

COUNCIL GIVES MONEY FOR PARK

Appropriation Is Also Made For Playground and Fire Hall

At the regular meeting of the city trustees Tuesday night the sum of \$1000 was appropriated for the use of the park committee in beautifying the park strip on El Prado. While it was realized that this sum would be insufficient to complete the tentative plans of the trustees in making of this section the beauty spot of Torrance, it will, in the opinion of Trustee Proctor, who has charge of the work, give the committee a good start.

A similar sum was appropriated for the grading and cement approach to the fire house, the city engineer estimating that the work would cost approximately \$900.

ORDINANCE NO. 48

AN ORDINANCE AMENDING AN ORDINANCE ENTITLED "AN ORDINANCE REGULATING THE TRAFFIC UPON AND THE PARKING OF VEHICLES UPON THE STREETS WITHIN THE CITY OF TORRANCE."

The Board of Trustees of the City of Torrance do ordain as follows:

SECTION I

Ordinance No. 20 entitled "An Ordinance Regulating the Traffic upon and the Parking of Vehicles upon the Streets within the City of Torrance" is hereby amended by adding thereto the following sections to be numbered Sections 5a, 5b, 5c and 5d:

Section 5a: It shall be unlawful for any person, firm or corporation to propel or cause or permit to be propelled any motor or other vehicle, the total weight of which together with the load thereon exceeds 8,000 pounds upon or over any street in the residence district of the City of Torrance except over the following streets: Arlington Avenue from the south city limits of the City of Torrance to Carson Street; Carson Street from the west city limits of the City of Torrance to Cabrillo Street; Western Avenue from north city limits to El Prado unless the said vehicles shall be engaged in hauling supplies to any property located in said resident district.

Section 5b: It shall be unlawful for any person, firm or corporation to park or permit the parking of any motor or other vehicle or device upon any street in the City of Torrance from twelve o'clock midnight to one half hour before sunrise unless there be exhibited thereon two white lights visible for at least 200 feet in front of said vehicle and a red light clearly visible for at least 200 feet in rear of said vehicle, under normal atmospheric conditions.

Section 5c: It shall be unlawful for any person, firm or corporation to park any motor or other vehicle on any roadway in the City of Torrance for a greater period than 30 minutes if the total weight of such vehicle and load thereon exceeds 8,000 pounds.

Section 5d: It shall be unlawful for any person, firm or corporation to propel or cause to be propelled any motor or other vehicle within the City of Torrance which shall have attached thereto in any manner any material dragging upon the street along which such vehicle passes.

SECTION II

The City Clerk shall certify to the adoption of this ordinance by a majority vote of all the members of the Board of Trustees and its approval by the president of said Board and shall cause same to be published and circulated in the City of Torrance and thereupon and thereafter this ordinance shall be in full force and effect.

Approved: JAMES M. FITZHUGH, President of the Board of Trustees of the City of Torrance.

Attest: ALBERT H. BARTLETT, City Clerk of the City of Torrance. STATE OF CALIFORNIA, COUNTY OF LOS ANGELES, ss. I, Albert H. Bartlett, City Clerk of the City of Torrance, do hereby certify that the foregoing ordinance was duly and regularly adopted by the Board of Trustees of the City of Torrance at a regular meeting of said Board held on the 20th day of March, 1923, by the following vote:

AYES: Trustees Gilbert, Nash, Proctor, Stone and Fitzhugh.

NOES: None.

ABSENT: None.

IN WITNESS WHEREOF I have hereunto set my hand and official seal of said City.

(SEAL) ALBERT H. BARTLETT, City Clerk.

The suggestion was made by Trustee Stone and may be later adopted that the city do the work rather than engage the services of a contractor.

At the suggestion of the mayor the trustees granted the sum of \$200 to be used in the leveling of the athletic field in the rear of the school and the preparation of the ground for a baseball field.

Trustee Nash of the finance committee reported that the sum of \$1516.35 had been collected in taxes for the month of February.

Fire Chief Hannebrink was authorized to make requisition for the purchase of nozzles and connections for the new engine amounting to approximately \$100.

There being no ordinance in effect covering the moving of buildings on the Torrance streets, Mr. J. Isenstain asked the trustees' permission to move a small California bungalow. The matter was left to the discretion of the superintendent of streets.

A resolution was passed endorsing all but one of a number of constitutional amendments now before the state legislature. The exception to the list being an act permitting judges to pass on matters of fact as well as law. This resolution was requested by the Los Angeles Chamber of Commerce, that body having taken similar action.

The trustees decided, after considerable discussion, that the clearing of vacant lots of weeds and brush as a preventative of fire be undertaken by the city rather than by the individual property owners.

Among the new ordinances introduced was one by City Engineer Jessup regulating the installation of electric wires, the official contending that the method at pres-

PATCHING ARLINGTON

"The parting of the ways" in the pavement on Arlington are being closed once more. Some of the cracks are almost six inches in width.

Mrs. Charles Benson was a Los Angeles shopper Wednesday.

Mrs. John Cusick passed Wednesday in Los Angeles.

Mrs. H. F. Beckwith of Vista Highlands passed Tuesday and Wednesday with relatives in Los Angeles.

Miss Chase, teacher of art at the high school, has purchased the house at 2116 Carson avenue from Mrs. Myrtle Lyons.

ent in vogue created a fire hazard that could only be averted by adopting an ordinance similar to that in use in Los Angeles where interior wiring was carried in conduits.

The title of an ordinance regulating business licenses was read for the first time by Trustee Gilbert and filed with the clerk. It will have its first reading at the next city council meeting. The first reading of the so-called "bill-board" ordinance, regulating the erection of signs and billboards, was had and will come up for final adoption April 3.

The written request of the Chancellor-Midway Oil Company for permission to cross certain streets with water and gas pipes in connection with a subsidiary company that is manufacturing gasoline from natural gas, was allowed.

Wig Wag Signals on Cabrillo Denied

Following the refusal of the Pacific Electric Railway Company to consider favorably a request of the city trustees that the company install wig-wag signals at the corners of Doble and Cabrillo and Carson and Cabrillo, made public at the Tuesday session of the city council, the chief of police was instructed to secure data as to the speed of trains across these intersections and report to the city clerk.

The company in a letter to the city trustees stated that in their opinion both of the crossings complained of were open and unobstructed and that orders had been issued motormen to slow down at these crossings. This, in their opinion, was sufficient to protect pedestrians and motorists.

Following the reading of the letter the city marshal informed the trustees that he had "trapped" several electric cars at Carson and Cabrillo and that a maximum speed of 33 miles per hour had been recorded.

He was ordered to continue his investigation and that a second request for wig-wags be made the company by the city clerk, accompanied by a statement of the police findings.

Mrs. George Greaves, Mr. and Mrs. Ross Van Voorhis and daughter, Virginia Lee, motored to Los Angeles Wednesday where Mrs. Greaves passed the day with friends.

Trees on Business Streets Discussed

To have or not to have trees in the business section of the city was one of the several questions discussed at the meeting of the trustees Tuesday night, the majority voting in the negative.

The matter of doing away with the shade trees on El Prado, Sartori, Cabrillo and other down town business streets was brought to the attention of the public at the Tuesday session of the city council when City Engineer Jessup reported that the officials of the Torrance Masonic lodge, who some time ago had asked permission to remove the shade trees from in front of their handsome new home, had experienced a change of heart and had so informed the engineer.

Mr. Jessup's recommendation that shade trees be left on the business streets precipitated a storm of protest from Sam Levy, J. H. Fess and others who claimed that the trees not only obscured the store fronts and signs but with their falling leaves and buds created litter on the sidewalks and in the store fronts.

While Mayor Fitzhugh upheld the city engineer in his statement that the trees were one of the greatest attractions Torrance had, Trustees Proctor and Gilbert took an opposite view.

The Ladies' Aid of the Methodist church met with Mrs. Guy Mowry at 2112 Carson avenue Tuesday instead of with Mrs. John Young. The change was made on account of the illness of Mr. Young.

Western Ave. Vista Aids Home Building

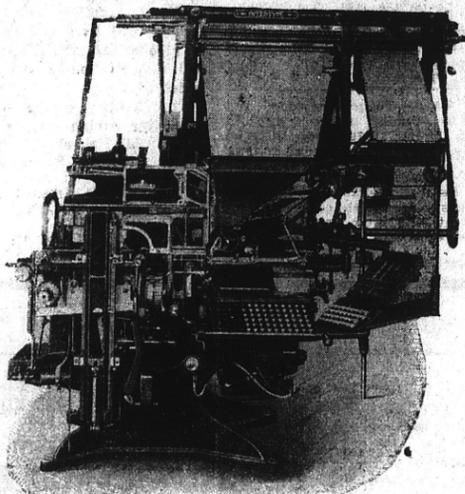
With the entry into the local realty and building field of A. E. Howey, agent and one of the owners of the subdivision known as the Western Avenue Vista, located approximately three miles north of Torrance, there is little if any excuse for the workmen of this city neglecting to own a home.

Mr. Howey and the other members of the company he represents realize the necessity of homes for men of moderate means and having secured this tract that is high and slightly and fronting on one of the great arteries to the harbor from Los Angeles, are preparing to sell homes on most reasonable terms.

The improvements on the tract include oiled and graded streets, curbs and sidewalks, water on every lot, gas and electricity, and telephones.

The homes they are selling cost from \$3000 up, with terms of \$350 cash and the balance at the rate of \$36 per month which includes principal, interest, taxes and insurance during the life of the contract. The tract is said to be ideal for home purposes and is in close proximity to good schools, boulevards and electric cars.

Mr. Howey, who has opened temporary offices in the Torrance Transfer building, has already found many patrons in this city and expects to sell these modern homes to many workmen of this city who find other property too expensive for home building purposes.



The Torrance Herald

A Story of Its Individuality

Newspapers are just like men—they succeed exactly in proportion to the mettle, ambition, and energy within their physical construction. No man ever becomes a community figure or leader unless there is in his make-up that combination of qualities which mark one man as being materially different than the rank and file of men. This recognized fact applies to newspapers, as every student of journalism and advertising knows. Just as the big man towers above the average in dynamic force, mental capacity and in broadness of vision, so does the newspaper.

A philosopher once remarked that while "power" and "success" beckon alike to all men, only the man who is "different" bumps elbows with the chosen few who become real factors within the world of business, politics and society. This philosopher got it right—and his sage words can also be applied to newspapers. Some of these are typical of the philosopher's thought, for has not our observation and experience taught us that certain newspapers become, through their physical force, of the "chosen few." What is it that distinguishes one newspaper as being different from the rest? Are't these the points which characterize or distinguish the newspaper that wields a subtle influence in business, and in home life affairs?

FIRST—a policy sufficiently elastic to give unbiased expression or opinion regardless of the personal attitude of the publisher toward the subject treated.

SECOND—a news policy founded upon the belief and practice that all the news must be presented all the time without fear or favor.

THIRD—production of a newspaper that represents the spirit and importance of the business interests of a community in which it is published.

FOURTH—features that cover the range of public desire—whether the reader of the paper be father, mother, daughter or son.

FIFTH—circulation that was gained, and has been held, through service efficiency that stretches from the family circle of prominence—from the worker to the business executive.

SIXTH—circulation that carries the advertiser's message every week in the year into most of the homes where the honesty of the advertising is unquestioned.

SEVENTH—a business policy that gives to every advertiser a fixed rate—a business policy that never swerves from right and justice.

THE Torrance Herald

is such a newspaper—entering into and influencing almost every family circle in this district with its great home circulation.