

# 30 YEARS A PLUMBER — 21 OF THEM IN TORRANCE!

• For 21 years we have watched Torrance grow and have had a part in the construction of many of its buildings. For 21 years we have been installing plumbing and the best proof of the high quality of our workmanship is the satisfactory service rendered during all these years.

- ELECTROLUX GAS REFRIGERATORS
- MAGIC CHEF GAS RANGES
- FRASER FURNACES
- GENERAL WATER HEATERS
- ANDREWS WALL HEATERS
- PLUMBING INSTALLATION and REPAIRS

## TORRANCE PLUMBING CO.

F. L. PARKS, Proprietor

1418 Marcelina Avenue Phone 60

Let your friends know about Torrance—Send them this Herald Souvenir Edition—per copy 10 cents



**CHORAL GROUP . . .** With the resumption of P.T.A. activities here this week, the Torrance Elementary P.T.A. chorus of Mother Singers, directed by Mrs. Marjorie Eischen Cooke, will start its fourth season. Twenty of the 25 members pictured above are: Top row, left to right: Florence Hill, Maude Lock, Della Page, Gertrude Craig, Irma Carstens, Sally Rowell, Margot Roos, Ruth Woodcock and Mrs. Cooke. Bottom row, left to right: Lorene Ulrich, Dorothy Severin, Violet Lock, Almeda Smith, Mildred Edwards, Ruth Rogers, Joy Prime, Sarah Ludlow, Belle Tolson, Aenid Miles, Kathryn Buffington and Edna Babcock. Memebtrs not in the picture: Irma Daniels, Mary Kirshman, Elsie Debra and Blanche McVicar. Rehearsals start soon.

## Value of Early Planning Noticeable

With more and more attention being paid by industrialists to the working conditions and home environment of their employees, Torrance proclaims that its early city planning foresaw and made way for the inevitable growth that has since taken place. In close proximity, yet ingeniously segregated from the industrial areas, Torrance's residential sec-

tions provide housing facilities rarely approached in any manufacturing community.

Modest homes, low rentals, parks and playgrounds, modern shopping center, almost a mile of public beach within the city limits—these are all assets which promote the welfare of the worker and assure a steady supply of the highest type of labor.

And because of the skilled workers required in practically all lines of industry which have located at Torrance, this community has acquired a citizenry representing the best of American stock.

### AMPLE ROOM HERE

Industrial sites are available here in any size desired, both improved and unimproved.

# The Torrance Laundry —

## PROSPERIZE Dry Cleaning

Means . . . NO ODOR . . . NO SHRINKING . . . BRIGHTER COLORS . . . CLOTHES STAY CLEAN LONGER . . . CLOTHES KEEP NEW LONGER!

# A \$140,000 HOME INSTITUTION EMPLOYING 88 LOCAL PEOPLE

• Founded in 1922 and steadily growing ever since, the Torrance Laundry & Dry Cleaning Co. represents an immense investment and steady jobs for almost a hundred people. It operates fourteen trucks and serves Los Angeles, Hollywood, Long Beach and intermediate cities . . . as well as Torrance. Its modern, well-lighted laundry turns out thousands of pieces a day; while its Dry Cleaning Department skillfully dry cleans anything from the daintiest frock to the most burly overcoat.

• It takes SERVICE and QUALITY WORKMANSHIP to get this big . . . And every day, in every way we know how, we're trying to KEEP this Big!



Above is a photograph of our Laundry and Dry Cleaning staff (excluding truck drivers) many of who have been with us from 10 to 16 years.

## TORRANCE LAUNDRY & DRY CLEANING CO.

CARSON at BORDER

CASH and CARRY . . . 20% OFF

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