

Devoted to the Progress and Development of Torrance

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WHAT IS A BOOSTER

For some reason there has grown up a certain amount of disparagement of the "booster," a tendency to give his statement less weight, to regard him as an enthusiastic visionary whose optimism is professional and whose rosy expressions are based mainly upon a vivid and active imagination. It is all a mistake. The booster as a rule boosts because he has found something better than the average, and in the largeness of his heart and the generosity of his spirit he wants to share it with his fellowmen. As a rule, the booster is not a real estate man—tradition and general belief to the contrary notwithstanding. The real estate man usually is more conservative in his statements than the genuine booster. The booster usually has little, if any, property to be affected by a "boom," and he sings the praises of his town because he is so filled with admiration for it that he can't keep silent. There's a certain hollowness and insincerity in the tone of the man who boosts for purely business reasons, but the simon-pure variety carries conviction because he is so utterly disinterested. We repeat, then: The real booster is the man who has found a place he believes is "the best place on earth," and wants to share the delight of living in that favored spot with his fellow-men. Therefore he tells them about his town. And, hearing, they believe, join the community and add to the boosting chorus.—Ex.

TELL THE WORLD

Don't forget that the weather here is fine—the finest on earth. Snow and slush and biting winds are the portion of the East and the Middle West. The flowers are long ago gone and the coal bins have been filled. Here the flowers are still blooming and will continue to bloom. Every woman's club in the Southland is holding a flower show or has just held one. Don't kick, but tell the world how fine this climate is and how much it is enjoyed.—Whittier News.

THE STATE, THE HOG AND THE BABY

A book devoted to babies, their proper feeding and care, will be sent out free by the State of Indiana beginning next week, to young mothers. This interesting experiment was born through the shaming of a Legislature by Dr. Hurty, State Health Commissioner. That august body had passed a bill appropriating thousands to teach farmers how to ward off hog cholera; it then refused to authorize \$5000 for a baby book. Dr. Hurty compared the hog and the baby, and the shame-faced lawmakers, out of consideration for the human race, allowed \$2500 for the book.—Examiner.

A MEADOW AMONG THE STARS

The children who go a-Maying in California must do so in March. This year May came disguised as February. The heavy rains have been followed by such a golden flood of sunshine that our bright land has had more of spring this year than for a long time past. The whole country has a sweet smell and is good to look upon. It is always like the door of heaven here and this time it is as a meadow among the stars.

WHY A TOWN LANGUISES

A small but sensible Southern newspaper has the following: "More towns die for want of confidence on the part of business men and lack of public spirit than any other cause. When a man in search of a home or a business location goes into a town and finds everything brim full of hope and enthusiasm of the prospects of the place and all earnestly at work to build it up, he soon becomes imbued with the same spirit, and as a result he drives down stakes and goes to work with the same interest. When however, he goes to a town where every one expresses doubt and apprehension for the future prosperity of the place, moping about and indulging in mournful complaints he naturally feels that it is no place for him, and he at once shakes the dust off his feet while he pulls out with all possible speed for some other place. Consequently try to make a live, interesting town out of a town in which you live. When you are working for or saying a good thing for your town you are accomplishing all the more for yourself.—Ex.

CASTING THE DIE OF SUCCESS

The success of any community lies in Unity. In any village, town or city where conditions are divided socially and commercially; where civic harmony is unknown and the "North Side" is fighting the "South Side" we do not find municipal improvement nor general prosperity. Such conditions are deplorable and unfair to American progressiveness.—Corcoran Journal.

Great rejoicing back in Iowa. Papers back there are all printing the glad news. They've heard from an Iowan in California, who writes he would like to be back in the old home State. It is said this is the only known case. Anyway, it is one, and that helps some.—Ex.

ALWAYS A HANKERING FOR THE GOLDEN STATE

Every day one can see illustrations of the fact that once you have seen Southern California and tasted the delights of life in this favored portion of the globe, a contented existence is no longer possible anywhere else. The sojourner may return to his Eastern home but sooner or later a very large majority return here to live and most of those who do not, when they reveal the inner workings of their hearts, acknowledge to a hankering for the Golden State.—Oceanside Blade.

Completion Road Across Continent

Action taken by the Ocean-to-oil roads will be made as rapidly as consistent with good work, according to John S. Mitchell, president of the Ocean-to-Ocean Highway auxiliary.

This stretch of road will connect at the Riverside county line with the 100 miles of good roads being built there. On the eastern line of Imperial county it will connect with the road of the Yuma county highway commission, which has appropriated \$500,000 for the purpose, including a good bridge over the Colorado river. Farther on that road will connect with the Roosevelt dam road which leads a smooth 100 miles to Globe. Thence the road is good eastward.

W. F. Beall, a supervisor of Imperial county, was placed in charge of the road making. Work will begin Monday on the seventy-mile stretch of highway needing attention. Permanent bridges and culverts of steel and high-class macadam and

\$200,000 Repair Storm Ravages

Damages to Los Angeles county bridges and roads as the result of the storm will approximate \$200,000. This is shown by a report submitted to the Board of Supervisors by Highway Engineer Frank H. Joyner.

Here is the estimated damage to the county roads, totaling \$73,500.

Chatsworth road, \$50; San Fernando road, \$1200; Hollywood-Lankershim road, \$100; Sunset boulevard, \$250; San Vicente boulevard, \$100; Washington boulevard, \$50; Redondo-Wilmington road, \$200; Harbor boulevard, \$5000; Long Beach boulevard, \$12,000; Compton-Clearwater road, \$6000; Downey-Clearwater road, \$350; Long Beach-Naples road, \$50; Vernon-Downey road, \$2000; Telegraph-Laguna road, \$800; Whittier boulevard, \$600; Pasadena avenue, \$150; Huntington Drive, \$50; San Gabriel boulevard, \$17,500; Pomona boulevard, \$3750; Covina boulevard, \$2500; Foothill boulevard, \$3100; Sierra Madre avenue, \$75; Huntington drive (east), \$4000; Altadena Drive, \$1800; Citrus avenue, \$3100; La Canada-Verduga road, \$3750; Eagle Rock-Pasadena road, \$800; Avenue 64, \$250; Lankershim-Burbank road, \$500; Sunset boulevard, \$250; Santa Monica boulevard, \$25; La Brea avenue, \$550; Nevada avenue, \$150; Electric avenue, \$225; Cherry avenue, \$175; San Gabriel-El Monte road, \$2000.

Cost of Bridge Repairs

Here is the estimated cost to repair and replace bridges throughout the county:

Long Beach boulevard, replacement, trestle, \$2800; Downey-Norwalk, replacement, trestle, \$2000; Vernon-Downey, Los Angeles river, replacement of spans, \$21,100; East Sherman Way, replacement of short span, \$3900; Whittier road, Rio Hondo, replacement of trestle and span, \$10,100; El Monte-Pomona, replacement of trestle and span, \$17,200; Covina boulevard, replacement of short span, \$3300; Citrus avenue, replacement of San Dimas wash, \$2600; Big Dalton wash, replacement, \$2600; Hollywood-Lankershim, temporary trestle new location, \$500; Monterey Pass, replacement of arch culvert, \$3000; Rio Hondo-Mission, trestle replacement, \$3000; Masonia Home, span replacement, \$4000; Abbot's dairy, repairing, \$1000; Railroad avenue, repairing, \$500.

World Reputation to Guarantee Delivery on Contract

San Francisco.—It is reported here that Associated Oil is turning over most of its light oil to Standard, which is topping the shipments and is returning the residuums to Associated which transfers them to the Southern Pacific company for fuel purposes. Local oil men figure out that if this is the case, it is likely because Associated has not yet quite completed its extensive ramifying facilities for competing here and in outside fields with its big marketing rivals, Standard and Union.

Standard Oil with its enormous tankage facilities and handling the light oils of the two companies is easily in a position to guarantee a contract to furnish the required amount of fuel oil. Fuel oil is figured to be in great demand during the exposition period: Standard for some time past has been actively preparing to fortify itself in a commanding position regarding its ability to supply all local and outside demand made upon it, and the same time advertise to the commercial and industrial world that it had ample reserves in store, even under the extraordinary strain on demand.

One of the greatest bugaboos in the development of the oil market in California has been the wall of the doubter. "The supply will give out under concentrated demand and then to the scrap heap with your oil burners

The Standard sees in next year's big demand for oil a chance to lay that ghost for ever and at the same time win a world-wide reputation of being able to guarantee delivery on big contracts. For some time past the attention of oil producers throughout the fields has been centered chiefly on the contracts made by Standard with the low gravity men, as the tilt in price in the low gravities was the more spectacular, following as it did the famous-ukase of a year ago, "No more contracts on oil under 18 gravity."

All the while, however, the Standard has been quietly gathering in all the lighter gravity contracts possible, without disturbing the price too strongly, in order to reap the benefits in marketing the distillates and the residuum. Handling these products as Standard is able to do with its new refineries is like running a gold mine on a successful scale, as witness the melon cutting going on in the Standard issues during the past few years.

The Standard has enlarged its big refineries enormously in order to provide for the big strain in demand which it sees coming. With fuel oil in increasing demand there will be more activity among the smaller topping plants of the state which will naturally lead to advances in the price of light oils.—Oil World.

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