

### Farming Leader Boosts Hoover

Largest Wool Producer in U. S. Lauds Secretary of Commerce

LOS ANGELES—The largest individual producer of lambs and wool in the United States is supporting Herbert Hoover for president because the agricultural "interests could select no better man." He is F. G. Hagenbarth, for sixteen years president of the National Wool Growers Association and for forty years a rancher. Mr. Hagenbarth is in Southern California on a visit and today he gave a statement in which he described Mr. Hoover's friendship for the

farmer. The wool growers association which Mr. Hagenbarth heads has a membership of more than 35,000 producers operating ranches in the West. The association has offices in Salt Lake while Mr. Hagenbarth is a resident of Spencer, Idaho. During the World War Mr. Hagenbarth was chairman of the livestock committee of the Agricultural Advisory Commission, being one of the first agricultural leaders of the country to be called for service by President Wilson. While engaged in this work Mr. Hagenbarth came to know Mr. Hoover, of whom he says: "Through my personal association with Mr. Hoover, serving on the Agricultural Advisory Commission during the war, I came to know and respect and love him. He has a keen analytical mind with great powers of absorption of fundamental facts, and the faculty of

arriving at a conclusion with an inclusive mind, even on subjects with which heretofore he has not been intimately familiar. "An outstanding characteristic of Mr. Hoover is his fairness and freedom from prejudice. "During the many months spent in Washington during and immediately following the war, I came to learn that he was a very good friend of agriculture in all of its branches, not only the farming, but the livestock end as well. I have heard some talk about Mr. Hoover having free trade or low tariff tendencies on wool and other agricultural products. "This I know positively to be untrue. "Before the 1920 campaign was on I distinctly remember writing a personal letter to Mr. Hoover urging him to become an active candidate for the presidency by reason of the very fact that I was so firmly convinced that he was an

outstanding friend of agricultural interests. "In addition, I can say that Mr. Hoover has a deep sense of the dignity of American productive endeavors in any and every line. He is a firm believer in the American scale of wages and the high standards of living which prevail in this country, as against the 'wooden shoes' and 'meat once a week' necessity which prevails generally in European productive circles. "As one whose life interests have centered in the production of agricultural products, especially cattle, wool and sheep, I want to unhesitatingly and with all the enthusiasm at my command state that these interests could not select a better man for President than the Honorable Herbert A. Hoover. "A real plan service. Consolidated Lumber Co.—Adv.

### Cut Food Cost and Aid Health by G-E Refrigerator, Claim

The proper preservation of foods today becomes an integral part of the job of preserving health. The scientific cold of electric refrigeration kills the bacteria that spoil the food, it keeps meats wholesome and milk sweet and salads crisp. And, in addition, it changes the marketing from an everyday drudgery to a twice-a-week adventure. Buying, too, becomes much more economical, and precious hours of leisure are granted the busy housewife. states Mr. McWhinnie, distributor of General Electric Refrigerators in Hermosa Beach. To this important task the modern scientific laboratories have now contributed the simplest of all electric refrigerators. One that is

quiet, economical and extremely efficient. Early in the twentieth century, a French monk designed a refrigeration machine that was hermetically sealed and it is said that some of these machines are still running after twenty-five years of service without having been refilled. The General Electric Company has developed a hermetically sealed machine and now manufacture it as the "General Electric Refrigerator." It is refined and simplified and has all the beauty of design made possible by modern cabinet making. Like the first machines, however, the latest unit is hermetically sealed and requires no oiling. It works automatically and is extremely quiet. It has no pipes, drains, belts or fans and it can be installed in a few minutes without any plumbing or wiring.

### Business Conditions in Country Show Marked Improvement, Says Buick Official After Survey

A period of heightened business activity lies ahead of the automobile industry, in the opinion of C. W. Churchill, general sales manager of the Buick Motor Company, who recently returned from a trip on which he studied prospects in various parts of the United States. Mr. Churchill predicts a continuation of the gradual increase which the demand has been registering for several weeks past, and foresees, both for Buick and other manufacturers, a generally satisfactory year. As every manufacturer of automobiles knows, the demand for his products is determined by general business, industrial, and agricultural trends over the country as a whole. The increased production schedules recently announced by Buick reflect a quickening of the business pulse which began to be felt in February and which, careful surveys indicate, is becoming general. It is important that the manufacturer acquaint himself as early as possible with the probable demand of his product, in order that plans may be made for production to meet those demands. Intelligent

quantity buying, the handling of traffic both within the factory and without, and many other important considerations, hinge upon a correct forecast of the prospects for the future. Mr. Churchill visited Buick dealers in many parts of the country, and compiled data which affect the market for the Buick car. He determined new and used car stocks on hand at each dealer point, and acquainted himself with the local conditions which will bear on the disposal of these and subsequent stocks during the months to come. The aggregate of these local pictures form the huge composite picture upon which Buick's production plans will be based, just as the results of similar study of markets have already made themselves evident in preparations for a busy spring at Buick. Mr. Churchill has simply been applying a barometer to the nation's business. That the barometer reading indicates fair weather ahead, is shown by analysis of Mr. Churchill's reports. His findings prove, in his opinion, that Buick was fully justified in setting a monthly production of more than 18,000 units for the spring and summer months. Mr. Churchill felt that the situation in Ohio was particularly gratifying, because tire manufacturers, whose fortunes are tied up closely with those of the automobile manufacturers, are already enjoying better business. Following the sharp rise in the price of crude rubber, a period of stability seems to have set in in the rubber industry. Manufacturers have made no change in the price of tires, and are preparing for one of the greatest years in the industry. Sales are running well ahead of this time last year, and demands of car manufacturers for original equipment are steadily increasing. Since the first of the year, rubber manufacturers have been increasing their working forces, as production has been stepped up. While competition will probably be keener this year than ever before, it is practically certain that every rubber manufacturer will do more business this year than in 1927. Industries other than rubber also share the improved outlook, and the general pickup is reflected, almost everywhere, in increased building construction.

Of the Pittsburgh district, whose steel production gives it a special significance, similar to Ohio's, in the automotive industry, Mr. Churchill said: "Business in and around Pittsburgh shows definite evidences of improvement, particularly in the iron and steel industry. The upturn in iron and steel is real and emphatic, and more than merely seasonal. While general business and industry has slowed down in previous years, the most reliable evidence of the termination of the decline and the beginning of a definite improvement has usually been found in the rapid increase in the number of blast furnaces in production. If this rule still holds good, the month of January marked the beginning of business recovery in the metal industry in Pittsburgh. For during that time, a number of blast furnaces were brought back into production. In January as many blast furnaces were lighted as were blown out in the entire fourth quarter of 1927, and the decline in pig iron production which set in in April 1927 seems to have been finally checked. "Business conditions in Pittsburgh are largely dependent upon the activity of the steel industry, and if the improvement which has set in in this industry continues, there is every reason to believe that general business conditions throughout this district will continue to show decided improvement." Taken all in all, Mr. Churchill said, the outlook is such as to indicate that business in 1928 will show a good improvement over 1927.

### May Fete Planned at the Rose Bowl

PASADENA—A May Day Fete to be known as the Pageant of Stars, will be staged in the Pasadena Rose Bowl on the evening of May 1 under the auspices of the Pasadena city park department, the Tournament of Roses Association and 25 local civic, service, fraternal and patriotic organizations. It is planned to make the fete an annual affair and gradually build it up to a point where it will rank as a summer attraction rivaling Pasadena's great mid-winter Tournament of Roses.

Gigantic, revolving stars, fashioned from electric lights, will be suspended over the Rose Bowl to provide the motif for the fete. Thousands of other colored electric light bulbs will stretch in streamers from a point over the center of the bowl to the upper rim of the stadium. Around the playing field will be booths presided over by Pasadena's fairest young women. The program will include a band concert, vaudeville acts and other features, culminating with dancing on the closely cropped turf of the football field. A general committee of fifty citizens, representing all the service clubs and civic and fraternal organizations in Pasadena, is in charge of plans for the fete.

RETURNS TO TORRANCE Mrs. Cora Penberthy has returned to Levy's store after a year's absence in Washington. Mrs. Penberthy brought with her a mighty fine to be back in the sun after the winter rains up north.

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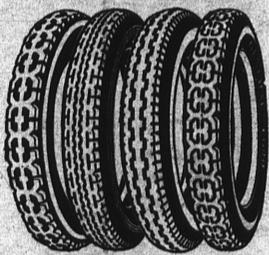
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