

Torrance Herald

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W. HAROLD KINGSLEY Editor
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**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 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—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.

GIANNINI PREDICTS PROSPERITY

Consolidations and mergers and the general encouragement of these and kindred business developments will be the chief vehicles of prosperity in 1928 in the opinion of A. P. Giannini, president of the Banc-Italy Corporation, greatest of the world's investment trust companies.

"I believe that we are going to see more consolidations and mergers in business during 1928," Mr. Giannini said. "They are logical developments to meet changing conditions. Better methods, more economical operation and greater convenience are the result of doing business on a large scale and these qualities are the ones that count when competition is hot."

Despite the encouraging set-up that faces the agencies of prosperity, the hoped-for bigger and better business returns of 1928 will have to be earned through the exercise of even greater keenness and vigilance than ever, in the opinion of Mr. Giannini.

"The fact that business will be there to be had during 1928 is going to make competition to get it keener than ever before," he said. "The fellows who know the game and who have the best organizations are the ones who will profit most. The big rewards will be for those who have planned ahead and are now ready to step out and give the people what they want at the right price."

Following is Mr. Giannini's statement in full: "The biggest factor in making business good or bad in any particular year is confidence."

"When people lack confidence they wait to see what is going to happen with the result that everything slows up. On the other hand, when there is a feeling that general conditions are sound, we see an immediate reflection of this in increased activity in every line of business."

"This coming year people are going to have work to do and money to spend. That means prosperity. There will be a market for the average business man to 'shoot at.' The fact that more business will be there to be had during 1928 is going to make competition to get it, keener than ever before. The fellows who know the game and who have the best organizations are the ones who will profit most. The big rewards will be for those who have planned ahead, and are now ready to step out and give the people what they want, at the right price."

"The prospect of continuous employment at a fair wage has more to do with the way in which the public looks to the future than any other factor and a large measure what determines the amount of confidence that is felt. If there is plenty of work to do, people feel cheerful, and start in to buy the things they want, and the country enjoys good times. The sentiment of business men is some-

thing that should not be underestimated. The confident merchant who is stocking up for a good season, believing that he will be able to sell what he buys, orders more than the one who is doubtful about what is going to happen. The manufacturer who fills the orders for the confident retailers, keeps his plant working on regular schedule. The suppliers of raw materials, in turn, feel the stronger pulse of good times.

"I believe that we are going to see more consolidations and mergers in business during 1928. They are logical developments to meet changing conditions. Better methods, more economical operation and greater convenience are the result of doing business on a large scale, and these qualities are the ones that count, when competition is hot."

"The coming year will be a good one, and particularly so, for concerns that are in step with the times."

Touring California

Travel Notes of Interest and Western Highway Information Furnished by the National Automobile Club

For motorists over the Old Spanish Trail route who have time for sightseeing, it is suggested that a visit be paid to the State Museum, located at the University of Arizona, Tucson. The museum is a veritable mine of unique and valuable objects of art and interesting archaeological subjects, according to the Touring Department of the National Automobile Club. The contents of the Museum include a multitude of objects, which when viewed, take one back through the ages to the most ancient times of life in Arizona. Dr. Cummings, one of the most noted archaeologists in the country has built the museum up to a point where it is now considered one of the most interesting in the west. It is not large but contains objects which are distinctive and of the greatest interest to resident and tourist alike. Among the most noted and rare objects in the various collections, is a set of photographs of sand paintings, an art once known to the Navajo Indians but now being another of the lost arts which the "uncivilized" denizens of the mountains only knew. The secret of the art has been lost.

On the road through Soledad Canyon, a good graded dirt and graveled road is traversed from Mint Canyon to Lang. From that point to Acton, slow driving is necessary due to the fact that there are twenty or more stream crossings to be negotiated. Good wide dirt road then leads to Mint Canyon.

The road between Moretts and Mesa Grande is still inadvisable due to washouts. From Mesa Grande to Santa Ysabel, a poor to fair dirt and granite road is traversed.

The following report of road through Placerita Canyon is supplied by the Touring Department of the National Automobile Club: The road is of fairly good dirt and gravel but there are many narrow sections and careful driving is necessary. There are several stream crossings through which caution should be used. The Paloma Canyon road is passable and it is possible to drive three miles up the canyon but it is not advisable for pleasure driving, the road being of dirt and in very poor condition at the present time.

On the route between Taft and Santa Margarita through Pozo, pavement is traversed to McKittrick, followed by a good dirt road to the summit of the Tender Hills. From this point a dirt road in very poor condition is had to La Panza, with fairly good dirt to Pozo. A winding natural gravel road leads into Santa Margarita on which chains are required during wet weather.

The following report of the road in Big Dalton Canyon is supplied by the Touring Department of the National Automobile Club: From the Foothill boulevard pavement is followed for a little more than a mile, thence good gravel to the junction of the Little Dalton Canyon road and fairly good dirt for one mile. Balance of road lies over poor dirt with numerous stream crossings.

Murray Canyon in San Diego county is not advisable at the present time. A good natural gravel road is had in Murphy Canyon and a fairly good road through Rose Canyon.

On the route between Hemet and Bautista via Hemet Reservoir, pavement is had to Valle Vista, and from that point a good dirt road is had to the Oak Cliff Checking Station and Tahquitz Lodge. A fairly good dirt road then extends to the Hamilton Grade but traffic beyond this point is not advised.

The Reservoir Canyon road from Redlands to the Riverside County line is still closed, but a detour is in effect via Sand Canyon over pavement and old macadam to Yucaipa, and from this point, a fairly good dirt road is had to the main highway. Pavement is then followed into Beaumont.

On the route between Lone Pine and Death Valley, a very good graded granite road is had to Keeler with an unimproved desert road, narrow in sections, to Panamint. The Toll road is of fair natural gravel with some steep grades to the summit of Townsend Pass. The charge on this road is \$2.00 per machine and 50c for each passenger each way. From the summit a very good desert road then leads down steep grades into the Valley and to Bungalow City.

There is still a pontoon bridge with a 3 1/2 ton gross weight limit over the Santa Ana River on the road between Riverside and Chino via Corona. A short detour is also had at the 6th Street Bridge in Corona.

On the road between San Bernardino and Glenn Ranch, pavement is had to Riverside Ave. and for about 9 miles on the Lytle Creek Canyon Road. From the end of the pavement a very good gravel road is had for 1 1/2 miles, followed by good gravel road to Glenn Ranch.

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NOTICE OF THE FILING OF LIST OF UNPAID ASSESSMENTS FOR THE IMPROVEMENT OF MADRID AVENUE IN THE CITY OF TORRANCE AND OF THE TIME AND PLACE OF HEARING AS TO SAID LIST

Pursuant to statute, notice is hereby given that the warrant, assessment and diagram, recorded on the 24th day of August, 1927, for the work done and improvement made by J. J. McNeerney, contractor, under that certain contract entered into on the 18th day of May, 1927, upon portions of Madrid Avenue in the City of Torrance, California, having been returned to the Superintendent of Streets of said City, together with a written statement of all payments received upon the assessment, and twenty full days having expired from the date of the warrant, the said Superintendent of Streets duly made, and on the 27th day of December, 1927, filed in my office as City Clerk of the City of Torrance, a complete list of all assessments unpaid as shown on said assessment, which list is now on file in my office.

For a description of said work reference is hereby made to Resolution of Intention No. 323, passed by the Board of Trustees of said City on the 8th day of March, 1927.

Notice is hereby given that interested persons may appear before the Board of Trustees or City Council of the City of Torrance in the Council Chamber of the City Hall in said City, at the hour of 8:00 P. M. on Tuesday, the 17th day of January, 1928, which is the time and place hereby fixed for such hearing, and show cause why bonds should not be issued upon the security of the unpaid assessments shown on said list.

Notice is hereby given that serial bonds to represent unpaid assessments, and bear interest at the rate of seven per cent per annum, will be issued hereunder, in the manner provided by the Improvement Bond Act of 1915, the last installment of which bonds shall mature nine years from the second day of July next succeeding ten months from their date.

A. H. BARTLETT,
City Clerk of the City of Torrance.

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