

# KEYSTONE IS BOOMING

## Fine Highways Serve District

### Progress of Keystone Seen in Fine New Homes Rapidly Bought

Admirably located between Los Angeles and the sea, served by main boulevards and soon to be served by more, bounded on two sides by prospering industrial districts with large payrolls and employees who seek homes near their work, Keystone, neighbor to Torrance is rapidly coming into its own. The community today is enjoying a brisk building boom and plans of various interests for development in the near future guarantee that literally hundreds of lots now vacant will within a short time be improved with attractive new homes.

Residents of Keystone, stirred with patriotism for their community and belief in its future are justified in their enthusiasm by the cold, hard facts. Hard by the community on the east is the great new Shell refinery, employing hundreds of men. South of the Shell plant are the great refineries of Pan American (recently acquired by Richfield), the Associated, and another Shell unit.

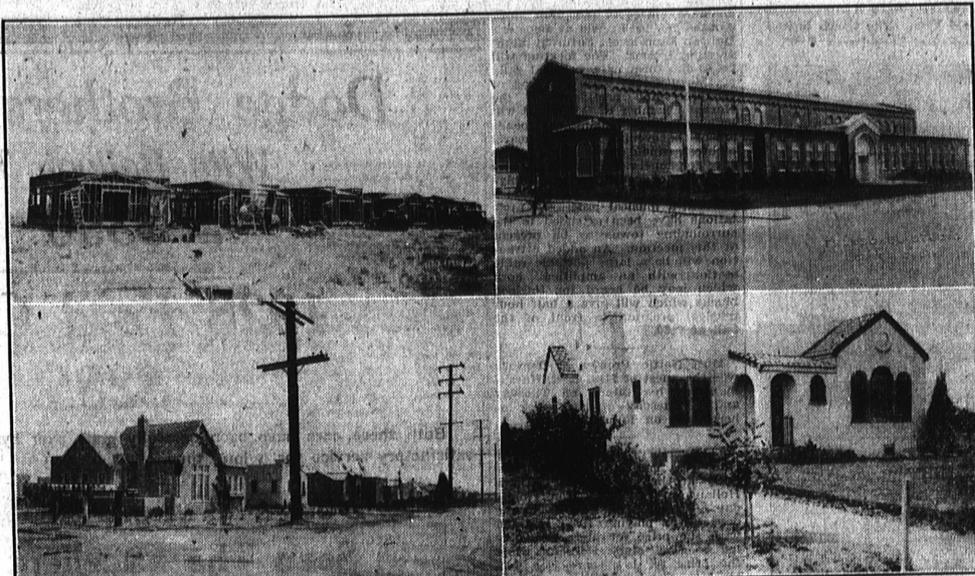
#### Fed by Plants

To the west is Torrance with its great plants and with many employees who live in Keystone. Scores of workers in the big refineries to the east have taken up residence in Keystone and more are demanding homes. The demand for dwellings for sale or rent is probably more constant and brisk in Keystone than in any other territory in this entire district. Builders who have entered the field and erected homes have sold all of them. Most of the homes were completed—a fact which has attracted other investors to Keystone and, which spells a bright future for the community. Keystone is divided into four squares by two major traffic arteries. Harbor boulevard, running north and south from Los Angeles to the sea and Carson street, running east and west provide easy access to the entire community. West of Harbor boulevard and running parallel with it is Vermont avenue, the recent completion of which placed Keystone even more prominently on the map and the extension of which will make the community even more important.

## Keystone Notes

Mr. and Mrs. J. Woods of Long Beach spent Sunday at the home of Mr. and Mrs. W. C. Williams at their home on Amelia street.

Marked by impressive simplicity, Fred William Schwartz of Los Angeles claimed Miss Gertrude Amelia Jentsch, daughter of Mr. and Mrs. Charles Jentsch of Amelia street, as his bride at a pretty ceremony performed at five o'clock last Monday afternoon at the home of Mr. and Mrs. H. Lindsay at the Lindsay Apartments, 455 West Broadway. Long Beach, who are intimate friends of the couple. Dr. I. Frank Beach of the First Methodist Church in Long Beach solemnized the marriage which was witnessed by members of the immediate families and very close friends. The bride was attired in a light tan georgette dress, carried a bouquet of bride roses. She was attended by Mrs. L. Tony (nee Virginita) Lupo of Keystone who wore a pale blue georgette dress and carried orchid colored sweetpeas. Orvis Thomas of Los Angeles attended the bridegroom. The bride who is well-known here attended the Torrance high school while Mr. Schwartz who is the son of Mrs. H. Krauss of Bixal street, Los Angeles received his education in Billings, Montana. He is employed by the Chancellor-Lyons Packing



The above pictures reveal the type of development which is pushing Keystone to the forefront of communities between Los Angeles and the sea. In the upper left is a picture of the development started by the Keystone Finance and Building Corporation just east of Main Street and north of Carson. At the right, top, is a picture of the Carson Street school. At the left, below, is a group of attractive homes which are springing up on all sides in this rapidly growing community. At the right, below is pictured a typical Keystone home.

#### New Roads, Too

To the east of Harbor boulevard two other main highways will soon be paved—Figueroa street and Avila. The improvement of these arteries will touch off a building program and subdivision activity unprecedented in this district. Key-stoners in touch with the situation declare. Several substantial subdividers are ready to open up an attractive new territory near these two highways as soon as the paving is completed. It is known in addition the already brisk building activity will be increased. As one drives off the main highways into the residential districts of Keystone he is delighted with the rows of prettily landscaped and attractive dwellings. In groups all over the community little subdivisions are gradually expanding. Nothing brings new residents like realtors already established and the

community and will soon set out trees on most of the streets. Ocean avenue was recently graded and is now in excellent shape for travel. As to utilities Keystone is adequately served. Water is supplied by the Dominguez Water Company from its pumping plant at Carson and Truck boulevard. Gas mains are available to almost every lot. Electricity is available from the Southern California Edison Company in all sections of the community.

#### Sell Homes Fast

Indicative of the demand for dwellings in Keystone is the experience of builders who have built homes for sale in the recent past. A Long Beach investor recently created four attractive dwellings on Amelia street and sold them all before they were completed. Others have enjoyed a similar experience. Assisting the impetus for progress residents of Keystone are active in securing improvements. A petition for the paving of Amelia street has been signed. Sidewalks are soon to be laid on Harbor boulevard from Carson street to Ocean avenue. Urged by a committee from the Keystone Chamber of Commerce the county forestry department has made a survey of

Harbor boulevard and Main street. All utilities are being installed, streets are being improved and even now five homes are under construction. On this first tract alone the company will build 21 houses, all strictly modern in every detail. Mr. Weisnitz has been in Keystone for eight years. His

#### Big Program On

Long acquainted with the possibilities of Keystone and enthusiastic over its prospects, I. Weisnitz recently perfected the organization of the Keystone Finance and Building Corporation which stands ready to erect 225 homes in Keystone. Already this company is improving its tract northeast of the corner of Main street left Sunday on a motor trip to Yosemite National Park and will return the latter part of the week.

Co. of Los Angeles. Mr. and Mrs. Schwartz are now occupying their new home on Amelia street.

Friends of Mrs. Barbara Berry will be glad to learn that the condition of her grandson, Donald Berry, who has been in the Torrance Hospital for several weeks has so improved that it is expected that he may return to his home here on Saturday.

The Misses Monavee and Mozelle Cowan and Miss Marjorie Sault all of Amelia street will be in a pageant under the direction of Mrs. Anna Richards of the Richards-Martin Dancing school of Wilmington which will be given at a theatre in Wilmington during the last week of August which will be "Better Move Week".

Otto Whitson, son of Mr. and Mrs. R. C. Whitson of Amelia street and his uncle, E. L. Whitson have returned from a motor trip to Amarillo, Texas.

Mr. and Mrs. Fred Russell and family will motor to Antelope Valley on Sunday where they will spend a week's vacation.

Mr. and Mrs. Robert Whitney of Figueroa street have returned from a week's trip spent at Lake Arrowhead and Big Bear.

Mr. and Mrs. W. Looser and family spent Tuesday at the Exposition in Long Beach.

Miss Margaret Kendall of Amelia street spent the past week with

friends in Los Angeles. Jamie Constable, son of Mr. and Mrs. J. B. Constable of Lamanda Park is spending several days at the home of Elwood Nahmens on Carson street.

Mr. and Mrs. J. M. Heacock have purchased from Fred Burgess the luncheon at the corner of Carson and Main streets. Mr. Heacock is proprietor of the barber shop on Main street.

Mr. and Mrs. Charles H. Pierce and family of Dolores street and Mr. and Mrs. George Koehler of Wilmington street spent a very enjoyable day at Rose Hill Park in Los Angeles Sunday when they attended the sheriff's ball association picnic.

Mrs. Paul Morse, daughter, Lila and baby son Jack of Oakland, visited at the home of Mrs. Barbara Berry on Dolores street on Wednesday.

Mr. and Mrs. Harry C. Rocque had as their dinner guests on Sunday, Mrs. Rocque's parents, Mr. and Mrs. E. F. Eversard of Pasadena.

F. R. Hill, contractor of Wilmington is building a six room stucco house on Carson street between Figueroa and Main streets for John M. Mello of Wilmington who with his family will occupy it when completed. Mr. Mello is employed by the Consolidated Lumber Co. of Wilmington.

Mr. and Mrs. J. R. Black of

Mr. and Mrs. Charles Larson and children of San Pedro were guests on Sunday of Mr. and Mrs. R. C. Whitson of Amelia street.

Mr. and Mrs. Jack Henderson and son, Jack of Hollywood were guests on Sunday at the home of Mr. and Mrs. W. Looser on Amelia street.

Mr. and Mrs. R. C. Whitson and family enjoyed a picnic at Point Firmin, San Pedro on Friday.

Mr. and Mrs. C. M. Forrest of Amelia street spent Sunday at the home of Mr. and Mrs. O. E. Ottman at their home in Van Nuys.

Dixie Whitson, daughter of Mr. and Mrs. R. C. Whitson spent several days this week with her friend, Charlotte Larson in San Pedro.

Mr. and Mrs. Charles H. Pierce of Dolores street were dinner guests on Wednesday of Mrs. P. Piper of Figueroa street.

Mrs. J. C. Berry of Hollywood spent Thursday at the home of her mother, Mrs. Walter Phillips on Carson street.

Mrs. I. P. Weisnitz of Carson street who has been confined to her home with illness for the past week is quite improved now.

Forrest Maddy and Edward Haney of Los Angeles were dinner guests on Tuesday of Mr. and Mrs. Charles H. Pierce of Dolores street.

## Company Opens Building Rush

### New Concern Will Erect 225 Dwellings; 5 Already Under Way

The company is not operating there now on a temporary basis—to build a few homes and then leave. It is there permanently and will continue its development over an extended period. Mr. Weisnitz invites the public to watch the construction of the five homes now being erected. The homes will be sold on the easy payment plan. An insurance feature is unusually attractive. In the event of death of the head of the family the balance due on the house will be paid off at once. No charge is made for this insurance feature. All improvements in the company's tract will be paid for so that buyers will not have any assessments to meet.

#### Ideals Are High

The Keystone Finance and Building Corporation project is in keeping with the ideals of Keystone residents. Their tracts will be restricted racially and all houses will be well built and attractive. No vacant lots will be sold but houses will be built as per any person's specifications.

Keystone's civic activities are handled by the Keystone Chamber of Commerce. Each month this organization meets and 200 or more persons attend—an indication of the progressive civic-mindedness of Keystone generally.

Officers and directors of the Keystone Chamber of Commerce are as follows: president, Thomas A. Cowan; vice president, J. R. Black; secretary, George H. Koehler; treasurer, John Berenka; directors, C. H. Pierce, D. B. Low, Joe Strahl, J. R. Hilpert, Albert Beckett.

## Torrance Dairy Moves to New Keystone Plant

The Torrance Sanitary Dairy has completed its new dairy at 22598 S. Vermont Avenue, Keystone, and announce the removal of their office to that address.

"We have a splendid herd of 50 cows, 75 percent of which are Jersey which accounts for the exceptional richness of our Grade A Raw Milk," said Victor Rossett, proprietor of the company.

"We are proud of our new establishment and wish to extend a hearty invitation to the public to inspect what we believe is the most modern and sanitary dairy in Southern California, Mr. Rossett continued.

The new telephone number is Torrance 155-J.

### Use Our Want Ads

## 3 SISTERS INN

Specializing in  
SPANISH DISHES

Tamales—Enchiladas—Chile Con Carne

Harbor Boulevard at Wilmington Street

KEYSTONE

## HALL'S SERVICE STATION

Always the Best in

GASOLINE AND OIL AT BEST PRICES

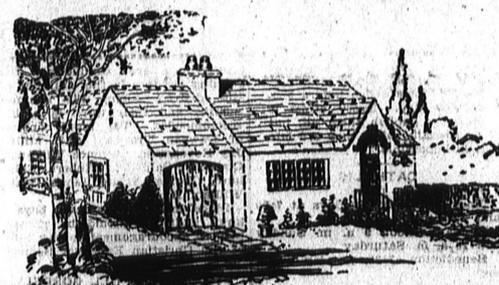
For Keystone Always

Corner Amelia St. and Harbor Blvd.

# KEYSTONE

A Subdivision With No Vacant Lots for Sale

But The Home You Want Is Being Built For You



Protect Your Family and Your Investment. In Case of Sickness or Death, You Will Not Lose Your Home.

THE FIRST FIVE HOMES ARE  
NEARING COMPLETION—COME AND  
WATCH THE MATERIALS AND WORKMANSHIP  
EVERY HOME CARRIES A 5-YEAR GUARANTEE

These homes are located on Nier Street, near the Carson School, just east of the corner of Main and Carson streets.

Come out tonight, or tomorrow and look them over.

Streets, Curbs, and Sidewalks Free To You

No Assessments

All Homes Have Electricity, Gas, Water,  
and Sewer Facilities

Perpetual Racial Restrictions On All Properties

The Financing of These Homes  
Is Arranged to Suit Your Pocketbook

## Keystone Finance & Building Corporation

For Further Information, See Our Exclusive  
Agents, Weisnitz Investment Co., Realtors,  
N. E. Corner Carson and Main Streets

They Have A Special Message For You

## Torrance Sanitary Dairy

Announces Removal to Their

New and Larger Establishment

with

Most Modern Sanitary Equipment

We Invite Your Inspection

22598 South Vermont, Keystone

New Telephone—Torrance 155-J