

Torrance Herald

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OFFICIAL PAPER OF THE CITY OF TORRANCE

C. P. ROBERTS, Publisher and Owner

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STREET SIGNS

To avoid the confusion and annoyance to strangers driving automobiles through Torrance a better system of sign boards is urgently needed. Strangers coming here to see the city, or merely passing through, are kept so busy trying to find their way to one of the main boulevards that little opportunity is left them to observe the city itself.

Automobiles are constantly stopping along our streets to inquire the way to the Harbor boulevard, to Redondo, or to Lomita and the harbor district. It is not unusual to see a touring car full of people reading one of the auto sign boards and discussing which street is referred to by the sign. Quite frequently cars stop at the sign board at Carson and Cabrillo, go out Carson or turn into Cabrillo, only to return in a few minutes to attempt another reading of the sign or to hail some pedestrian or fellow motorist for information as to how to reach a certain boulevard leading out of the city.

Instead of having leisure to note the building and development of the city while passing along their way, the stranger's whole attention has to be focused upon finding the street leading to the boulevard to their destination. There are hundreds of strangers who pass this way to get a glimpse of the industrial city of Torrance. It is to the interest of the whole community that these visitors be given a favorable impression of the city. But this impression cannot be favorable when the whole touring party have to devote their united attention to merely selecting the right street leading out of the city.

To one not familiar with the confusion caused by inadequate street signs, an hour or two spent at some of the main street intersections, especially on a Sunday afternoon or a holiday, will prove a revelation. It will readily be seen that the present auto signs are not sufficient to direct the motorist, and that the names of the streets were marked in the sidewalk in the day when the pedestrian and not the automobile driver was in the majority. Torrance might well profit by an experiment tried out successfully in Columbia, Missouri. There, in order to cause less confusion to the tourists passing through the city, a system of arrows were placed along streets that would not only direct the stranger through the city but would also take the visiting motorist past the University grounds and other points of interest. A blue arrow directed the stranger who was west-bound, and a red arrow pointed the way to the motorist who was passing through the city on his way eastward. On the main roads leading into the city a signboard was erected upon which were reproductions of the colored arrows used with a simple explanation. The only thing the motorist had to remember was the color of the arrow he should follow. If traveling westward a glance at the blue arrow and he was assured he was not only on his way but he knew where he was going. In this manner the sights of the city were seen with a minimum of confusion and without loss of time.

Of all symbols, the meaning of an arrow is the most easily understood. A glance tells the color as well as the direction pointed. It is very clear that some such system of street signs would add materially to the favorable impression Torrance should make upon visiting motorists.

THE DEEPEST WELL

A strongly constructed derrick has been erected and work well under way to dig a record-breaking depth in the Signal Hill oil field. It is the announced purpose of the drillers to penetrate the oil sands for a depth of over three thousand feet, or a total depth of at least a mile. Every preparation has been made to set a new record for depth and production in that particular oil field.

There is a fine moral question involved in this effort to delve deeper into the oil sands than neighboring wells have reached. There is no doubt that the deepest well will have the greatest pressure and consequently will be the greatest producer and the longest lived. If a well at a depth of four thousand feet has a limited drawing radius, it is but logical that a well one thousand, or more, feet deeper will have a much enlarged area from which to extract oil. While an equal distance from its neighbors, the deepest well will be able to draw oil from under surrounding wells, geological conditions being equal, and continue a producer long after shallower wells have exhausted their strata of oil-bearing sand. To the layman, however, it appears a case of, to the deepest belongs the oil.

With so many vamps running at large our advice to women is to be sure they have their husbands fully covered by insurance.

Many a man who thinks that he is embracing an opportunity discovers later that he was merely hugging a delusion.

WHY THEY COME

Chicago experienced a snow storm the first week in May. Thirty days later we read this press dispatch:

CHICAGO, June 4.—Three persons were prostrated today as the mercury mounted to 84 at noon.

Such variety in weather is the spice that is loading the overland trains with those fortunate persons who by some means have learned the fact that California has the best climate in the country.

The Monroe Doctrine Centennial and Historical Revue, to be held at Exposition Park July 2 to August 1, will introduce thousands of easterners to the delights of California's mountains and coast during the summer season. Many of these visitors will remain in California to become a part of this rapidly growing land of sunshine and opportunity. The climate and desirability of Torrance as a home for these newcomers is on a par with any other section of the state. It remains for us to take advantage of the Monroe Centennial to show visitors the opportunities to be found here in the modern industrial city.

HARBOR PROGRESS ASSURED

Another fifteen millions of dollars is available for further development of the harbor as a result of the election held in Los Angeles. The voting of these bonds by the Big City will no doubt have the effect of securing additional appropriations for harbor improvements by the Federal Government.

Every indication points to the fact that the harbor is now in a position to reap the benefits of the completion of the Panama Canal. That the development and present increase in shipping at the harbor was not realized sooner is directly due to the fact that the canal was closed to commerce by the World War. The same world disaster caused practically all shipping to be concentrated upon the Atlantic ocean for purposes of carrying soldiers, munitions, and various necessary war supplies to our allies on the other side of the Atlantic.

With the return of shipping to normal commercial channels and the Panama Canal opened for peace purposes, the development at the harbor has proved phenomenal. In some respects shipping at the local harbor has already exceeded that of New York harbor. The successful voting of the big bond issue to carry on dredging, building of wharves, etc., indicates the voters of the Big City realize that the harbor is the biggest man-made asset Southern California possesses.

RAILROAD BETTERMENT

To miss a monthly Forum meeting in the Legion Hall is to miss an evening of entertainment and instruction. At the last meeting, among other subjects considered, was that of the position now occupied by the railroads of the United States. Some of the difficulties the railroads have faced since the government returned the transportation lines to their original owners was explained by a visiting speaker.

The subject of railroads is of vital importance to every man, woman, and child because transportation is as necessary to our economic life as arteries and veins are to our physical being. Without normal transportation, modern community life with its dependence upon shipped-in food, clothing and various supplies, would soon come to want, and eventually cease to exist.

The vital need of the railroads to the country is well indicated by the fact that in less than the one hundred years of steam transportation over steel rails, the physical property valuation of the railroads of this country has increased to over nineteen billions of dollars.

This huge investment is not held by a few Harrimans, Hills, or Goulds, as in earlier days of railroading, but these important properties are owned by some two and a half million investors of American securities.

Over four thousand laws are in force which regulate almost every act of railroad corporations. Without Federal permission bonds may not be issued. Congress, the Interstate Commerce Commission, the Labor Board and many other departments of Federal and State governments also assist in the regulation of these public carriers.

Despite various discouraging factors the railroads have united on a program of improvement that should add materially to keep the wheels of industry turning. Over a billion and a half dollars are to be spent for railroad equipment during 1923. Every section of the country will feel some of the beneficial effects of this expenditure of so huge an amount of money, aside from the natural improvement in transportation. Locally, the Santa Fe railroad will expend over a million and a half dollars in extending their line through Torrance to the harbor.—H. M. R.

A bachelor is a man who wears two pairs of socks at a time to hide the holes in each pair.

After they invent a squirtless orange maybe someone will come along with some smearless apple-butter.

Maybe the reason some of our children are lacking in politeness is because too many woodsheds have been made into garages.

Professional Directory

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Torrance Office Hours
2:30 to 5:30 P. M.
Phone—Office—Residence—13-M

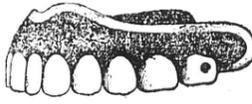
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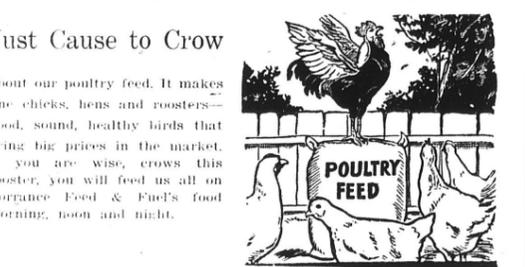
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