance Chamber of Commerce. By examining this map, you will see that Torrance is the geographical center of this vast trading area, representing exactly 78.54 square miles and a population of over 50,000 people.

The 42 Torrance industries furnish employment for a large share of the families in this great district radiating from Torrance. Records of Torrance merchants also show that people in this thickly populated area are coming to Torrance in ever increasing numbers to shop. The importance of this community trade is appreciated by Torrance merchants, many of whom state that over half of their sales are made to residents outside of the corporate limits of the City of Torrance. The truth of the slogan adopted by the Retail Merchants Bureau of the Torrance Chamber of Commerce—"Buy Better in Torrance"—is being recognized by an ever increasing circle of residents in the territory and communities within this five mile circle about Torrance.

Once a month—on the Friday and Saturday nearest the 10th of the month—Torrance merchants hold what is styled a "Suburban Day," when outstanding values are offered. Thousands of extra copies of the Torrance Herald are mailed to the residents in this area on the Thursday preceding this monthly "Suburban Day" and Torrance merchants run large sized advertisements in this issue to tell about the offerings for the weekend. This Friday and Saturday, February 14 and 15, are the Suburban Days for February. If you have not already gotten the habit of coming to Torrance to shop, come this weekend. Torrance merchants welcome you and are showing their appreciation by offering worthwhile savings.

In the 125 Torrance retail stores you will find good assortments of merchandise and an ample opportunity to shop around. Practically every nationally advertised article is sold in Torrance; and here you will find chain stores as well as a fine group of progressive independent merchants to serve you.

ACTION TAKEN ON LOWERING 220th TRACKS

Letter of Protest on Garbage Collection Also Sent to Councilman Henning

The question of lowering the grade of the P. E. tracks at 220th street and Normandie avenue was brought up for discussion at the City Council of Los Angeles by Councilman A. E. Henning last Thursday. The report of the Public Works Committee recommending that the matter be referred to the County Affairs Committee was adopted.

The lowering of the tracks at 220th street was also discussed at a meeting of the East Torrance Chamber of Commerce last Monday evening and the secretary was instructed to write the County Board of Supervisors requesting that body to co-operate with the City of Los Angeles in order that the new pavement on Amelia street would be available to residents in the county as well as the city of Los Angeles.

A letter of protest was also dispatched to the Los Angeles City Council on the garbage collection in East Torrance and asking that some action be taken to relieve the present condition.

LASSCO Steamers Resume Service to San Francisco

Regular fast passenger and freight service between Los Angeles, San Francisco and San Diego were resumed by the LASSCO liners Yale and Harvard, Saturday, February 8, starting with the sailing of the Harvard on that day from Wilmington for San Diego, according to an announcement today by R. F. Cullen, general passenger agent of the line.

Return of the Harvard to service will complete the work of overhauling, redecorating and inspection that is annually undergone by two fast turbines.

WALTERIA NOTES

Mr. and Mrs. R. B. Sage and son Lyle of Madison street were guests Sunday of Mr. and Mrs. J. Atkinson of Long Beach.

Mr. and Mrs. N. B. Owen of Ward street entertained their bridge club Friday evening. A delectable luncheon was served by the hosts to Messrs. and Mesdames H. Miller, W. Leach, A. Bartell, Mrs. J. Martin and J. Allison of Long Beach and Mr. and Mrs. H. Walsh of Compton. High score went to Mrs. Walsh and Mrs. Owen and consolation to Mrs. Leach and Mr. Allison. After the game music and dancing were enjoyed.

Mr. and Mrs. Clyde McCracken and little son Raymond and Mr. J. E. McCracken were dinner guests at the home of Mr. and Mrs. Fred Bosh of Los Angeles, Sunday evening.

Rev. Charles Swift and Mr. and Mrs. W. E. Squires of Wilmington were guests of Mr. and Mrs. N. S. Williams of North Park street Tuesday.

Mr. and Mrs. Geo. Coates and little daughter Maxine of Redondo boulevard were dinner guests at the home of Mr. and Mrs. Glenn Todd of El Segundo, Sunday.

Mrs. William Crowthers and daughter, Mrs. Ray Sullivan were guests at the home of Mrs. Crowthers' daughter, Mrs. J. Popper of Long Beach Monday.

The Bee Hive Girls of Walteria will give a fair at the Barbers hall Thursday evening, to which the public is invited. A hand made quilt will be given away as a prize.

Mrs. P. G. Lassen of Ward street entertained at luncheon the members of the executive board and chairman of the P. T. A. on Tuesday. The members present were Mrs. R. E. Lesley, president; Mrs. J. Young, vice president; Mrs. O. B. Hamilton, secretary; Mrs. P. G. Lassen, treasurer; Mrs. R. B.

Sage, financial secretary and Mrs. C. Smith, parliamentarian, and Mrs. W. Crowe, Mrs. O. McEghan and Mrs. A. Flint, chairmen.

Mr. and Mrs. R. E. Lesley of Park street entertained Mrs. Edith Bernard and Miss Elizabeth Sargent of Los Angeles and Mr. and Mrs. John Slingerland of Long Beach at dinner Sunday.

Mr. and Mrs. O. B. Sims of North Park street entertained Mrs. Edith Bernard and Miss Elizabeth Sargent of Los Angeles and Mr. and Mrs. John Slingerland of Long Beach at dinner Sunday.

Mr. and Mrs. C. A. Phefan and daughter Bettie of Allambra were guests of Mr. and Mrs. Walter Westenhagen of Walnut boulevard Tuesday.

Mr. and Mrs. N. B. Owen of Ward street attended the house warming at the beautiful new home of Mr. and Mrs. C. Fernald at Long Beach Saturday evening.

Mr. and Mrs. J. Crowthers attended a dance given by the foremen of the Shell refinery, at Moss Hall in Long Beach Saturday evening. They were accompanied by Miss Birdie Crowthers, Marion Bryan, James Crowthers and Don Cox.

Friend of Post from Utah Inspires Local Rotarians

Ralph Bristol, former district governor of Rotary International in Utah, gave an inspiring talk on Rotary ideals last Thursday before the members of the Torrance Rotary Club. Mr. Bristol has given a number of years to Rotary work among his accomplishments being the establishment of Rotary in Spain and Cuba. He told of the obstacles that had to be surmounted in establishing Rotary clubs in foreign countries.

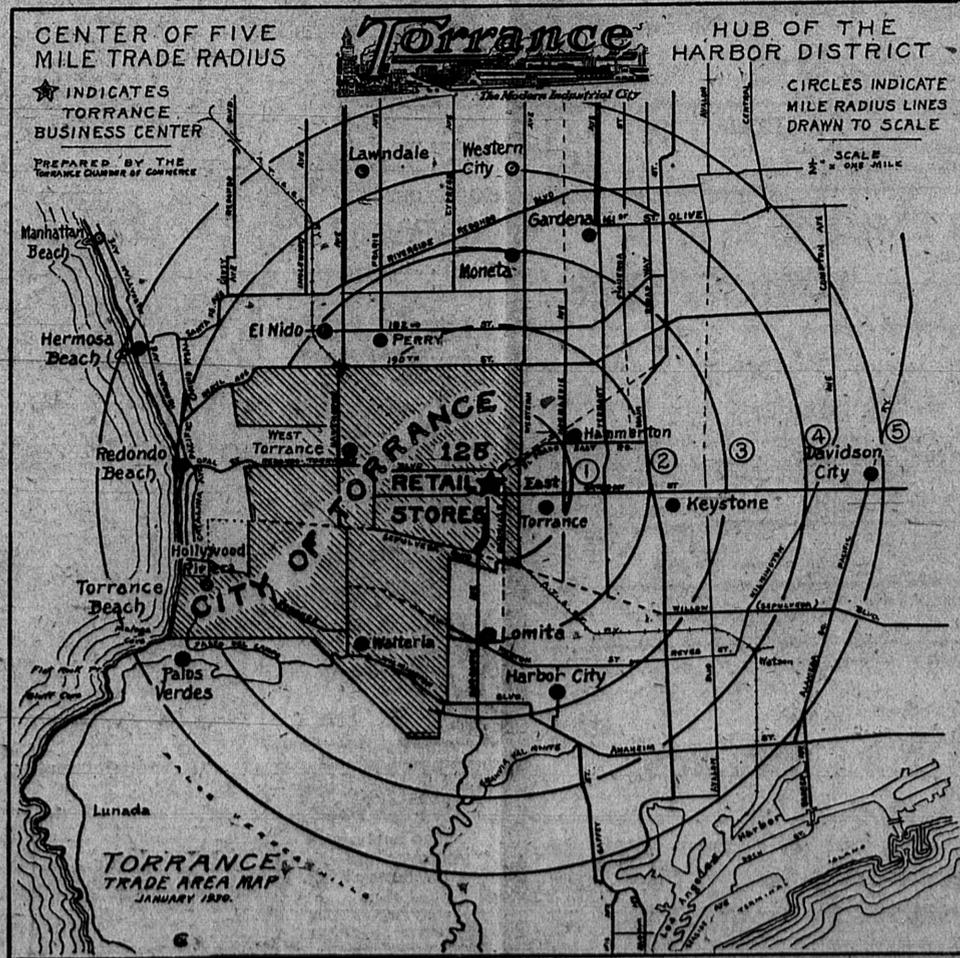
Mr. Bristol is an old friend of Mr. and Mrs. J. W. Post, from Ogden, Utah, and came to Torrance at the invitation of Mr. Post.

THEY COME AND SHOP IN TORRANCE FOR MILES AND MILES AROUND!

Torrance Is The Center And Hub Of Activity,—

- Geographically
- Industrially
- Commercially

Have You Learned As Thousands Of Others Have Found Out, That You Can—"Buy Better In Torrance!"



Over 60,000 People Live Within This Five Mile Trading Area of Which Torrance Is the Center.

Over 125 Retail Stores In Torrance

Provide Good Assortments of Merchandise and Ample Opportunity to Shop Around and Save Money.

Torrance Welcomes You—And Will Treat You Right!

Retail Merchants Bureau
Torrance Chamber of Commerce