

AVERAGE COST OF BONDS LESS THAN 90c YEAR

Chamber's Complete Report On Park-Playground Issue Is Given

(Continued from Page 1-A)
which can serve adequately for the much needed municipal park.
Competitive Necessity For Park
There is hardly a well ordered community in Southern California today that does not have a good recreational park with the facilities and equipment which makes its place in the community a happy community center for sports, athletics, music, drama, and a picnicking and leisure retreat for young and old.

The building of modern cities is a competitive business and the community which fails to provide wholesome recreational facilities on a par with neighboring communities will find its growth substantially cramped. A community which lacks good wholesome recreational facilities will also find that with its development of social problems, as the idle hour spent in various other places that do not promote wholesome sport and fun are often the breeding and brooding place of minor and major crime and other problems to society.

Torrance Opportunities Great
With the vast territorial expansion of Torrance, which now ranks third in the county in area, it must be obvious to any thinking person that the community has great potential possibilities. However, the future of this community rests in the hands of the citizens of today, and if opportunities are ignored and the community merely develops like "Topsy," the vast territorial confines of the community will not mean much as a contribution toward building a city which the community has always been proud. Namely, "Torrance the Planned Modern Industrial City."

Planning for the future does not mean solely the pursuit of more industries because more and larger industries merely located within the city confines does not mean material very much if those who earn their livelihoods therein do not reside here and become a part of the life and activity of the community.

Every major concern and many of the lesser ones which have studied the Torrance area as a site for possible relocation have offered constructive criticism that Torrance lacks proper recreational facilities and atmosphere. Industries in planning locations seek not only good load bearing ground and railroad tracks, but the modern efficient plant realizes that ideal living conditions and especially good wholesome recreational facilities play a most important part in the contentment and happiness of labor, and labor in most industries is one of the biggest costs attached to operation.

Future Dependent Upon Industry
Because of the original plan of Torrance for industry and its strategic position in relation to the harbor together with the ownership of vast areas within the city confines by potential industrial builders, the community is logically and naturally dependent for its future upon industrial development. It, therefore, behooves the citizens of today to provide those instrumentalities in the community which it is universally recognized are demanded in this age by industries. One only need to look around other sections of the county to appreciate that the typical development of the other industrial areas has shown an appreciation and recognition of these facts.

Mr. Harvey S. Firestone, president of that great rubber institution bearing his name, while visiting Los Angeles just a few weeks ago, gave impetus to a program for park and playground development at South Gate by the statement:

"No community is well balanced that lacks the opportunity for its people to get acquainted by playing together such as a good park offers the facilities for."

Many of our own citizens who are employed in the present local plants show their hungry desire for the opportunity to enjoy good sports when through the organization of friendly competing ball teams they play on bare vacant land plots here and there which afford no good opportunities for the expression of this clean ambition of fun.

Shameful Lack of Parks in City
Outside of the school properties, which of course are considerably restricted and very limited, there is really no opportunity in Torrance for a picnic gathering, a band concert, or other industry sports, athletics or games. One who likes to play tennis, only needs to try and get the chance at the high school courts due to this very limited facility in connection with the popular desire of many in the community.

The splendid musical talent in this city is hungry for an opportunity for its expression. They have shown in a most commendable way their talent and desire for expression and the public has shown its appreciation when on several occasions concerts have been given under the inadequate facilities of our parking strips.

The industries which have made a habit of annual picnics have of necessity gone to some other community which offers the facilities to make a picnic worthwhile. Organizations of the splendid Boy Scouts and Campfire Girls have had practically nothing but the meager walls of a one-room hut in the weeds and neglected trees of a couple of acres of land for the place of their yearly camp. The Sunday school group, the service clubs, and every other organized and individual group of citizens who desire a happy place for picnicking leave their own city and travel miles to other people's communities who have had the wisdom to develop parks, playgrounds, realizing that they are a magnet to the attraction of people seeking an opportunity for outdoor expression of wholesome fun and play.

No age in history has ever witnessed such an appreciation of the splendid benefits of swimming, yet in Torrance this desire can only be satisfied by going to some other town where this splendid facility is supplied, and still we want people to live in Torrance. There is not a single factor which can be established here that will do as much to promote attractiveness for living in Torrance than the happy social mingling of its people under auspices of outdoor drama, play, music, and sports which only a park properly developed can furnish.

Ability to Finance
Due to the general realty condition there probably will never be a time in the future when property for a park can be acquired so reasonable as it can today.
As an example of the cost economy, the average resident home owner will not pay as much in one year as the cost of a swim in the Redondo plunge and a round trip fare to that community. One fourth of one cent per day is more than the cost would be to the average resident home owner.

Bonded Tax Comparison
The following schedule is a graphic story of the "white spot" conditions of this municipality in contrast to the other cities in Los Angeles County. Certainly no more potent argument in favor of our ability to acquire a park and playgrounds for Torrance can be pictured than the story which these figures tell:

Industrial Approval

Many of the local industries have indicated their approval and desire for the successful development of the contemplated park and playgrounds. These institutions which justify the existence of this community fully realize that the cost to them for this park development will be repaid many many times through more happy stabilization of their labor which will be attracted more to Torrance. The life of the community is significantly improved, its effect also on the prospective new industry is likewise significant because every industrial concern is vitally interested in an adequate supply of labor close at hand. The ideal in this connection is, therefore, the building up of the residential population of Torrance to the point where it will be sufficient to supply the normal average of local employment demands.

The efficiency and contentment of those employed is measured very largely upon the home surroundings and the facilities which the community offers for the happiness of its residents. Torrance industries fully appreciate that no one thing this community can do will afford as much in this direction as a well developed park and playgrounds.

General Endorsements
The voluntary expressions from scores of careful thinking citizens representing business, professions, schools, churches, civic clubs, patriotic organizations, fraternal groups, Women's clubs, Parent Teachers Association and the laymen of every creed and interest give indication of a general public approval of this much needed step for further civic development in the life of Torrance. To quote

Unemployment Opportunity

With the continued effect of unemployment and short time occupation, the local situation is becoming acute. Although Torrance has been one of the favored communities receiving assistance from the county, the condition is such now that further aid from that source is not likely before the coming December. The effect of this will mean sustained hardships unless some public projects are launched to provide employment. The most logical, beneficial and enduring public improvement that Torrance can undertake is the park and playground development.

Therefore, these projects will afford the largest measure of relief toward the unemployment in this city and do so with constructive development rather than the unsatisfactory plan of charity, which at its best is only temporary and when spent leaves no permanent benefit for the community. Other communities in this county and throughout the nation have recognized this wisdom, and as everyone knows, Los Angeles city recently voted five million dollars for similar purposes.

The Cost
The proposal in Torrance is for the authorization of \$150,000.00 in municipal bonds. With the present valuation of Torrance based upon twenty-seven million dollars, it will readily be seen that at one cent per dollar of assessed valuation is more than enough to meet the interest and annual installments of the principal based upon a 30-year issue. The average assessed valuation of a five-room dwelling, garage, car, and furnishings is \$1,500.00. A tax of 4c on each \$100.00 of this value would therefore be 72c per year or a little less than one-fourth of one cent per day, week.

Location of Parks and Playgrounds

Unfortunately, a great deal has been said regarding the possible location of the major park. Some misunderstanding and confusion of public thought may have resulted accordingly. No words with more degrees of clarification could be incorporated in this text than the statement issued by the City Council two weeks ago and which is included herewith verbatim:

"STATEMENT BY CITY COUNCIL ON PROPOSED PARK SITES:
"In order to clarify the City Council's position on the matter of selection of sites for the proposed new park and children's playgrounds, the following signed statement is issued to the public: This City Council has no definite site under consideration for either the major park or any of the children's playgrounds. The only two proposals that have been received to date have come from the Santa Fe Land & Improvement Company and the Torrance Holding Company. No action or promises of any sort have been made to either of these companies; and furthermore, other property owners of suitable park sites are invited and urged to submit them to the council.
"This council feels that the proper time to consider the location of the park and playgrounds is AFTER the bond issue is approved."
"It is the pledge of this City Council that when the proper time comes it will select the best possible sites for the park and playgrounds which may be secured for the money."
Signed: City Council of the City of Torrance,
"JOHN DENNIS, Mayor,
"R. R. SMITH,
"E. C. NELSON,
"C. B. BELL,
"G. A. R. STEINER."

as its industries, expand and new capital is invested here will naturally increase proportionately.

Thus, five years from now it is reasonable to expect that the cost to the individual home owner will be even less and long before the bond issue is entirely paid out the cost will probably be reduced to half or even less than that which is above stated.

The large industries and vast potential land estates that are now a part of the city of Torrance will pay the very substantial proportion of the entire bond cost, thus making the charge to the average resident home owner almost nothing. Even if the bonds were sold today they would not appear in the form of taxes until December, 1932, on the regular tax bill. **NO SPECIAL ASSESSMENTS WILL BE LEVIED FOR THIS ISSUE.**

The above illustration is based on today's valuation. The future valuation of the city of Torrance is virtually guaranteed.

The City Council constitutes the legal representative agency of the people.

An overwhelming majority of the citizens and taxpayers have placed their trust in this capacity. They are virtually the managers of the 27 million dollar corporation which the city of Torrance represents. Is there any good reason why they would not successfully administer a \$150,000.00 park bond and playground program? There is, of course, no logic in any negative answer to that question, and the City Council is positively the only agency which can legally transact this matter.

The wisdom of having the council unhampered or unfettered in the opportunity for their negotiations in this manner cannot be questioned. A more thoroughly satisfactory and economical deal will result from the council's unhampered opportunity to secure the best possible sites for the most economical cost.

Several sites for the major park have been offered and undoubtedly other prospective areas will be submitted. It would therefore be a mistake to try and make any decision regarding the site until every possible advantage in the matter has been carefully analyzed and considered. This is the purpose for electing representatives. The smaller "kiddies" playgrounds will be selected as near as physically possible—in the center of several equi-distant areas in the community, thus providing similar opportunities in the several districts of the city.

The administrative capabilities, business judgment and integrity of the representatives of the city of Torrance can hardly be questioned when its corporate history is reviewed. Are

you conscious of this history?

Torrance today has the second lowest municipal tax rate in the county. Its percentage of bonded indebtedness when compared to assessed valuation is the lowest in the state. Ten years ago the community was incorporated and commenced its life as a city with a municipal tax rate of \$1.22. This rate has been reduced consistently until today it is only 56 cents. In answer to the question, Will our city get its honest money's worth in the park and playgrounds?, there is only one correct answer. Yes! And vote accordingly Tuesday, June 9.

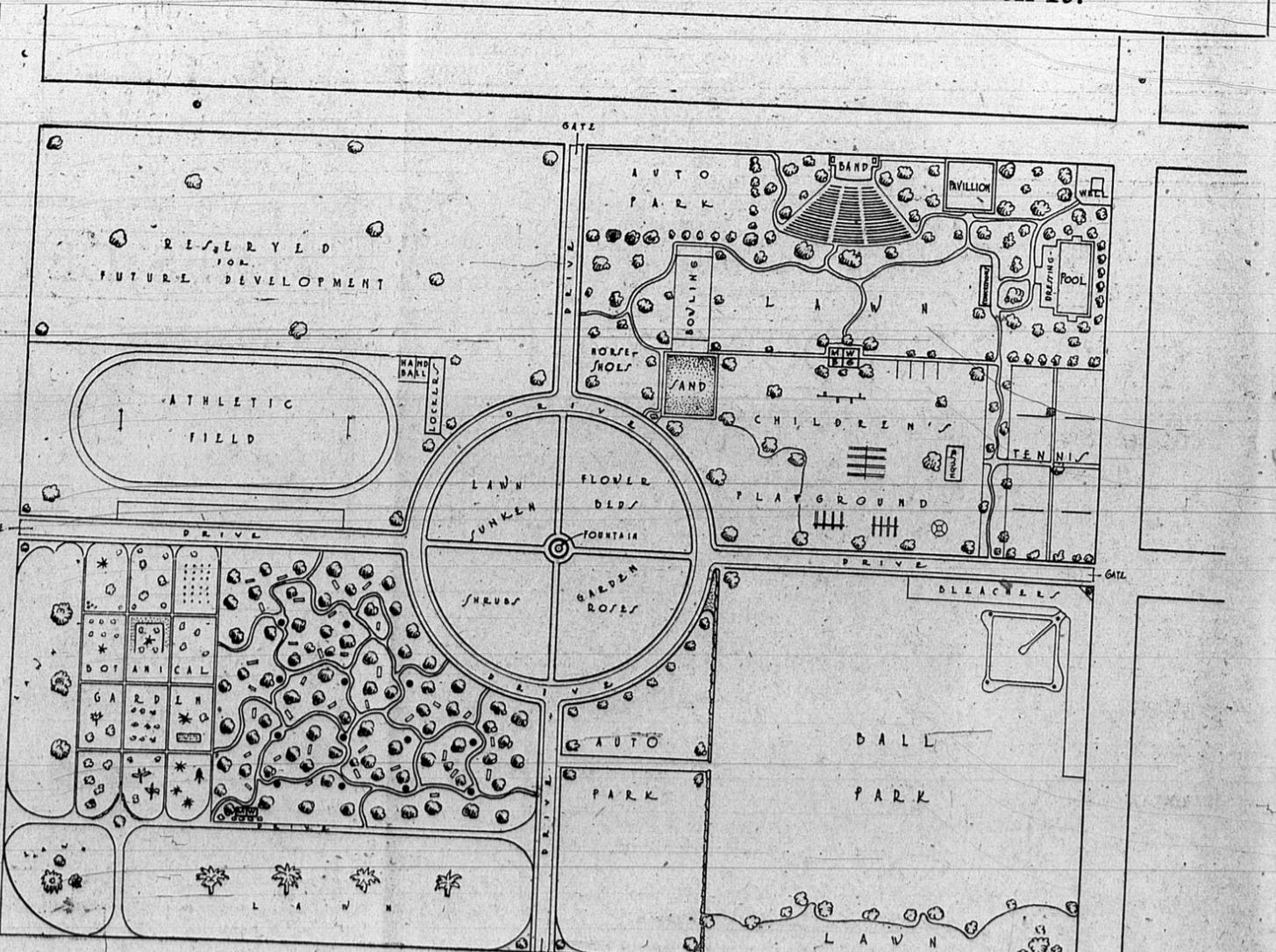
Men Wanted

To work on city parks and playgrounds—that's what will happen if you vote "YES" next Tuesday. Over 300 Torrance men will be put to work for three months. Every registered voter is entitled to vote, whether a property owner or not.

WHAT YOU VOTE FOR TUESDAY!

Here's a Proposed Plan for a Park that Torrance Will Be Proud to Own . . .

Its Construction Will Give Many Men Work; Its Creation, Many Hours of Pleasure for Years to Come . . . Isn't it Worth It?



A PARK LIKE THIS AND 3 NEIGHBORHOOD PLAYGROUNDS For Less Than 90c a Year

PROPERTY VALUES WILL INCREASE When Torrance Gets a Park Like This! VOTE "YES"

STATEMENT SHOWING MUNICIPALITIES IN LOS ANGELES COUNTY ARRANGED IN THE ORDER OF MUNICIPAL TAX RATE

Municipality	Rate	Outstanding Bonded Indebtedness
Vernon	.26	\$ 4,283,750.00
El Segundo	.56	34,000.00
Hawthorne	.80	368,000.00
Lynwood	.90	265,382.00
Beverly Hills	.98	1,937,284.50
San Gabriel	.99	3,323,000.00
Bell	1.00	433,736.88
San Marino	1.00	259,953.42
Inglewood	1.00	125,500.00
Tujunga	1.06	1,806,616.26
Montebello	1.09	215,085.81
San Fernando	1.12	412,441.00
Compton	1.20	187,000.00
South Gate	1.20	253,550.00
Burbank	1.20	3,548,405.84
Pasadena	1.23	758,259.84
Manhattan Beach	1.23	9,639,744.12
Huntington Park	1.26	198,800.00
Glendale	1.35	785,875.00
Whittier	1.41	2,359,850.00
El Monte	1.45	1,099,202.02
Arcadia	1.57	273,792.29
Hermosa Beach	1.48	715,471.22
Culver City	1.52	236,000.00
Monterey Park	1.54	1,855,141.04
Los Angeles	1.60	1,071,819.07
Alhambra	1.63	160,939,035.60
Long Beach	1.63	1,315,150.00
Covina	1.63	15,324,183.75
Avalon	1.65	185,600.00
Santa Monica	1.67	286,075.00
Redondo Beach	1.70	3,690,167.98
South Pasadena	1.75	360,750.00
Azusa	1.78	715,000.00
Claremont	1.80	237,875.00
Monrovia	1.80	226,400.00
La Verne	1.85	1,168,082.68
Glendora	1.85	128,500.00
Pomona	1.94	182,250.00
Sierra Madre	2.22	1,546,175.00
		400,050.00