

# VALUATION 20<sup>1</sup>/<sub>2</sub> Million; \$1,952 per Capita

## Torrance One of Few Cities in County to Reveal Increase of Real Estate Holdings for 1938

IN these days when millions and billions are literally sprinkled in one's newspaper or spoken in conversation, a million dollars or even 20<sup>1</sup>/<sub>2</sub> million dollars has lost the awe and respect even a thousand dollars had back in the "good old days."

But 20<sup>1</sup>/<sub>2</sub> million dollars, which is the total assessed valuation of the city of Torrance this year, regains its prestige when one considers that such a sum means \$1,952.39 for every one of the 10,500 residents of this community.

Assessed values represent but 40 percent of the actual worth of property so the true value of Torrance holdings are \$51,250,000—or approximately \$4,880 for every man, woman and child in this community.

### Gains in Real Estate

The assessed valuation total represents an increase of \$1,545,505 over last year's basic tax figure of \$18,954,595. It includes a gain of more than 10 percent in the valuation of Torrance properties over 1937-38.

This city is one of the few Los Angeles county municipalities (and there are 44 of them) to show an increase in real estate valuation this year and personal property values jumped from \$6,462,740 in 1937 to \$7,499,000 this year.

Improvements are valued at \$5,219,060 as compared with \$4,625,065 last year with most of this increase being represented in new building financed under F.H.A. insured loans. Real estate showed a slight increase over last year's total, the figures being \$5,799,085 as compared with \$5,747,340.

Expansion of public utility holdings here show by the comparative figures of \$2,728,020 in 1938, \$2,119,450 in 1937.

## Many Parts of Aqueduct are Completed Now

Completed features of the Metropolitan aqueduct which will begin serving Torrance with Colorado River water next year include 107 miles of tunnels, 65 miles of concrete-lined canals, 55 miles of covered concrete conduits, 28 miles of inverted siphons, Parker Dam, Gene Wash Dam, Copper Basin Dam, Cajalco dam and dike.

The aqueduct's 237-mile-long power delivery system from Boulder Dam to the five pumping plants is completed. The five pumping plant structures are completed and the first installation of pumping equipment and machinery is more than 75 percent complete.

More than half of the 150 miles of distributing mains have been completed.

## HERE'S TRIO OF FUTURE PROJECTS

Torrance is looking forward to:

Improvement of Cabrillo avenue and Torrance boulevard, making those thoroughfares the streets of distinction and charm they should be;

Resurfacing of principal downtown streets and residential streets; and

Beautification of the West-an avenue entrance to the city.

## UTILITIES ADD TO TAX BASE

The assessed valuation of public utilities in Torrance for this year is placed at \$2,738,020, according to preliminary figures from the county auditor's office.

The new figure is comparable to a final valuation of \$2,541,840 that was placed on the public utility holdings in this city last year.

Public utility properties include that of railroads, car companies, express companies, telegraph and telephone companies and gas and electric companies. Public utility property totals are added to the realty roll of the county assessor's office, the sum of the two being the total upon which the tax rate for municipal, county and school purposes is based.

In the case of Torrance, this city's grand total assessed valuation this year is \$21,256,070 as compared with \$19,376,985 last year or an increase of \$1,879,085.

## HIGHWAY GROUP FOR CITIES HAD BIRTH HERE

As a municipal entity, the city of Torrance is a member of a number of organizations, associations and groups of a civic nature. The most important of these is the California League of Municipalities. Another is the Southwest District Highways association which was organized here last March. Leonard Young, acting city engineer, is secretary of this group.

The highways association was formed to promote improvement and extension of existing traffic arteries running thru this part of the county and to promote construction of new roads with Federal appropriations.

Come and Live in Torrance



## Fox Farms Thrive in This Area

Rosie O'Grady and Lady Built-rich enjoy a like elation of pride when they drape a silver fox fur over their shoulders—but they do not know that their adornment once covered a sharp-nosed, bright-eyed little animal that once lived near Torrance.

Once the prerogative of royalty or the ultra-rich, silver fox furs have been made available to thousands of women with moderate incomes and to supply the demand the fox-farm came into being. Such a farm is owned by Arthur Schleicher, a director of the California Fox Farms association, at 19706 South Vermont avenue.

Breeding of foxes in specially-designed pens and runways is now an important industry of the Torrance area. Several are located in Keystone and there are more near Gardena.

Altho cold weather is not required, strong sunlight must be avoided to prevent a discoloration of the fur from the jet black which is essential in a high-grade pelt.

To overcome the handicap of Torrance sunshine, the foxes are kept in a shaded pen for several months prior to pelting. In this manner the color is preserved.

The silver fox is considered a freak of nature and is occasionally found in a litter of red ones.

Climatic conditions are ideal in this section, as there is sufficient humidity to keep the fur soft and an ample supply of foodstuffs is available in close-by markets.

Fur texture is subject to diet of the animals and this is changed as many as five times during the season.

### KEEP 'CENTRAL' BUSY

Torrance telephone subscribers place approximately 3,000 calls daily.

## Oil Field Artery's Traffic Quadrupled

Arlington avenue, main artery leading into the So. Torrance oil field, bristles with agents' offices, warehouses of oil tool firms and its traffic load, according to Torrance police, has quadrupled since the rush to tap the rich high-gravity oil sands began in Torrance.

## Trees Here Older Than City Itself

Many trees in the Torrance residential section close to the business district are older than the city itself. They were planted immediately after the streets were laid out and before there was a single permanent resident here.



**BLUE RIBBON WINNERS . . .** in the state-wide competitive parade drill which was a feature of the recent California Moose convention in Santa Barbara were these smartly costumed Torrance women—members of Chapter 44 of the Women of the Moose. They won the championship and thus added another distinction to their Chapter. In 1936 and 1937 they won the state titles for best ritualistic work. Reading from left to right, the "blue ribbon" marchers are: Opal Williams, banner-bearer; Henry Williams, dictator of Torrance lodge No. 785 and flag-bearer; Ermanelle Smith, banner-bearer; Verdie Grimm, Augusta Barnett, Anna Wilkens, Ruth Kidd, leader; Zoe Dethiers, captain and ritualistic chair-man; Katherine Gossiaux, leader; Bertha Stevenson, Olive Javens, Lillian Gossiaux, Annabelle Smith, banner-bearer, and Amour Dethiers, flag-bearer. They plan to win in 1939.