

KEEP COOL—Six Minutes from the Ocean



FOR RENT Beautiful Summer HOMES

Completely Furnished... as low as

\$20

A Month

Economy-minded folks will thrill at this news... for it is the real solution to this year's vacation problem. Think of vacationing in a charming modern home, completely furnished, for as little as \$20.00 a month. Picture this home on a tree-lined street... with lawns and flowers and a big back yard where the kiddies can play. Every day and every night, cool, refreshing breezes from the Pacific make your stay here most enjoyable. A few minutes' drive takes you to the beach where you can swim and fish, to golf courses, to parks, to a great, bustling harbor where warships and vessels from twenty nations lie at anchor. So many things to do and see. Come to Torrance. Living costs are very low. Rentals are unbelievably low, as can be seen by this schedule:

- 4-Room Houses—\$20 to \$30 a month—\$6 to \$8 a week.
- 3-Room Houses—as low as \$17.50 a month.
- 3-Room Apartments in Courts—\$18 to \$30 a month.
- 2-Room Apartments (2 to 3 people)—\$4 to \$6 a week.
- 5-Room Houses—\$30 to \$45 a month.

SPECIAL SUMMER RATES (Furnished)



Its Just Six Minutes to the Marcellus Beach Incomparable Playground for Kiddies



Typical Tree-shaded Apartment Court Rentals \$18 to \$30 a month.

COOL TORRANCE

"Hub of a Summer Vacation Land"

For Complete Rental Information write to CHAMBER OF COMMERCE Torrance, California

ABOVE—is the first of six ads now running in Imperial Valley, Arizona and San Bernardino county newspapers. Printed here by courtesy of Torrance Herald for information of local citizens.

BELOW—is list of desirable vacancies in Torrance. Furnished Houses, Apartments, Courts and Hotels. Send the list to your friends in the HOT BELTS and invite them to come to COOL TORRANCE this summer.

HOUSES - HOTELS

ATTRACTIVE HOUSES and APARTMENTS Newly Painted and Decorated Located Close to Shopping District INDUSTRIAL HOUSING CORPORATION 1510 Cravens Ave. (Opposite City Hall) Phone Torrance 5

VONDERAHE REALTY CO. At Your Service 4-Room House \$22.50 With Water and Garage 1645 Acacia 1625 CABRILLO PHONE 64 Next to Earl's Cafe

HOTEL IRONTON Baths and Showers on Every Floor Large Comfortable Lobby Western and Torrance Blvd. Opposite the P. E. Depot TORRANCE 781

NEWEST HOTEL Strictly Modern SOUTHERN \$3 Up - INN - \$3 Up Board If Desired 1913 CABRILLO Torrance 861

"Cool and Pleasant" SHADY GROVE AUTO CAMP \$3.50 Up Per Week 2, 3 and 4 Rooms 2295 SO. MAIN ST.

APARTMENTS

PARKS APARTMENTS—\$25 Including Gas, Lights and Water CENTER OF TOWN 1418 1/2 MARCELINA Phone 60

ALTHEA APTS. FURNISHED LARGE ROOMS Two Double Beds in Each Apt. \$25 Month Water and Garage Included 1914 218TH ST. Near Corner of Cabrillo Ave.

APARTMENTS

SAM LEVY APTS. Furnished Single Apts. \$18 Gas, Water, Lights Furnished —Downtown—

SARTORI AT EL PRADO Phone 121-W

PORTOLA APTS. \$30 UP Special Rates for Summer All Outside Sunny Apts. Walking Distance to Center Town

728 PORTOLA AT SARTORI AVENUE Phone Torrance 385

CRAVENS APARTMENTS \$25 - \$30 - \$35 FREE Lights, Water, Gas, Frigidaire For Any Rentals See TORRANCE INV. CO. 1501 Cabrillo Phone Torrance 176

Central Location - Pleasant CASTLE APARTMENTS \$20 UP Comfortably Furnished Each With Three Exceptionally Large, Airy Rooms and Closets 1216 EL PRADO Corner Sartori Torrance Phone 776

REAMS APARTMENTS Doubles \$25 Front Singles \$20 and Refrigeration 1006 SARTORI Phone 788

NORMAN ARMS \$25.00 All Doubles - Furnished 2117 TORRANCE BLVD. (Redondo Blvd.) Phone Torrance 568

EDISON APTS. -Center of Town- Well Furnished All New Beds and Mattresses -Low Rent- Apply Apt. No. 6 1417 MARCELINA

COURTS

D. SPURLIN 800 Portola

50 HOUSES \$17.50 UP Furnished and Unfurnished Phone Torrance 556-W

LEIDY HOMES \$15 Special Summer Rates Beginning July 1st -Cool and Shady- Each Apartment Faces Park Private or Shower Baths Use of Garage

Percolated Water, Vacuum, Electric Washer, Etc., FREE 219th St. and Western 2 Blocks South National Supply

EL PRADO COURT \$15 to \$18 Month Also By Day or Week Two and 3-Room Bungalows Private Hot Showers Gas, Electricity and Garages 1100 EL PRADO Phone 152-W

EL CAJON COURTS 2075 Sartori Phone 396-R

Flats - Duplexes FURNISHED FLATS \$18 - \$20 - \$25 - \$30 - See - TORRANCE INV. CO. 1501 CABRILLO AVE. Phone Torrance 176

RENTALS ADVERTISED IN THE HERALD REACH MORE PROSPECTS THAN SIGNS IN WINDOWS

Firestones Reduce Tire Costs 40%



Firestone Truck and Bus Balloons have effected a saving of 40% for the Hercules Gasoline Company, according to a report made by G. C. Rider, transportation superintendent, to William H. Ryan, director of sales of the Wynns Tire & Rubber Com-

Two Writers Tell Story Of City's Great Progress

(Continued From Page One)

Wharton's Story in Magazine

metal trades and car shops. The total payroll from 46 Torrance plants is approximately \$10,000,000 yearly, based upon the average yearly wage of \$1800 per man. "This means that nearly \$8,000,000 is distributed as wages each 12 months to the 2171-odd residents of Torrance who are earners. That is one reason why 70 per cent of all its families in this ideal industrial community own their own homes. The other is the non-profit-making system of real estate and home sales supervised by the founders of the city and the Torrance Chamber of Commerce.

In the short time since the birth of the Torrance idea in 1912, several mammoth national manufacturing concerns have been attracted to the site. Metal manufacturers lead all others. "The Columbia Steel Company, now a subsidiary of United States Steel, occupies a site of 171 acres, and has just purchased 100 more for prospective development. About 25 acres consists of covered plant. It employs 1200 men, has five 40-ton open hearths, and makes structural steel, rolled steel, in blue, plain, annealed, and galvanized and corrugated steel, as well as foundry products.

"The Union Tool Division of the National Supply Company, specializing in the making of oil and mining tools, gives work to 50 persons. Its plant occupies a 50-acre site. Two dozen more factories, including the splendid plant of the Dooney-Stone Drill Company, engage in the manufacture and repair of oil well machines and equipment.

"The shops, stores and administration departments of the Pacific Electric Company, operators of the longest interurban electric system in the world, are in Torrance. Nearly 1000 workers are employed. The company has a special plan by which nearly every employee can purchase his own residence in Torrance without discouraging loan rates.

"Why have some two score metals working and allied plants gravitated to Torrance? The answer is found in the origin of this industrial community. "Torrance is the answer to the prayer of a large national factory for a site at reasonable price, handy to water and rail transport, and having excellent labor conditions. Jared Sidney Torrance was father of the idea, as well as founder of the city. The community was born neither as a get-rich-quick realty scheme, nor as an eleemosynary proposition.

"Jared S. Torrance, who died in 1921, was born in Gowanda, New York, graduated from Yale in 1875, read law in Chicago for two years, entered the lumber and milling business, and in 1887 came to Pasadena.

"During his 34 years in California he was president or director of a hundred corporations in such fields as land, cattle, oil, electricity, transportation, building, banking and the like, the greater number having to do with the development of southwestern resources.

ments of the Pacific Electric Company. It may not be generally known that this utility operates the longest interurban electric system in the world.

"The system by which employees of this concern start home building may be of interest. The employer and his wife may select a site anywhere within a two-mile radius of the company properties. The company makes the required 'down' payment. The employee pays down \$50 on the lot (or \$100 on an improved plot) as guarantee of interest, and then pays out for his home or lot at the rate of one per cent per month. That includes interest and all fixed charges, an over-all of about six per cent.

"The company interest sort of makes the employee feel he is getting his money's worth. They seem to have contented family members in Torrance since the community officials and the various companies have similar devices for aiding employees to own homes.

"The heavy metal working industries find Torrance conditions satisfactory. National factory investigators find prices reasonable for sites; rail and water transportation are satisfactory, and labor conditions are described as excellent. And the town is strategically located as to the machinery market.

"Looking into the future and its potential expansion, Torrance has had installed a new 200,000 horsepower sub-station, capable of supplying a connected electrical load of ultimate 400,000 horsepower. That would mean for the industrial organizations which are looking over a prospective site in Southern California adjacent to Los Angeles."

"The discovery of oil in Torrance has held back the city's industrial growth. This may appear anomalous, inasmuch as many California communities owe their existence to oil. But oil operations diverted interest out of other industrial channels, and slowed down general expansion.

"But now oil expansion in the area has stabilized itself, with the result that once again industrial Torrance is ready to go.

"Steel will be the keynote in the city's future development, as it has been in the past. The word STEEL stands like a guiding star, a fine line behind this industrial city. It is believed that at least two phases of steel manufacture not much stressed upon the Pacific Coast will soon find vigorous expression at Torrance—ore reduction in mammoth electrically-fired furnaces, and the manufacture of metal pipe.

"Good iron ore deposits exist in ample quantity in both Southern California and in that these ore servers feel certain that these ore reduction furnaces will be installed when the United States Steel Corporation feels the time is ripe to expand. It is known that preparations are already under way looking towards this objective.

"Torrance business men point to the installation of the new 200,000 horsepower La Brea sub-station serving the city, although the community supports a connected electrical load of not more than 14,500 horsepower. This new sub-station is designed for an ultimate maximum of 400,000 horsepower. These business men assert that the Southern California Edison Company has not gone into such expense without well-founded assurance of an electrical market in the near future.

"Torrance is in a particularly desirable position to accommodate the heavy metal working industries," says a recent engineering report by a nationally-known firm of experts. "Operating conditions in the city are on a par with or superior to those in any other southern California community. Torrance is particularly free from promotional schemes, and has excellent cooperation among its citizens for the furtherance of its well-founded industrial plants. Good feeling between employers and employees exists in Torrance to a greater degree than in any other community investigated.

Mother of Local Man Passes Away On Birthday Morn

On the morning of her 59th birthday, Mrs. Minnie Eckhart passed away at the home of her son and daughter-in-law, Mr. and Mrs. Lloyd C. Everhart, of 1435 Mrs. Lloyd C. Everhart, of 1435 23rd street, yesterday morning. Mrs. Eckhart, who was a native of Pennsylvania, had moved from Los Angeles to her oldest son's home here last Saturday. She had been in ill health for several months.

The funeral service will be held at Stone and Myers Chapel Friday afternoon at 2 o'clock. Rev. Erickson of Los Angeles will officiate. Interment will be at Inglewood.

Mrs. Eckhart is survived by three sons, Lloyd C. Everhart of Torrance, and Owen Richard and Harry Clyde Everhart of Los Angeles; a daughter, Mrs. R. J. Cross, of Hermosa; two sisters, Mrs. G. V. L. Lodie and Mrs. John Grandy, of Sharpville, Pa.; and two brothers, Charles and Frank Morford, of the latter city.

TAILLESS KITTEN BORN

By the United Press MEMPHIS, Tenn.—G. G. Gregory's Maltese cat has given birth to a kitten having no tail. In the same litter there were three other kittens which were normal in all respects.

AGED LIGHT KEEPER DEAD

By the United Press EAST COWES, Eng. — William Parsons, who was keeper of the Needles Lighthouse, Isle of Wight, for 35 years, is dead.

The Hardware Man Says:—

"Only five more days and then we can cut our fireworks loose for the boys and girls. We have everything their young hearts desire! —And we have an extra supply of fishing licenses, fishing tackle, poles—everything that goes with that fine sport. —You're going places over the week-end holiday—why not go right?"

S. S. Worrell

"The Hardware Man" Where a Dollar Goes the Farthest 1517 Cabrillo Avenue Torrance

ANNOUNCING...

THE OPENING OF A NEW SIGN SHOP IN TORRANCE

Paine the Sign Man

Located at Torrance Wall Paper & Paint Co. "Across From Post Office"

Phone 71 1420 Marcelina Ave.



"One Stop" Service

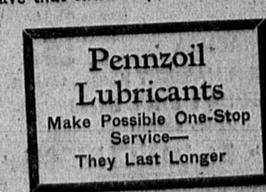
Our Lubrication Lasts 1,000 Miles

Eliminates Need of Extra Lubrication Between Oil Drains

YOU'VE PROBABLY thought it necessary to have your car 'greased' every 500 miles. This is not necessary if we lubricate it. Our 'One Stop' lubrication lasts fully as long as the oil in your crankcase. You save that extra stop. You save money, time, inconvenience. And you get better lubrication than ever before.

The reason? It's the type of lubricants used, together with our extra careful service. It has been proved that Pennzoil Lubricants stand up a full thousand miles under the hardest conditions. They maintain a protective film of oil on every bearing and moving part. Ordinary lubricants are wiped out by the terrific impacts of road shocks. Pennzoil Lubricants last twice as long.

Drive in and let us give you this better lubrication. It costs no more. And you save that extra stop.



We Call For and Deliver Your Car—No Charge

Regular Lubrication Lengthens the Life of Your Car

Mullin's One Stop Lubrication Service

Torrance Blvd. at Border TORRANCE Phone Torrance 320-J