-today

Corrance **Herald**

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OFFICIAL PAPER OF THE CITY OF TORRANCE

C. P. ROBERTS......Publisher and Owner

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MISUNDERSTOOD MOTIVES

Traffic congestion and reckless driving is Traffic congestion and reckless driving is and salesmen than ever before. Not only that, but the irresponsible characters are a thing of torture to human flesh. Yet the automobile can never cause physical suffering in proportion to the mental suffering caused by "misunderstood motives."

construed and result in the severance of social

Men in public life, ministers, editors, and others, are acutely aware of this habit of misunderstanding one's motives. Yet, despite their watchfulness, a word or sentence is frequently wrongly analyzed to infer a motive not intended. Praise, as well as criticism, for men or measures, is apt to be misunderstood

and cause needless suffering.

The editor is condemned both for commission and omission if his motive is misinter-perted. An advertiser may think his rival had too much space given a social function and suspect the editor of having a motive of parsuspect the editor of having a motive of partiality. After patiently listening to a complaint upon his motives being misunderstood, the only prayer is "forgive them, they know not what they do."

NEW STORE ROOMS

The number of new business buildings erected in Torrance since the first of the year has caused considerable discussion as to the genuine need of so many store rooms. a little uneasiness has naturally been felt by some of the merchants who have pioneered

the lean days of the city.

Torrance cannot hope to compete with surrounding towns, to say nothing of Los Angeles, without having every line of trade well geles, without having every line of trade well represented. In a growing city where new residents have not as yet established social relations affecting their local interests, it is inevitable that a large amount of money will be spent out of town for merchandise that might be kept in circulation at home.

To keep Torrance people buying in Torrance and attract trade from surrounding ter-

rance and attract trade from surrounding territory the usual array of stores found in an up-to-date city are required. To attract tronger may be provided in a suitable to the glorious enterprise may send their contribution to the commandistion of modern industries. When the provided in a suitable to the glorious enterprise may send their contribution to the commandistion of modern industries. When the provided in a suitable to the provided in a suitable to the glorious enterprise may send their contribution to the commandistion of modern industries. When the provided in a suitable to the provided in ritory the usual array of stores found in an up-to-date city are required. To attract tores, space must be provided in a suitable n. With the growth of Torrance this has proved inadequate. To secure larger quarters some of the established merchants in the city are building or have secured new store rooms to meet their expansion of business.

Owing to limited store rooms, "doubling up" of businesses has been resorted to in the past. The new store rooms The new store rooms are eliminating this detriment to the expansion of retail business in the city. A definite example may be cited in the case of the furniture store and the shoe store, each of which now occupy new store rooms while a new business in Torrance has opened in the rooms vacated by them. Each of these stores now has sufficient space to properly display their wares and take care of their growing business in a

come because it enables him to buy at home as economically as anywhere else. But when all is said regarding competition, it is not "price" but "variety" that holds trade. The consumers of Torrance are the same as in other communities where the fact has been other communities where the fact has been well established that trade will remain with the home merchants if each is well represented. This variety of merchandise can only be presented to the consumer by each mer-chant giving his undivided attention to his

out about like keeping a large supply of matches in case of a gas leak.

The average citizen knows by this time building that trouble is about the only thing you can busy? borrow without gilt-elge security.

Every time we see a man making a monkey of himself we can't help wondering if Darwin wasn't about half right.

OUR REALTORS

If proof is needed to establish the fact that Torrance is a live city, one need but scan the list of real estate firms that have been es-share in an everlasting memorial tablished here since January 1. As a rule, the to our sacred dead who sleep in modern real estate agent—or to be more upto-date, the realtor, is a farsighted man who

having a strong team of men who make a specialty of bringing together buyer and seller of real earth. To the prejudiced mind, the realtor is a useless parasite that could the discovered with seller of the prejudiced mind, the realtor is a useless parasite that could the discovered with sellers of the graves o be dispensed with along with other unpopular 'middlemen.''

Human nature is as weak in the real estate office, probably as, say, the store, the factory or on the ranch, but there is a higher professional ideal among real estate brokers of salors whose bodies will to the store of the graves of salors whose bodies will consider the salors of the salors of the store of the salors of t censing of realtors.

Regardless of the individual opinions as to deposit in France.

the need of dealers in real estate, the fact remains that without their assistance the Desdemona, pictured by Shakespeare as a beautiful, innocent, and well-intentioned young woman, was killed by her husband, who later ran a dagger into his own heart when he discovered he had misunderstood his wife's motives in speaking a good word for his discharged lieutenant.

Not all misunderstood motives lead to such a dramatic climax as is found in Shakespeare's "Othello," however. The fancied slight may be borne stoically with no attempt at retaliation. An expression may be wrongly and real statement of the world" the possibilities of California in particular. The tens of thousands of persons treking who will sleep forever in Belgium. The sun and soil of California would be considerably less and the number of unproductive acres would be materially greater. The sun and soil of California needed water and real estate men to establish thrifty, contented thousands of ranchers on what had been for ages arid land. The realtors have had the vision to see and the courage to "tell the world" the possibilities of California in general and Southern California in particular. The tens of thousands of persons treking who will sleep forever in Belgium. Who will sleep forever in Belgium. Perton to specify the son of Mr. and Mrs. Frank W. Crossland, whom this productive acres would be materially greater. The sun and soil of California needed water and real estate men to establish thrifty, contented thousands of ranchers on what had been for ages arid land. The realtors have had the vision to see and the courage to "tell who lie in American cemeteries in general and Southern California in particular. The tens of thousands of persons treking who lie in American cemeteries in Europe were among the first to respond to the call of the Graves En-The tens of thousands of persons treking spond to the call of the Graves Envia overland trains into this region are largely and business ties that should have lasted throughout life.

The severality of the individual and collective efforts of real estate men.

forts of real estate men.

Until recently, Torrance has suffered by the lack of competition in real estate selling. More boosters, men who could look into the future and have the courage to interpret the pros-

the various real estate firms of the city, a of the 32,000 other Americans who common desire for the interest of Torrance lie buried in these cemeteries, common desire for the interest of formance has caused these men to pool their interest to make the wonderful opportunities of Tornomake the wonderful opportunities of Tornomake the wonderful opportunities of the company of the mark their mark their mark their rance known. Having selected this city as come all those who sleep "amid the one of great possibilities, these men are backrosses row on row, that mark their ing their judgment with thousands of dollars spent in advertising. Their efforts and money thus spent will benefit every property owner in this community.—H. M. R.

Their efforts and money that their places, and in the sky the lark still bravely singing files."

Word from overseas indicates that this year Memorial Day in

SALT AND IRON

In the colonial days when the tide of pio- are being made for the dedication neers was setting toward the West, an important factor in directing the course of settlement was salt. Upon salt in those days england—Romagne, Fere-Et-Tarde-depended the preservation of meat, the pioneers' cheapest food. Owing to inadequate roads, as well as to hostile Indians, a settlement could not reach beyond a reasonable distance from the supply of salt. Around the farthest western supply of salt a settlement grew until a new supply of salt was discovered still farther westward. It was not until a supply of salt was discovered in what is now West Virginia did a settlement become established west of the Allegheny Mountains.

Salt was as necessary to the location and Salt was as necessary to the location and development of a new settlement as was the

quate and cheap supply of pig iron and by-products can be had, there will be located industries using iron and steel. This fact alone makes the merging of the Llewellyn plant and the Columbia Steel Corporation another important milestone in the industrial development of Torrance.

The West has been handicapped by a lack of raw iron. The Columbia Steel Corporation own and are developing iron ore deposits of immense extent at Provo, Utah. Pig iron from these deposits will be sent to the Torrance plant to be used instead of scrap iron as heavestore. That rance plant to be used instead of scrap from as heretofore. That the present Llewellyn Mills here will be enabled to turn out an increased output of iron products is not the most significant feature of the merger with the Columbia Steel Corporation.

by them. Each of these stores now has sufficient space to properly display their wares and take care of their growing business in a manner impossible when cramped for floor space in one room.

For a time some of the new business firms may affect some of the older established stores, but the new business coming with the rapidly increasing population will more than offset this temporary loss of trade. To the consumer, competition in trade is always wel-sufficiently and the supply of increasing population will more than offset this temporary loss of trade. To the consumer, competition in trade is always wel-sufficiently and their wares over competing cities, in the location of new factories. This new prestige of Torrance will not make itself known in any spectacular manner, as a flash of lightning, the public is pleading with Arizona in preference to things made and proving its present to the proposition of produce grown in Arizona in preference to things made and trous additional industries here. This supply of material will give Torrance a tremendous advantage over competing cities, in the location of new factories. This new prestige of Torrance will not make itself known in any spectacular manner, as a flash of lightning, Torrance will not make itself known in any spectacular manner, as a flash of lightning, but quietly and surely as the force of gravitation it will be a powerful influence in the development of our industrial life.—H. M. R. this it would be worth a great deal to the entire country, because people would not only buy just as much but would save on many articles that are made or

A RECORD-BREAKER

From all over the country come reports of From all over the country come reports of unusual building activity and everywhere it is predicted that there are going to be more new homes erected in the United States this year homes erected in the chant giving his undivided attention to his particular line of merchandise.

The pioneer merchants of Torrance, as well as the consumers, will eventually see that the new store buildings will be a general benefit to the whole community and an aid to making a modern, live city.—H. M. R.

homes erected in the United States this year ployed. Of course, they would always have a surplus even when consumers, while ventually see that the is only going to make to the whole community and an aid to making a modern, live city.—H. M. R.

homes erected in the United States this year ployed. Of course, they would always have a surplus even when consuming their own products. This would bring added revenue into the state. In the matter of travel and recreation, they are urged to spend their values of the benefits when it is faithfully as a post coming down. In fact, level-headed, cation money anywhere they are Keeping a large army in case of war works are not coming down. In fact, level-headed, unbiased realty and building men will tell you and the believe the benefits are not coming down. In fact, level-headed, unbiased realty and building men will tell you anywhere they see carried out. sincerely that they do not believe the time there is to see in Arizona. will come when a house can be built as cheaply as now. So, if you still have last year's building bug in your system, why not get busy? Why not follow the example of thousands of others and build while the market is still within reach?

"LEST WE FORGET"

(By FRED REES)

Endowment Fund will be invested in perpetuity and the income used which is a million francs, now on

dowment Fund. From all over the country contributions are flowing into headquarters telling of pects of the city were needed.

While there is legitimate competition among to their own sons, but also

All societies and organization with a heart, as well as any citithe glorious enterprise may send er of the focal Post of the American Legion. Make your check payable to "The National Treasurer Graves Endowment Fund, American Le-

We have just heard of a new

grown at home, yet more when shipped in from a distance.

Not only that, but they argue

Torrance citizens are invited to The American Legion is conduct

opens an office only after thoroughly investigating a new location.

There are still some persons who do not appreciate the benefits to a community of ing a Graves Endowment Fund

Torrance has a boy of her own

France and all parts of Europe will be observed more impressively than ever before. Arrangements

gion, Indianapolis, Indiana."

All contributions for one dollar or more sent to this Post will be acknowledged in the next issue of

THE ARIZONA WAY

stunt being tried out by the peo-

lot of advantages which we are now overworking, but which folks fo

CLIMB "OPPORTUNITY" THE NEVER WAITS FOR "PREPARATION" LADDER OF

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-we'll co-operate

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SUBSCRIPTIONS

Some pay their subscriptions when due. Others, when overdue. Some never do. How do you do.

Things could be worse. If you get restless in other states are taking advantage which we are now overworking, but which folks force, and family have moved into this spring just think of the fellows in jail. tage of. It would encourage factor Carson at Amapola avenue.

'T STRANGE (By H. M. R.)

Now Here is truth But not poetry Because the Golden popples
Luxuriantly growing
And the "paint-brushes"
Like clover blossoms Nodding in the Afternoon breeze And the And the
Lavender and white
Flowers of the
Wild radish
Along with
The wild oats
Out-topping by far
Real estate signs
On vacant lots
Have all been
Leveled to earth
By the city's
Cruel mowing machine.
—By HY

-By HY.