Torrant \% \% Sicrali


## THE HERALD'S PLATFORM FOR TORRANCE

1-Orramental Lighting System. 2-Interchange of Freight Between P. E. and Santa Fe.

83-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 Workmen to Live in Torrance.
8-The conduct of All Local Affairs in a Spirit of Neighborly Friend-
liness and Constructive Co-opera liness and Constructive Co-operaand Prosperity of All May Be Encouraged by an Alert Civic Conscieusness and Patriotism.

Prospectry residents and your job Perery day now, Last week semeralit scorre forance emin arrived. Many of them are living in in hotelis and Bmall apartments. House and apartument veancies in
the city favere rractically ceased to exist the Torrance needs hundrẹds of houses. someone who would be hiterested in building for rent
or for sale, tell him the details about Torrance Another thing: Everyone who contacts these prospective new residents should constitute himself a sales-
man for Torrance. Courteous treatment by police of man for Torrance. Courteous treatment by police of-
ficers, business men, real estate men, citizens, will do
more to sell these new industrial employes on Torrance more to sell these new industrial employes on Torrance
right now than all the planned campaigns ever could hope to accomplish.
in Torrance plants during the next two years can make First impressions are often lasting ones. This is
particularly true when this particularly
favorable.
Let us make the opportunity of a decade for Torrance. residents as groups and as individuals.
One is impressed by the high caliber of who are coming to town to work for the Columbia Steel Corporation. They are representative of a high type
of Ammerican skilled workman. Torrance is proud to of American skilled workman. Torrance is proud to
number them among her army of workers and hopes hat they will take up residence here as rapidly as
houses are provided, and become an integral part of the social and civic life of the community.
ThE CLUBHOUSE AND THE HOSPITAL
IT is unfortunate that the Women's Clubhouse is op-
posite the Jared Sidney Torrance Memorial Hospital.
This fact is obvious every time there is a social
gathering of any size in the clubhouse. Dancing
parties, no matter how orderly, are noisy. Patients
in the hospital are disturbed by the noise. Recently
two patient who were critically ill were kept awake
until well after midnight by the sound of music and
fun in the clubhouse. And the party in progress
was orderly.
Just how the condition may be remedied is difficult
to see, but the situation is such that it merits careful
study by all who are, interested in Torrance.

INCOME TAX COUNSEL
J. R. Jensen

Chamber
Telephone 8

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Now ready for your inspection and personal test-a finer Dodge Brothers Motor Car than ever before, due to many new and vitally important improvements. So important, in fact, that what further engineering advances and greater production have accomplished in extra values. Read this partial list of the latest improvements and then investigate


Remember, too, that all these are in addition to many important improvements recently announced, including the five-
bearing crank shaft and the two-unit startins, lio $h t i n g ~$ and ignitior system that inspired owners to new expressions of enthusiasm and satisfaction

Look at these big roomy cars and you will realize that it is
not possible to invest more wisely
$\begin{array}{ll}\text { Standard Sedan ............... } & 1090 \\ \text { Special Sedan } \\ \text { De Luxe Sedan................... } & 1280 \\ \text { Delivered }\end{array}$
ALLEN H. PAULL


