

• Where Torrance Meets the Ocean and the Next Stop Is Japan!

An Exclusive Torrance
Residential District . . .

Beautiful HOLLYWOOD -RIVIERA By the Sea



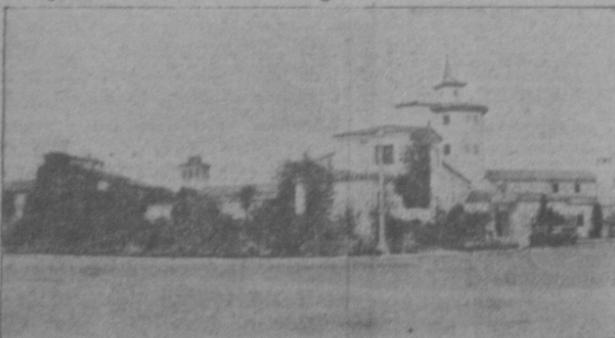
• Home of Mr. and Mrs. Fred W. Marlow.



• Mr. and Mrs. R. M. Collins Live Here.



• In the Beautiful Clubhouse Patio.



• The Hollywood-Riviera Clubhouse.



• Home of Mr. and Mrs. Fred Stone.

- "Halt," cried the Business Manager. "You're taking so many Hollywood-Riviera homes we won't have room for anything else."
- "But every home there is worth a picture," protested the Art Director.
- "O.K. But we'll just show a few samples," decreed the Managing Editor.
- So here they are.

LARGEST of the six additions to Torrance's area, the Meadow Park annexation of January 18, 1927, brought to the new city much of the Torrance oil field that was not already within its borders; brought agricultural lands and further additions to its manufacturing area; brought nearly a mile of ocean frontage; brought splendid hillsides capable of supporting and worthy of maintaining palatial homes.

And three years later that is just what happened. For the Hollywood-Riviera Tract was developed and opened in 1930; a tract just as unique in its way as had been the Torrance Tract when the city's founder developed it.

Here, however, was not a manufacturing plat. Instead, the warm climate, tempered by the cool ocean breezes; the gorgeous rolling hills, cut by shaded valleys and ravines; the splendid transportation facilities of an adjoining through State highway, balanced by the winding, off-the-beaten-path streets of the new development, all tended to create just the proper setting for a community of palatial homes.

Homes for Living

HOMES whose broad vistas could not be interrupted by work of man. Homes from whose windows one might see far into the Pacific or, by merely turning the head, take in a gem-studded ocean strand extending into the north as far as Santa Monica and its palisades. Homes where people could live and enjoy life.

This, then, was the raw material from which Hollywood-Riviera was molded.

Following the Torrance plan the developers of this tract proceeded with installation of everything that was necessary for development ere lots were sold. Streets were built and curbed. Lights were pleasingly designed and placed. A section of ocean beach was dedicated forever to the future residents so they might never be shut off from its shores. A splendid clubhouse was erected so that all the benefits of a country club should be at hand for their perpetual use.

Everyman's Property

EVERY purchaser of land in Hollywood-Riviera shares in these developments. They are his by dedication, presented to him by the developers. And he knows that the entire community must be of the same artistic development for not only is he restricted as to a minimum price for his proposed home but his plans must be approved by a jury of artists as being in keeping with the other homes before he is permitted to mix a batch of foundation concrete or dig a shovel of earth.

But that does not imply that Hollywood-Riviera must be a millionaire's colony. Far from it! While it is true that \$50,000 is the minimum that may be spent on residences in some parts of the development, there are others in which the minimum is as low as \$3500. All, however, must conform to the California-Spanish type of architecture. And, regardless of the cost of the home, all stand on an equal footing with respect to the use of the two

community projects, the beach and the clubhouse.

Building Booming

HERE, indeed, is a homeland of which Torrance can be and is—proud. Already there are some 25 homes in the tract, although it was opened during the "minor boom" of the last few years. And today is, apparently, the dawning of a new stage, for right at the present moment there are several sets of plans in the hands of the art jury, while 18 more homes are about to be constructed.

And no wonder! For it takes but a drive through the landscaped, winding drives with their profusion of well-kept flowers blooming on all sides; with the gentle Pacific breezes caressing one's brow; with the beautiful panorama of Nature at her best spread beneath one's feet to create in any man the desire to say, "Here is my home, my favorite land."

Famous Residents

THAT is exactly the sentiment attributed to the latest settlers at Hollywood-Riviera, who arrived there to make their home only last Thursday.

"Of all the places in the world where I have lived, I believe this is the most charming. I want to stay here forever." Thus did Mrs. Eleanor Wilson McAdoo express herself as she and her sister, Miss Margaret Wilson—only surviving daughters of the late President Wilson—unpacked.

And of still further interest, these daughters of a great President—had, as their house guest, Sunday, Mrs. Anna Roosevelt Dall Boettger.



• Where Mr. and Mrs. R. T. Close Reside.



• The Clifford F. Reids' Mansion.



• Lt.-Com. Brown, U.S.N., and Wife's Home.