

Fairness is of Good Journalism the Foundation

Torrance Herald

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Meet Everyone in Torrance Reads The Herald

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W. HAROLD KINGSLEY Editor GROVER C. WHYTE Business Manager

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MODERN

LOS ANGELES papers are using vast amounts of costly white paper in a discussion of the age of Mary Miles Minter.

Is that what people want to read? Consider news values for a moment. The best piece of news, in the cold estimate of the newspaper man, is that record of facts which will interest the greatest number of people.

One paper in Los Angeles the other day used six long columns to discuss Miss Minter's age and to display her pictures in various poses.

In the same paper a quarter of a column was utilized to inform readers that the inter-power treaty calling for the scrapping of battleships had gone into effect.

An eight-column heading was used at the top of the page to call attention to the controversy over Miss Minter's period of existence on earth.

A small one-column heading heralds the signing of the treaty.

The newspaper man who judged the comparative news values of those two stories knew what he was doing.

He judged the news interest of each story correctly. People care more about foolishness than about seriousness. They demand diversion from this ultra-serious business of making a living.

So the age of Mary Minter takes precedence in the news over the most important treaty in decades.

It is interesting to conjecture over what modern newspapers would have done had they been publishing news on the day that Napoleon most certainly changed the history of the world when he refused to grant Constantinople to Alexander of Russia in return for military assistance to his burning ambition.

Probably the front page would have been emblazoned with the questionable antics of some pet opera singer of Paris, and the important international decision of the emperor set forth at the bottom of page 35, under the advice to the lovelorn.

FALSE STANDARDS

SINCE those dim days when the little world that busied itself around the ports of the Mediterranean sat at the feet of Egypt—and long before that—men have set up false standards of aristocracy.

Pharaohs, following one another in a long parade of pomp, vied with one another to build vast works of stone, so that their names would go ringing down the years as great.

And all the while less ostentatious and unknown men were looking at the stars, setting down the fundamental laws of astronomy, building the foundations of geometry.

Some of the piles of stone which the Pharaohs built are standing still—viewed by tourists from the wider world of today. A moment's halt before some age-old temple, and the tourists pass on—most of them without being able to pronounce the name of the pompous gentleman who ordered the temple built.

The Pharaoh is forgotten. The temple stands. We look at the temple and forget the Pharaoh.

But science has not forgotten those pioneers of astronomy and geometry. Their work still lives, to glorify the country of their nativity and time.

The Pharaoh was the aristocrat of his day, sitting on the peak of social position.

The standard of aristocracy of one age is lost in the estimate of the next.

Pontius Pilate was the most eminent gentleman in Jerusalem when he lived. His star shone brightly in its little constellation. A lowly carpenter from Nazareth was regarded as a human nuisance then. But where is the name of Pilate now? And that of Jesus Christ? Name three rulers of ancient Greece. Quick now! Hard to do, isn't it?

Now name a Greek poet. A philosopher. A scientist. Homer. Plato. Archimedes. Easy!

Men with brains that give messages of wisdom and truth to the world live in man's memory eternally.

The glory that was Rome was more the glory of Virgil and Cicero than it was the glory of the Caesars.

There isn't one man in a thousand who can repeat offhand the name of a single Chinese emperor of old.

But most everyone knows who Confucius was.

Ancient Persia means Omar to most of us. The wonder of India, despite the great line of rajahs who sat in high state while they lived, comes down to us now in the name of that marvelous philosopher, Buddha.

The person who doesn't know a scrap of Near Eastern history can tell you something about Mohamet.

The glory of Queen Elizabeth is outshone by the brilliance of Shakespeare.

The late Czar of Russia will be forgotten long before men and women stop reading the novels of Tolstol.

The ladies and gentlemen who strutted in the courts of the Bourbons are glorified whenever history connects them with the name of Victor Hugo. Yet they scoffed at Hugo.

Men and women are not great because of the position they hold, but for what they make

of their positions.

Abraham Lincoln, son of lowly parents, is esteemed as one of the greatest men that ever lived—not because he was President of the United States, but because he was a prophet. He glorified the office he held more than the office glorified him.

Don't put false standards on position or money.

Long after the wealthiest men of today are dead the world will revere the memory of Thomas Edison and Marconi, of James Branch Cabell, Edgar Lee Masters and Thomas Hardy.

Who was the richest man in the United States when Fulton gave the world the steamboat?

Who held the sceptre of state when Gutenberg invented the printing press?

Thoughts and ideas are everlasting. Everything else crumbles.

Men who use their heads are greater than men who use their money.

Lord Asquith will be remembered in history because he was premier of Great Britain when the great war started, not because he was Asquith. But Rupert Brook's poems will be read oftener than Asquith's speeches.

Yet who in London would have chosen an invitation to dine with Brook ahead of one to sup with Asquith?

All of us cannot be poets, inventors, artists, prophets, or great writers.

But each of us can strive for beauty in thought, speech and other forms of human expression.

The contemporaries of prophets revere fools. Time alone sifts values to their proper sizes and levels.

There is only one aristocracy. It is the aristocracy of Mind.

Equality of the sexes has left women hanging to car straps.—Toledo Blade

Man's life: School tablets; aspirin tablets; stone tablets.—Duluth Herald

Germany went broke on a fight, but it had nothing on Shelby, Mont.—New York Tribune

And when the mark breathlessly reached the bottom, no bottom was to be found!—Dallas News

Southern California, we read, was visited by another one of those fires.—New York Sun and Globe

An economist says music helps in getting the work done. This does not, however, refer to chin music.—Associated Editors (Chicago)

All bathing suit designers must be from Missouri.—St. Joseph (Mo.) Gazette

U-boat warfare cured some pro-Germans and buying German marks cured the others.—Hartford Times

Fruit trees may be improved by grafting, but it doesn't seem to work in the case of political timber.—Bridgeport Star

There is a Twentieth Amendment to the Constitution proposed now. Half a century hence some President will begin a noted address: Fourscore and seven amendments ago.—New York Sun and Globe

So far the most remarkable and significant non-stop record in connection with flying is the work of gravity.—Birmingham News

If the doughboys wanted a bonus out of the war they ought to have fought the Kaiser on Boyle's thirty acres.—Calgary Herald

We do hope that De Valera won't wake up on the wrong side of the bed and decide that he'd rather be a Filipino, after all.—Dallas News

The remarkable thing is that Germany perfected presses fast enough to print more money than is needed to pay the pressmen.—Indianapolis Star

Air travel at ten cents a mile is predicted as not far in the future—which is low considering how high such transportation would be.—Pittsburgh Gazette Times

Now that the presidential nominees for next year's election have been selected by enterprising weeklies, it's time to look the field over for 1928 candidates.—Indianapolis News

Again to show their resentment against our prohibition laws, "crews of foreign ships are deserting to get the higher wages paid by our shipping board."—New York Morning Telegraph

There's a sort of grim significance, full of suggested lines of thought, in the report that the former kaiser's summer palace is now the training place for hundreds of orphan boys.—Savannah News

An inventor has devised a glider weighing but thirty pounds. A banana peel weighs less than that, but the landing gear isn't what it might be.—Dallas News

Oil and Land Expo To Revive Old West

The management of California's first annual Oil and Land exposition, which will be held at Long Beach August 25 to September 3, inclusive, has completed arrangements with Slim and Prairie Lillie Allen, two of the best known western performers appearing before the American public today, to handle the Indian Rodeo which will be staged in connection with the regular exposition.

The Allens will have complete charge of the five-day revival of the western frontier days and will furnish the livestock and exhibition performers, in addition to securing cowboys and cowgirls for the rough-riding contest and other stunts wherein prizes are offered.

Nothing of this kind has ever been attempted here before except in a small way. The entertainment committee of the exposition say that the rodeo and Indian show will be one of the most picturesque fetes ever presented hereabouts.

Stage coaches, Indians, cowboys, cowgirls, pony express riders, and everything which can possibly lend a touch of color and add to the atmosphere of the bygone west, will be on hand in order to create the desired effect.

The management of the exposition reports that a 150,000 crowd is expected to attend the ten-day affair, and already a number of large firms in Long Beach and Southern California have contracted for exhibit space.

THE WILL MAKES THE WAY

If you should try some good to do Some folks will think you're queer. It's often hard to do the right.

To try some new idea, But if your scheme is just and right Just stick and see it through, And make the folks who think you're queer Sit up and notice you.

The wise man never shakes his head Or says "It can't be done," But just rolls up his sleeves and starts—

And so the thing's begun. No smiles or jeers can stop him Or make him turn away, But he just keeps a-plugging And the will soon makes the way.

When Fulton planned his steamboat Folks said "It can't be done"; But Robert didn't mind such taunts. He said "I'll show you one!" One day, while skies above were bright,

His boat steamed on its way, While "wise ones" stood astonished; Not a word then could they say.

Once a warrior stood defeated— So it seemed to all his men; Then he called in all his generals And laid a plan to them. They stormed and said "Impossible!" But he said "Let us try." Then they went and turned the foe about

And sent them on the fly. The task is not an easy one If some honest good you'd do, For many do not understand But laugh and jeer at you, But just keep on a-plugging And soon you'll win the day, For if you have the will to win The will will make the way.

HARRY GAMBICHLER

Jessup Fails to Get Co-operation of Oil Companies on Roads

There is little disposition on the part of oil companies operating in Torrance to assist the city financially in keeping up roads damaged by the heavy traffic which serves the oil industry.

City Engineer J. J. Jessup two weeks ago mailed out letters to all the companies, asking them for financial assistance for road repair. Only two letters were answered, and these two politely refused to consider the proposal.

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