Corrance Gerald

THE LOMITA-TORRANCE PUBLISHING CO.
1419 Marcelina Ave.
Torrance, California



A-65	Cha	mber	of	Commerce	Build	ing.	Phone	WEStmore	9000.
W. HAR	OL D	KIN	GSI	FY		-			Editor
GROVER							y	Business	Manager
	-			ubscription		in	Advance	** 00	ner venr

OFFICIAL PAPER OF THE CITY OF TORRANCE ed a Legal Newspaper of Los Angeles County. Court Case No. 218470, Dated March 22, 1927.

THE HERALD'S PLATFORM FOR TORRANCE

- 1-Ornamental Lighting System.
- 2—Interchange of Freight Between P. E. and Santa Fe.
- √3—Western Avenue Bus Line.
- 4-Hollywood-Palos Verdes Park-
- 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 Tor-
- 8-Adoption and carrying out of a well-conceived city plan to guide the growth and development of Torrance.
- 9—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.

THE NEED OF A REAL CITY PLAN

With this issue we add one more plank to The Herald's Platform for Torrance.

It is inserted after careful consideration of one of the major problems confronting the city—that of future development.

Cities that "just grow," like Topsy, spend thousands and thousands of dollars later to correct errors that might have been avoided if development had been guided by a preconceived city plan.

The original Torrance city plan, prepared by the Olmstead brothers, the most famous city planners in the country, was ideal. Developments here during the past six months have knocked the original plan into a cocked hat. First came the oil to the west and south, which checked residential development in those directions. Territory between the original Torrance tract and the oil field was purchased by the Santa Fe for industrial development. The General Petroleum Corporation has purchased 900 acres to the north for industry. These facts insure that industries will be located on three sides of the present residential district—to the east, the west, and the north.

Industrial zones to the west and the north were not contemplated in the original plan of the city. That plan has been written off. Torrance stands today, therefore, without a preconceived plan for growth.

Two large pleces of territory have recently been annexed to Torrance. Both include large tracts of land available for residence purposes. That they will be needed for such development is guaranteed by the industrial growth which is now under way and promised for the future.

It is highly important that these annexed regions be made an integral part of the city through the medium of a city plan, prepared by experts in the light of industrial growth and consequent residential requiremens.

If these regions be developed along residential lines, the time to plan for parks, school sites, highways and

light of industrial growth and consequent residential requiremens.

If these regions be developed along residential lines, the time to plan for parks, school sites, highways and other important factors in a city's life is before the actual development starts.

The cost of city planning is small. The cost of rectifying errors in development after a city has grown is high, sometime prohibitory.

The future growth of Torrance into the most important industrial city in Southern California is positively assured. To prepare for it we of the present must know what we are about. Today Torrance is not only a city of factories, but a city of beauty. If industrial development comes, which it most certainly will, the city must be prepared to meet it with residential, cultural and artistic development—else Torrance will become, a city of factories.



	Prob	lem No. 2	9
Icarts A, K, 9		Υ *	100 S.A.
lubs—J, 9, 7, 4 Diamonds—K, J, 10, 8	1 A	В	
pades—8, 2		Z ,	

No score, first game. Z dealt and bid one heart. If all passed, w is A's proper opening lead?

	Problem	No. 30
Hearts-10, 7	. 0 Y	
Clubs—Q, J, 7, 4	: A	В:
Diamonds—10, 8, 7, 3, 2	. 7	
Spades—K, 3	0.2	and the state of
No score, rubber game,	Z dealt a	and bid

Diabetes

SINGER **SEWING**

MACHINES

Singer Agency

FREE-\$10

1434 Post Ave., To

allowance on used ma Singer Oil, Needle Parts. Sewing Machine and repaired.

CHURCH NOTES

FOUR SQUARE GOSPEL orrance. Evang. Wesley 1

orrance. Evang. Wesley Norrd, pastor.

Inday School, 9:30 a. m.

orning service, 11 o'clock. Sub"The Necessity or the Holy
tit in the Church."

vening service, 7:30 o'clock. A
dal evangelistic service is
ned, with good music and an

trated message.

nesday, 7:30, deeper teaching
sage.

message.
Thursday, 7:30, "Does God Heal, he Sick Today?" Prayer will be Mered for those afflicted.
Friday, 7:30, young people's rally, subject, "The Greatest Need of he World."

BERACHAH CHURCH mita. D. R. Plunkett, pastor. nday School, 9: 45 a. m. rning service, 11 o'clock. "The s and Revival." ening service, 7:30 o'clock. mples of the Word of the g."

Stop starving yourself. Ag u am ie cy
sap, is revolutionizing diabetic treatment. Hundreds rewithout dieting onment. Hundreds s."

le class every Thursday eve7:30. Review of the book of
el: Mrs. Welte, Chapter 7;
Vivian, Chapter 8; A. A.
ar, Chapter 9.
are welcomed to these serv-

CHRISTIAN SCIENCE SOCIETY Women's Clubhouse, Engracis Sunday services at 11 a. m. Sunday School classes, \$230 a. n Wednesday evening meetings ar ald at 8 o'clear

SEVENTH DAY ADVENTIST Weston and Walnut streets, Lo nita. Mathwig, Elder. Sabbath School, 2 p.m. Preaching service, 3 p.m. Prayer meeting Wednesday, 7:2

FOUR SQUARE GOSREL Dak and Miller, Lomita. Branch Angelus Temple. Sarah I. Mceague, pastor. Sunday School, 9:30 a.m. Class

Morning worship, 11 o'clock
"Holiness Unto the Lord."
Crusaders' meeting, 6:15 p.m.
At 7:30, good musical program
ad illustrated message, "The
'Gosed Door."
Wednesday, 7:30. p.m.

We Checked in 126 Dozen Towels on Monday, April 18th

Bought at Southern Mills, shipped in by water to Wilmington.

Prices are lower—each 12c to 25c

Yours for more economical distribution of Staple
Merchandise for Cash

THE SAMPLE STORE

Hawkins & Oberg 1319 to 1321 Şartori, Torrance 106 TO 108 DIAMOND ST., REDONDO

SAFEWAY STORES

Amaizo

39c

Foods cooked in Amaizo retain their natural flavor

Tropic Nut Margarine Use it for baking, table, cooking

Quality fruits plus pure cane sugar

Jams Jams Jams

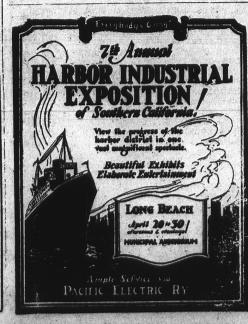
P. and G. Naptha Soap

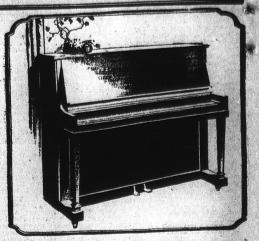
Bohemian Hop Flavored

Puritan Malt

Baking

TORRANCE STORE J. P. JENSEN, Mgr. R. R. CAMPBELL, Mgr.





WURLIIZER

STUDIO UPRIGHT

World's Most Popular Piano Imitated but Never Equaled

Factory List Price-No Freight Added

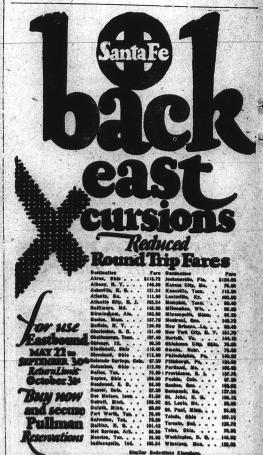
Compare the Wurlitzer with other so-called studie pianos and you'll agree that it is the greatest piane value in the world. For design, construction, finish and TONE, this dainty piano is without peer. Among its exclusive features is the *Uniplate*, the secret of it deep resonant tone. Full 88-note scale. Double veneered mahogany case.

'20 Down-'10 Monthly

FREE Piano Lessons Over Radio by One of the Foremost Piano Teachers

Wurlitzer broadcasts free piano lessons over Radio Station KFXB every Wednesday and Saturday. Allene Chaudet, one of the foremost teachers of the southwest, gives the lessons. Get further particulars from Torrance Wurlitzer store

Radio KFXB Every Wednesday and Saturday



B. C. HIGGINSON, Agent 2354 Carson St. Forrance, Calif.

> & MYERS STONE