

What Does "TORRANCE" Mean To You

No one knows better—no one can know better—than the man who lives in Torrance or who works in Torrance, how great an idea the Torrance idea is, how well it is being worked out.

Torrance—the Modern Industrial City—was needed. Such a center of manufactures had to be provided, in the development of Industry in Southern California. And Torrance, built to meet that need, is not merely a place where factories may find sites, and workmen may build homes, but is a systematic, scientific, carefully-thought-out development.

Through a period of industrial depression, Torrance the Industrial City has still advanced. The factories there are enlarging their plant and working forces. More factories are coming. With the general revival of business, with the opening of the Panama Canal, with the rapid growth of industry on the Pacific Coast, Torrance must grow rapidly, consistently, permanently into a large and prosperous town.

What does this mean to you? Nothing. Unless you own some property in Torrance.

If you own Torrance property, this means to you that you share in the growth and development of Torrance. It means that every new factory, every new workman, every new job adds its proportionate gain to your holdings.

Where can you find such improvements in a residence district as in Torrance? Where can you find so permanent a business district as in Torrance? Where can you find better living conditions than in Torrance? Then why not own property in Torrance, why not build in Torrance, why not live in Torrance, and make the weekly record of achievement in Torrance mean something to you?

The prices of Torrance lots business and residence, are low. The terms are easy. They were made so low and so easy, because the men who devised this industrial city intended that the residents could and should share in the fruits of its success. And to buy a lot is the only way you can share that success. A small payment down, five years to complete payments. Who is there, knowing Torrance, can doubt a large increment long before payments are completed.

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Los Angeles, California

Sales agents for the Dominguez Land Corporation, owners of the city of Torrance. Torrance office opposite the Pacific Electric Station.

STORM WATER DANGER MAY BE SOLVED BY A BOND ISSUE

SPANS, SO WATERS MAY ESCAPE

The storm water conference of 200 residents of the county, held in the chambers of the County Board of Supervisors, resulted in two important steps:

1.—The passing of a resolution by unanimous vote requesting the Southern Pacific, Salt Lake, Santa Fe and Pacific Electric companies to construct bridges with wider spans, so that the driftwood and debris will not lodge against the structures and force the rivers from their natural channels.

2.—The authorization of the Board of Supervisors to take steps to eliminate the great damage from storm waters by confining the waters of the Los Angeles, Rio Hondo and San Gabriel Rivers. To do this will require an outlay of from \$3,000,000 to \$5,000,000.

District Attorney J. D. Fredericks presented to the Board a plan to form the county into an immense assessment district to finance the work of keeping the rivers within their bounds. The official suggested that a corps of engineers be appointed to formulate a comprehensive plan for straightening the channels of the rivers running through the county.

J. C. Simons of Downey suggested a bond election for the purpose of raising the necessary money to finance a county-wide protection district against storm waters. According to the best estimate obtained by the interested parties from \$3,000,000 to \$5,000,000 will be required to complete the project.

County Engineer Frank H. Olmstead suggested the construction of pile dikes with oil and tarp levees. The three railroad companies had representatives present, who took the position that they would be glad to co-operate and build wider-span bridges providing they were assured that the rivers would not change their channels.

The first step will be to submit the project to the people by holding a bond election. Failing to successfully raise the money in this way, the board will endeavor to form an assessment district. The State and Government, if this latter project is carried out, will be asked to assist.

By unanimous vote the representatives from all parts of the county left the matter in the hands of the Supervisors to take such steps as they deem advisable.

NO SUCCESS

To be honest, to be kind; to earn a little and to spend a little less; to make upon the whole a family happier for his presence; to renounce when that shall be necessary and not be embittered; to keep a few friends, but these without capitulation—above all, on the same grim condition, to keep friends with himself—here is a task for all that a man has of fortitude and delicacy. He has an ambitious soul would ask more; he has a hopeful spirit who should look in such an enterprise to be successful. There is indeed one element in human destiny that not blindness itself can controvert; whatever else we are intended to do, we are not intended to succeed; failure is the fate allotted. It is so in every art and study; it is above all in the continent art of living well. Here is a pleasant thought for the year's end or for the end of life; only self-deception will be satisfied, and there need be no despair for the despairer.—Robert Louis Stevenson.

dunes there will be scattered a multitude of flower seeds. The idea was borrowed from Golden Gate Park, San Francisco, where sand dunes bright as snowdrifts have been converted into literal bowers of beauty by skillful gardening.—Ex.

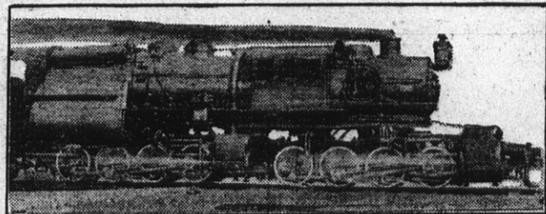
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GETTING UP STEAM



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We should organize all the men into a GREAT ENGINE OF PROGRESS and then get enough steam in our boilers to make the thing go.

The locomotive has transformed the world, has peopled the wilderness, built great cities, carried civilization to the ends of the earth, made trade boom all around the planet.

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We need to HARNESS HUMAN STEAM, to give it the same definite directions and tasks to perform.

To build a human engine that will pull this town up the road of progress we must all work together. We must organize so that each man will have his allotted part of the load; then we must get up the steam of energy, pull open the throttle and move things.

Toot-toot! All aboard the boosting train!
Now, all together! Pull for new people, new business!

Pull For a Bigger and Better Town

Beautifulizing the Railroads

The coast line of the Southern Pacific and the line of the Santa Fe from Los Angeles to San Diego traverse the American Riviera, and in adopting the name California has no apologies to make to France and Italy. The Pacific is as blue as the Mediterranean, the mountain heights of California are as inspiring in their scenic grandeur as anything presented along the Alps and the Apennines; but the European Riviera is in a civilization several thousand years old and the California Riviera, so far as civilization goes, is only of yesterday. But today is not yesterday, and the present is not the past. We count by years here, not by centuries, and move along railroad lines in trains composed of luxurious cars, traveling a mile a minute. The Southern Pacific is about to beautify its lines by planting shrubs and trees at its stations and otherwise. From Goleta to Ventura the line is to be planted with trees and shrubs, and on the sand

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