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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.

Herbert Hoover—Humanitarian

By **JOHN TWEEDDALE**
OF TORRANCE

Softly the crimson glow of a mid-winter dawn mantled the eastern horizon; tier on tier of fleecy clouds lay like vast mountains of burnished gold against a deep blue sky; rising in his glory beyond the vanishing world of night, the great orb of day cast the light of untold ages across a land of eternal spring; a land where the magic wand of water creates a home for endless groves of ever ripening fruit, wide fields of waving grain, and a wealth of everlasting bloom; a land where glistening snow capped ranges stand; colossal sentinels of other days, keeping silent vigil; high above the purple hills and fertile ever green valleys.

From this marvelous region came Herbert Hoover, master statesman and humanitarian; here it was that as a boy, youth and man, he lived and had his being; dreamed his dreams of future greatness; worked, planned and eventually rose, from a mine laborer in Grass Valley, California, to the dizzy heights of world-wide renown. Unlike other great men of his day, however, Mr. Hoover has striven always with one mighty object in view, the good of humanity. Night or day, in sunshine or in shadow, without thought of personal gain, he has always been ready to feed the hungry, minister to the sick, and dry with tender care, the tear stained faces of the afflicted.

When the iron god of war cast his black shadow across Europe, and the ravishing wolves of famine and pestilence gripped the throat of prostrate Belgium; when hundreds of thousands of innocent children lay dying for lack of food; it was Herbert Hoover's master intellect that stayed the blood red hand of death by starvation, and caused the white winged angel of benevolence to extend his protecting authority over these helpless victims of man's ungovernable hate. It was Herbert Hoover's unprecedented vision that created the "American Commission for Relief of Belgium," which accomplished the almost superhuman task of provisioning 10,000,000 human beings. It was Herbert Hoover who, when the rigorous food regulations were found to be causing undue suffering among 2,000,000 young children, succeeded in providing one extra meal per day for each child; it was he who found ways and means of protecting the products of Belgian peasantry from demand by the German government, and thereby saved other millions of lives.

It was Herbert Hoover who, while supervising these great philanthropic undertakings, fearlessly crossed and recrossed the hazardous North Sea, with its im-

penetrable maze of highly explosive mines, torpedoes, and naval guns; it was he who, in addition to the many other phenomenal accomplishments, so inspired the confidence, admiration and respect of the warring nations by his inflexible adherence to the laws of neutrality, as to be permitted to pass freely through the contending lines.

It was this same Herbert Hoover who, as U. S. Food Administrator, during the hectic days of 1917, shook the maled fist of justice and equity in the



adamantine faces of a powerful aggregation of soulless profiteers, and that form of highway robbery immediately became too dangerous for even the most hardened criminals of the class.

About this time, in order to protect the American farmer from the unconscionable influence of the united purchasing bodies of the Allied government, which had come into practical control of American prices by

virtue of their almost entire domination of our exports; Mr. Hoover formed the "U. S. Grain Corporation," capitalized for \$500,000,000.00 (the entire stock of which was held by the government), and through which the grain growers were assured of adequate returns for their crops. He also organized the "Sugar Equalization Board," (controlled by the government), and purchased the entire sugar crop of Cuba.

At the aggregate, the various agencies under Mr. Hoover's supervision, purchased and sold, during the war, foodstuffs to the value of over \$9,000,000,000.00, and at the end, turned back to the U. S. Treasury, the entire capital employed in these gigantic undertakings; his being the only ones of the numerous trade agencies set up by the government, that did not incur appalling losses.

Is it any wonder then, that the American people, endowed as they are with a wisdom far above the average, will sweep Herbert Hoover into the presidential chair with the largest majority ever recorded by a candidate, since the Star Spangled Banner rose, a symbol of justice and right above the soil of freedom, and cast its first challenge at the feet of a despotic ruler, declaring all men equal before God.

Touring California

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

CRATER CAMP BEAUTIFUL SPOT

One of the most beautiful as well as most accessible spots for picnics and camping in Southern California is Crater Camp on Malibu Creek. Located just thirty-seven miles from Los Angeles, this scenic spot is reached by following Ventura Highway to a point 4.4 miles beyond Calabasas. At this point a splendid dirt and oiled road turns to the left and extends a distance of five miles to the camp, located at a point where the Malibu and Cold Creeks converge. Originally an apple ranch and owned by the same man for over forty years, this district has been kept in its natural wild state. Malibu Creek is particularly beautiful at this time of the year. It is a joyous, clear stream, rushing to the sea through a canyon whose walls are thickly wooded. It is bordered by wild rose bushes, glooming blackberry bushes, mountain laurel, cottonwood and fern beds while in the stream bed where the water has eddied, are to be found immense patches of watercress. While the canyon penetrates a rugged country, a good trail leads through it and a good hike brings one to the beach. Many splendid swimming pools are to be found. For a nominal sum motorists may have access to tables, benches, outdoor ovens, icy-cold water, hiking and swimming white those who desire to spend several days here may secure cabins or tent houses. This spot is particularly adapted to family outings or large picnic groups. Thousands of motorists daily over Ventura Boulevard not realizing the great beauties of the nearby mountain section which may be reached by a comparatively short, comfortable ride.

Piggly Wiggly Report 15% Sales Increase Over 1927

Piggly Wiggly Western States Company reports a very satisfactory business for the first quarter of the year as shown by the following record of sales published by A. C. Jones, its president: Sales for the first quarter, 1927, \$3,146,576.94; first quarter, 1928, \$3,624,484.87; increase \$477,907.41, showing a 15.18 per cent increase over the previous year. Earnings for the first quarter of this year were \$104,561.98, as compared with \$88,482.74, the first quarter of 1927—net profits percentage increasing from 2.83 to 2.90.

Additional Cables for Wilm.-Long Beach Tel. Line

The Pacific Telephone and Telegraph company is placing additional long distance telephone cable in the harbor district between Wilmington and Long Beach. More than 4 1/2 miles of cable is being placed at an expenditure of more than \$75,000 according to Fred W. Smith, district manager of the telephone company. When the new facilities are available in early summer, they will care for the increasing demand in telephone traffic in this district.

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| Model | Body | Price | Price |
|-----------------|------|-------|------------------|
| PRESIDENT EIGHT | 100 | 80 | \$1985 to \$2450 |
| THE COMMANDER | 85 | 72 | \$1435 to \$1625 |
| THE DICTATOR | 70 | 65 | \$1195 to \$1395 |
| ERSKINE SIX | 43 | 62 | \$795 to \$965 |

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