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hed weekly at Torrance, California, and entered as sectimatter January 30, 1914, at the Postoffice at Torrance California, under the Act of March 3, 1879.

THE HERALD'S PLATFORM FOR **TORRANCE**

- 1—Ornamental Lighting System.
- -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.
- -Aviation Field.
- -Co-operation of All Torrance Peo-ple, 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-opera-tion to the End That the Peace and Prosperity of All May Be Encouraged by an Alert Civic Consciousness and Patriotism.

TORRANCE WANTS NO BOOM

Ha

WITH real estate activity in Torrance more brisk than it has been for a number of years, with industrial expansions under way, and with almost no vacant dwellings available in the city, Torrance has entered a new era of prosperity and growth.

But let us not regard it as a boom. There are reasons why we shouldn't.

Unlike most Southern California cities, Torrance is built on a solid foundation of industry. As one Los Angeles man put it, "Torrance is one city that landed on its feet." With a firm foundation, growth here, even though it be rapid, will not necessarily be in the category of a boom. A boom is mushroom growth more or less artificially brought into being. But growth that is founded on industrial expansion by companies of established position is permanent. Naturally the first activity in a city's new development must have to do with real estate. When a city enters a period of expansion the first individuals to feel it are those who deal in land.

Land transfer always precedes actual growth in population. Torrance entered a period of brisk real estate activity about two months ago. That movement is gaining impetus. It is the first chapter in one of the most important periods in the city's history. Industrial executives who know what lies ahead are not afraid to predict that Torrance will be a city of 15,000 in about three years.

Warnings against undue increases in rentals have been heard ever since the Columbia Steel Corporation announced its big expansion program here. Those warnings should be heeded. The price of land and the standard of rentals in an industrial community are limited by the ability of persons with fixed incomes to pay. When prices go above that limit workers move elsewhere. The landlord who keeps his rents reasonable and has a house full twelve months a year is better off than the one who boosts rentals above reason and has a vacant house one or two months a year.

DeKalb Spurlin, who owns more dwellings for rent in Torrance than any other individual, told. The Herald a week ago that

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THE SAMPLE STORE



Clubs—A, 7 9
Diamonds—10, 8
Spades—Q, 10, 7, 6, 5, 4
e, not one no-trump. Here i
Hearts—K, 10, 9, 8, 6, 4
Clubs—A, K, 5
Diamonds—none

Diamonds—none Spades—A, J, 10, 7

a different type, but illustrates the partner bids one heart, second hand powith the following hand? Hearts—5, 4, 2 Clubs—J, 4 Diamonds—10, 6, 2 Spades—A, K, 10, 7, 3 ade. So many players bid four-card d not lose a chance to show the other 1

monds—K, 9, 7, 6, 4 des—Q, 3



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