

The Herald's Platform for Torrance

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- 2—Interchange of Freight Between P. E. and Santa Fe.
- 3—Western Avenue Bus Line.
- 4—Hollywood - Palos Verdes Parkway.
- 5—New School North of Carson St.
- 6—Aviation Field.
- 7—Co-operation of All Torrance People, Firms, Industries and Other Agencies, to Induce Torrance Workmen to Live in Torrance.
- 8—The conduct of All Local Affairs in a Spirit of Neighborly Friendliness and Constructive Co-operation to the End That the Peace and Prosperity of All May Be Encouraged by an Alert Civic Consciousness and Patriotism.

HEREWITH is submitted a Platform for Torrance. It is presented "without pride of opinion" and after careful study of the requirements of modern communities in general and Torrance in particular. In its preparation care has been taken to avoid overexploitation and to adhere to sane conservatism.

It is The Herald's conviction that every city with hopes of progress must set for itself certain definite goals of attainment. It is likewise our conviction that the best policy for a newspaper to adopt is one of constructive promotion for its community, this promotion to be tempered, of course, with sensible conservatism.

PERMANENCY

THE platform here presented does not take into consideration every possible need of Torrance, but is designed to deal primarily with major problems which now present themselves, the solution of which will constitute permanent improvement of this city and tend toward further realization of the aim of Jared Sidney Torrance to make Torrance, in the true sense of the slogan, The Modern Industrial City.

It is our intention to devote this department weekly to discussion of civic affairs, and editorially to interpret local activities according to our best lights.

We are aware that our editorial expressions in this department will meet with differences of opinion. But it is our belief that the intelligence of the people of this city is of such a character that these differences will be sensibly, even if firmly, held.

Our Voice of the People department is open to contributions from our readers at all times, and those who differ with The Herald on matters of civic concern are invited to express themselves freely in this newspaper.

It is our intention to add to our Platform for Torrance from time to time as new requirements become evident. To this end we welcome suggestions from Torrance citizens on Torrance affairs, needs and requirements.

In presenting this Platform for Torrance, it were fitting to discuss each subject briefly.

A LIGHTING SYSTEM

TORRANCE is known far and wide as a "flashlight city." Torrance needs a modern lighting system. It can be secured now at little cost to property-owners, and should be installed as soon as the will of the people favors such an improvement.

The present Board of Trustees is pledged to a lighting system, but only when voted by the people at an election.

The Herald believes that the people of Torrance will vote overwhelmingly in favor of a lighting system if they are first acquainted with guaranteed costs. To the promotion of such a lighting system, and widespread intelligence regarding the costs of the same, The Herald pledges itself.

RAILROAD SWITCHING

TWO railroads serve Torrance. There are no switching facilities between them. Freight originating on the Santa Fe and destined for an industry served solely by the P. E. in Torrance must be transferred from one line to the other at Los Angeles, at an added cost.

Recently a load of scrap from the C.-C. M. O. shops to the Columbia Steel Corporation had to be routed to Los Angeles and back.

The Chamber of Commerce is preparing a definite request to the two railroad companies that switching facilities be installed here.

In its work of interesting new industries in Torrance the Chamber of Commerce has discovered the lack of switching facilities between the two roads to be a severe handicap.

Torrance must have an interchange of freight between the Santa Fe and the Pacific Electric.

WESTERN AVENUE BUSES

A Western avenue bus line should not be regarded merely as a service of convenience. It is almost a necessity to Torrance. The State Railroad Commission now has before it a request for a franchise for such service. In case the franchise is awarded, there the matter will end, but if it is refused Torrance agencies should never cease pounding until a bus route along Western avenue is established.

Not long ago a Los Angeles industry rejected Torrance as a location for its factory, and one of the chief reasons put forth was the lack of transportation facilities along Western avenue.

A bus line on Western would serve a densely populated district in Los Angeles and Hollywood and would provide a new and rapid route from Long Beach and San Pedro to Hollywood and the San Fernando Valley.

Thousands of industrial workers live in southwestern Los Angeles. A bus line from that area to Torrance would bring this city in close connection with a great labor market, the lack of which at present impedes development here.

THE GREAT PARKWAY

TORRANCE should favor and, we believe, does favor the great Hollywood-Palos Verdes parkway proposal. Tentative plans provide that three or four miles of this great 225-foot parked highway will pass through Torrance.

The Herald confidently believes that this improvement will develop this district as no other single agency possibly could. The parkway project undoubtedly will be accomplished. It will be the greatest highway in the world. It well behooves Torrance to support the proposal with determined unanimity.

THE city that does not plan ahead looks back with regret. It is time to begin thinking seriously of a new school north of Carson street. The present elementary school is located at the southern edge of Torrance. It is far from the center of Torrance population. When it originally was located the center of Torrance was near by. But the discovery of oil and development to the west and north moved the population center a number of blocks.

The Board of Education is cognizant of this condition and is considering the advisability of a site north of Carson street to be improved with a school building in the future.

In the interests of public economy it would be well if the site were purchased well ahead of development that increases land prices.

It is possible, and not altogether improbable, that Torrance within the next two years will be called upon to assimilate a growth in population. It were well to prepare by securing a school site now.

A FLYING FIELD

IN a few years the city that has no landing field will be like a city without a railroad. While the need for adequate landing facilities may not now be immediately apparent, the need is nevertheless in existence. Commercial aviation is advancing with great strides. Los Angeles County bids fair to become the center of aeroplane manufacture, due to year-long flying conditions. Every modern city must soon have a landing field of reasonably generous proportions. It were well for Torrance to keep in mind at all times the thought that this city must not in ten years be like a city "off the railroad."

LIVE IN TORRANCE

TORRANCE workmen should live in Torrance. They owe it to themselves and their employers to do so. All agencies in Torrance must co-ordinate their forces to the end that Torrance will possess more advantages as a home city than any neighboring community.

Torrance industries can help. By giving preference to local residents, other things being equal, they will do much toward decreasing the number of commuters who earn their living here.

But the task is not for the industries alone. In order to sell others on the advantages of Torrance, the people of this city must first feel that they themselves are sold. Rents must be kept reasonable, land prices conservative, booms discouraged, and taxes at a fair level.

The Chamber of Commerce has already launched a movement to induce Torrance workmen to become Torrance residents. The industries are co-operating. Before long the chamber will seek to gain active support in this movement from many Torrance citizens. When this roll is called, the answer of "Count on Me" should be 100 percent.

FRIENDLINESS

WE come now to the last, but by no means the least important of all. The birth of a new civic consciousness must take place before any of the needs of the city may be supplied.

If Torrance is a good enough place to live in, to work in, to vote in, to call home, it is good enough to boost.

The spirit of neighborly friendliness and constructive co-operation must be fostered in Torrance by every thinking individual and every agency in the city. Petty bickerings eat the heart of community advancement. When the majority of the men and women of Torrance reach the point where they can bury differences over minor details for the sake of the ultimate worth-while attainment, then nothing will be impossible of accomplishment.

Let us have more faith, less suspicion, more generosity, less selfishness, more building, less tearing down, more love, less hate, more neighborliness, less aloofness, more co-operation, less pulling at cross-purposes.

Torrance in five years can be a city of 15,000 residents. It rests with the people of Torrance. Will you do your share?

POLITENESS FOR BEGINNERS

By DICK CALKINS



WHAT'S WRONG HERE?

ANSWER—It is the ACME of ill-behavior for a gentleman to speak to a lady unless he perceives with his eagle eye that she has noticed him and favored him with a nod of recognition, or perchance, a shy wink. The clumsy clod shown above was evidently brought up in a barn. —Copyrighted.

Guests Sunday of Mr. and Mrs. Everett Isenhower were Mr. and Mrs. R. H. Hinton of Eshelman avenue and Mr. and Mrs. H. E. Smith of Laguna Beach.

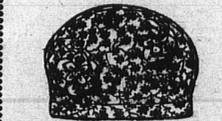
Mr. and Mrs. Rob Blodgett of Los Angeles were entertained Sunday by Mr. and Mrs. O. W. Thistle of Arizona street.

Mrs. L. A. Smith has moved into her new home on Pepper street.

Mrs. and Mrs. C. E. Chase of Flower street were Saturday dinner guests of Mr. and Mrs. Nell MacDonald of Long Beach.

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An afternoon at Redondo Beach was enjoyed Sunday by Mr. and Mrs. Jack Phillips, Mr. and Mrs. Terry Hickman, and Mr. and Mrs. Black, of San Pedro, and Mrs. Mary Ann Phillips of Miller street.

Mr. and Mrs. Ray Hupp of Santa Ana were visitors Sunday at the home of Mr. and Mrs. Paul Ervin.

Mr. and Mrs. Ed Skoglund and family, of Long Beach, spent Sunday at the home of Mrs. Skoglund's aunt, Mrs. Hattie Rosencrantz.

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