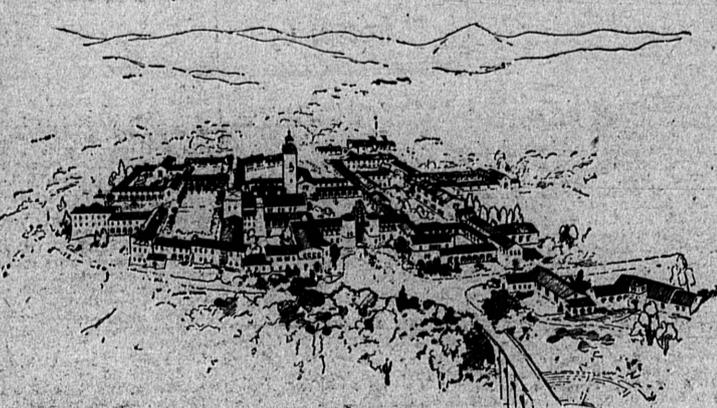


Education

Diego's College

Not a mythical dream of the future, but a stirring actuality of the present is the new San Diego State Teachers' College. Already built for steam shovels groaning, chugging, sighing as they heave huge clumps of loamy brown earth skyward, as they burrow deep down into San Diego's fertile soil, grading, excavating.



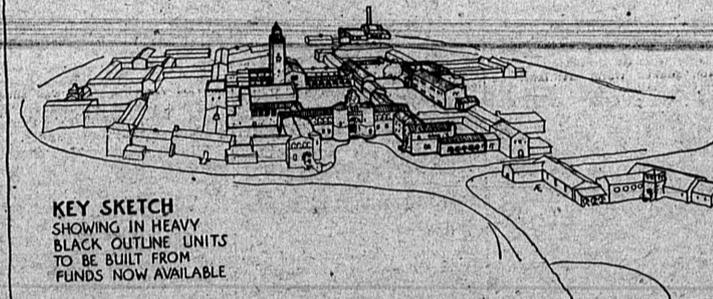
PROPOSED STATE TEACHERS' COLLEGE AT SAN DIEGO

... steam shovels groaned, sighed, chugged.

Transportation

Elsinore-to-the-Sea

For many moons has Orange County planned a highway from Lake Elsinore-to-the-Sea. Not a simple project has it been, for Lake Elsinore is located in Riverside County, twelve miles east of the Orange County line.



KEY SKETCH SHOWING IN HEAVY BLACK OUTLINE UNITS TO BE BUILT FROM FUNDS NOW AVAILABLE

gestion along Ventura's Main Street. They shift many times, honk futilely, mutter dire imprecations, edge in and out; finally leave the city behind them, bear down on the accelerator once more.

Perplexed by this situation is Ventura. Also annoyed is the State of California. Not long ago a possible remedy was suggested in providing a highway traffic lane through Ventura by opening the east end of Meta Street into Thompson Boulevard, thereby permitting through motorists to avoid Main Street's local traffic, angle parking.

near Oceanside, to be 40 feet wide, with two five-foot sidewalks; to replace an old dilapidated narrow bridge, dangerous, untrustworthy; to the Oakland Gutleben Brothers, for \$281,542.

The three other projects include the grading and surfacing of a part of the Mojave to Bishop road in Inyo County; the surfacing of the Pacific Highway in Shasta County; the surfacing of a portion of the Redwood Highway in Mendocino County.

Traction Panacea

A wobbling, near-to-vanishing American institution is the street car. For a decade traction com-

needs is a five-cent ride. While fare boosts have brought diminished patronage with a constantly sharpening curve, car systems maintaining a five-cent rate have experienced neither substantial loss of revenue nor traffic.

2. While the abandonment of street car service in some of the smaller cities may be the result of automobile competition, this is not probable in the major cities of California. With fares adjusted on a proper basis and service modernized to meet public demands, "it would appear that this essential type of public service can be conducted so as to produce a reasonable return to the owners."

3. During the years of 1926 and 1927 practically all street railways in California made application to the Railroad Commission for increase in fares. Exceptions: Municipal Railway of San Francisco; San Diego Street Railway. In both cases a five-cent zone fare was in effect.

Hunter's solution: the adoption of zone systems with fares based on distance traveled and operating costs.

Some of the results obtained in the smaller communities, by reducing the city-wide fare to five cents without a zone system, Hunter would seem to indicate that the financial status of these companies has not been impaired, that some business, formerly lost to automobiles, has been recovered. Citing examples of gains through fare reduction and regulation, Hunter listed the following:

San Diego. On January 1, 1920, a five-cent fare was replaced by a 5 cent-10 cent zone system with a 7/8 cent ticket rate in connection with the 10 cent fare. Result: Travel, gross revenue have increased materially. This is despite the fact that San Diego has more automobiles per 1000 inhabitants than any other major city in the world.

Los Angeles. When a 5 cent and 10 cent zone plan was made effective on the local lines of the Pacific Electric in April, 1928, travel increased, and revenues on this system now are higher than ever before in the company's history. On the other hand, the Los Angeles Railway, which increased its fare in 1928 under authority of the Federal District Court, from 5 cents to 7 cents, with four tokens for 25 cents, has shown a decrease of 12 per cent in travel.

In Long Beach, Glendale and San Bernardino the Pacific Electric Railway, in April 1928, cut 6 cent fares to 5 cents. Result: travel increased from 2 to 43 per cent in these communities. In San Bernardino, where the increase was 2 per cent, revenues were reduced to 7 per cent immediately after the reduction of fares. Both Glendale and Long Beach have shown an increase in revenue and travel as the result of the reduction to the 5 cent fare.

Examples of losses from fare increases:

In Pasadena fares were increased on October 26, 1926, from 6 cents to 7 cents. At the time of the increase travel and revenue on the Pasadena local lines were increased. Result of fare increase: Travel and revenues have fallen off at the present time revenues are less than before the increase.

The Santa Barbara & Suburban Railway, after experimenting with various forms of fares, ranging from 5 cents to 10 cents, with tokens, weekly passes and identification cards, elected to discontinue the service as it appeared that, regardless of the fare, the revenues were not equal to meet the operating expenses.

"Become A Detective"

Nick Harris says: The field is large and the young men and women of small cities and communities make the best Secret Service agents. Realizing this, a great demand for trained detectives, Mr. Harris has started a school for secret service detectives.

Sixteen complete lessons covering the essential details qualifying you to become a professional detective. Send today for full particulars without obligation to Nick Harris, Professional Detective School, P. O. Box 366, Hollywood, California.

1. What the pedestrian most

Torrance Herald

Torrance Population 8200

5c per Copy

NIDO SEEKS ANNEXATION TORRANCE

District Annexation Pressing Despite Opposition from Those Outside

Members of El Nido community signified a desire to annexation, and have presented intention to circulate an ordinance for annexation, which read at the council meeting.

territory embraces a district by the present Torrance city on the north; Inglewood on the west; Electric on the north and Hawthorne on the east. The western boundary as described are also boundaries of the city of Redondo Beach, embraces portions of the city of Redondo Beach.

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1. What the pedestrian most

BELL NAMES COMMITTEE ON CONTEST

Garden Club Will Sponsor Better Gardens Contest Last Several Months

Outline of the year's work for the Torrance District Garden club were made Thursday evening at a meeting of a special committee appointed by President C. B. Bell for that purpose.

At the last meeting of the club, the unsightly approaches to the Torrance were discussed, and it was pointed out that not a single approach to Torrance gave the impression of the town or brought out the beauty of the town.

Another community project, which will require the co-operation of the entire community, is the beautification of the town.

Thousands of people travel each year to Beaumont to see the maze of glorious cherry blossoms and admire their beauty, and have thereafter associated the name of Beaumont with cherries.

It is believed that this, when accomplished, will give Torrance a name that will equal the name of the cities aforementioned.

After the experts have compiled the list, it will be submitted to the community to be voted upon and the community shrub or flower chosen. Then the agriculture classes at the high school will propagate the chosen shrub and the following year they will be sold to residents at an extremely nominal sum. It is hoped to obtain the shrubs in this manner for 25 or 30 cents or lower.

A project of the immensity of this one cannot be completed during the first year, but the foundation can be laid for a beautiful Torrance that will create much favorable comment during the coming years.

Mrs. Jennie Torrance Welch, sister of the founder of our town, who was the speaker at the last meeting of the Garden club, was much interested in the plans for planting the shrubs here, and presented the Garden club with \$5 to be spent towards that purpose.

Every mission from San Diego to Sonoma is a colossal monument to the integrity, intelligence and persistence of these devoted men.

In closing Mr. McGroarty spoke briefly of those men of a later day, also pioneers of this great country, the men of the days of '49, to these decent men, much is due in appreciation of their splendid work, and more, in appreciation of their splendid moral fiber.

Look for your next issue of the Torrance Herald, before school FRIDAY morning, instead of Thursday afternoon.

CROWD FILLS AUDITORIUM AT MCGROARTY LECTURE

Well Known Californian Delights Torrance Audience with Talk on Olden Days

By LUTE FRASER

With a capacity crowd to mark its financial success, and the delighted comments of all present to measure the great worth of the initial offering on Friday night, the Torrance Women's club launched its 1929-30 lecture course with a talk on "California," a glimpse of the old days, by John Steven McGroarty.

Under the management of Mrs. Harry H. Dolley and her committee, arrangements have been going forward for some weeks for this series of lectures. Only four numbers will be given, but each one will be of the highest merit in its field.

Every available seat had been taken in the clubhouse auditorium, when Mrs. Frank Sammons, president of the Women's club, in one of her gracefully characteristic speeches, introduced Mr. McGroarty. Her droll reference to an acquaintance that "might have been" brought laughter from the crowd.

Mr. McGroarty, with his years of labor in investigations, his acute knowledge and sympathetic insight into the ways of the old California, drew for his listeners a most appealing picture of the Spanish don.

Like an old neighbor who drops in to sit by the fire and spend an hour or two in pleasant reminiscence, Mr. McGroarty talked in his quiet easy fashion, sketching for his hearers the every-day life of those early pioneers, those who truly measured the wilderness and prepared the way for those of us who have chosen this California to be our home.

Out of the wastes they wrung their wealth; their cattle roamed the hills, their vineyards and gardens provided their living; few in number, their possessions were of vast extent, and they lived the kings. Open-handed, hospitable, loyal friendships, unflinching faith in their fellowmen, were the foundation of their characters and in this ideal way their lives were passed until the coming of the American changed the old order of things and the sway of the dons was no more.

Of the missions and the coming of the padres, Mr. McGroarty spoke at some length. His descriptions of the work of these men brought home to his audience how astounding were their accomplishments. They were men of God, who dared the dangers of the savage mountain wastes and the burning desert sands to bring to a benighted race their first glimpses of a higher life and the first consolations of religion. They were men of action, who planned a tremendous work and led the way to its final completion. They were teachers, who not only showed the way to the new life, but also made the tools and instruments by which success was won.

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ONLY 29 CENTS SHOPPING DAYS 'TIL CHRISTMAS

IMPORTANT! Look for your next issue of the Torrance Herald, before school FRIDAY morning, instead of Thursday afternoon.

Smaller, less pretentious, but otherwise not unlike the new Westwood campus of the University of California at Los Angeles, is this San Diego State Teachers' College. (News Review, Aug. 26-Sept. 1.) Both represent years of planning of diligent industry; both are being constructed on virgin land, both are adaptations of Mediterranean architecture.

Annual Prance In Huntington Park High School, students are not permitted to go to school merrily, to waltz blithely at school soirees. For 20 years has this ban continued; trustees have suppressed, quelled, summarily put an end to each year's prancing campaign.

Disinterested No happy-hunting ground for Cupid, mischievous love sprits, is Stanford University. Of the 500 women there, only 5 are remainder to his darts; the remainder scorn his arrows of ardor, prefer career to matrimony. A recent survey indicated that 5 out of 500 Stanford women want to marry; of the 495 aloft maidens, 86 want to write, 79 to teach, 78 to act. The rest hearken to business, science, learned professions, social service, diplomacy, personnel work, tourist guidance, politics. One wants to enter a museum.

ways did Orange County seek to encourage neighboring Riverside; offered its share of State and forestry funds for Riverside's use in building. (News Review, Aug. 19-25.)

Practical interest languished, expected co-operation did not materialize in the Elsinore-to-Capistrano project. Last month, however, it seemed as though culminating arrangements might be made. Riverside County Board of Supervisors Chairman F. C. Jameson met with Orange County Supervisor Jeffries, conferred on the formation of a joint highway district, discussed a prospective third member.

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panies in the U. S. have looked with increasing alarm at their greatest competitor, the privately owned automobile. Most alarmed, and with good cause, have been California's 17 street railway systems, operating in 280 cities, and representing an investment of approximately \$130,000,000. Reason: California leads the world in the use of automobiles, the ratio being 2.87 persons per automobile.

When traffic diminished, some California traction magnates abandoned their lines (especially in small cities and communities), others sought to make up losses in revenue and offset increasing operating costs by boosting fares on a flat rate basis. But higher fares, they found to their chagrin, meant even less traffic, less revenue. Some far-sighted and enterprising officials, however, saw success for their lines (especially in metropolitan areas) in the reduction of fares on a zone or distance-traveled basis; hoped by reducing the price to increase the traffic.

The State Railroad Commission, recognizing that California's street car systems face a problem of major public importance, and irked by constant demands for permission to increase fares, sought to find a solution for the traction companies' ills, sought also to put to an end constant carping over fares. Thereupon, the commission instructed J. G. Hunter, its transportation division chief, to investigate all 17 of California's systems, to determine the cause of their ills, to suggest a solution.

Last week Transportation Expert Hunter had completely probed the records of the entire 17 systems. To the commission he presented his findings, offered a solution. His findings:

1. What the pedestrian most

Two issues a week 'til Christmas. Look for Your Paper Tuesday Afternoon and Early Friday Morning, Beginning This Week. Beginning with this Tuesday, and all the regular departments of the Thursday issues. During the period from now until Christmas that the Herald is issued twice a week, the Thursday issue will be delivered early Friday morning, before the carrier boys attend school. Advertising copy for the Tuesday issue will close at 5 p. m. Monday and for the Thursday issue at the usual time of 6 p. m. Wednesday.

Never have Torrance merchants offered such a variety of Christmas gifts as they have bought this year. (Continued on Next Page)