

Torrance Herald

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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.

EDITORS FLOUT BOGY OF PRESIDENTIAL YEAR

The old state of mind that a presidential election year means a "slow" business year was buried beneath plans for a "Greater 1928" at the annual business meeting of the California Newspaper Publishers Association held in Los Angeles last Friday and Saturday.

"This will be a good business year," said A. Carman Smith, president of Smith & Ferris Advertising Agency and president of the Pacific Advertising Clubs Association, who outlined "The Advertising Outlook for 1928." Taking advertising as indicative of business conditions as a whole he pointed out that a recent survey of national advertisers showed 53 per cent of those replying would increase their plans over 1927 figures, 39 per cent would continue the 1927 figures and only six per cent would decrease.

Business methods in the newspaper industry, news print prices, job stock prices, legislation and government competition with private industry in the printing business were discussed by the publishers. The meeting called upon business men of the state, civic organizations and service clubs to examine carefully propaganda now being broadcast by the Dayton (Ohio) Chamber of Commerce, which has for its real purpose maintaining an industry in that city in competition with local printers all over the United States.

The meeting was featured by an address by Governor C. C. Young who came from Sacramento to tell the publishers about the business of their state government.

The El Monte Herald, published by Mr. and Mrs. Neil R. Murray was awarded the silver cup presented annually by the Los Angeles Times to the weekly or semi-weekly newspaper submitting the best front page in a contest.

Newspapers were classed as the great educational force in an address by Dr. R. B. von Klein Smid, delivered at the annual banquet fendered the members of the association and their ladies by the Los Angeles Chamber of Commerce.

Tobias Larson, publisher of the Claremont Courier was elected president of the association for the ensuing year, succeeding Harry S. Webster of the San Bernardino Sun and Telegram. Ben H. Read, who has been executive secretary for the past three years, presented his resignation, in order that he might re-enter the newspaper business as business manager of the Beverly Hills Citizen. John B. Long, Jr. of Omaha was elected to succeed Read. Long is an experienced newspaper man in the weekly and daily field and has

occupied important positions in public relations work. Officers of the association were instructed to cooperate with publishers in the northern section of the state, in organizing for membership in the association and it was voted to hold the next annual meeting in Sacramento during the legislative session of 1929. This will be a state-wide meeting of all newspaper publishers.

Touring California

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

Motorists over the Old Spanish Trail route may enjoy an interesting side trip to the Mission San Jose de Tumacacori, located forty-nine miles south of Tucson, Arizona, on the road to Mexico which is now in splendid condition, according to the Touring Department of the National Automobile Club. The date of its beginning is lost in history and while certain points in its construction are at fault, yet it holds a high place among missions. About 1840 it was destroyed in an attack by Indians and little work of restoration has been done. However, the gruesome destruction has made of it a somber, picturesque ruin. The construction is one of strength and solidity. The lower part is built of sun-baked adobe bricks or blocks, supporting the square belfry located at the left of the entrance. Life around this mission was once one of contentment and the Indians worked in the surrounding fields under the guidance of padres until one night the peaceful mission became the brunt of an Indian attack. Lighted arrows burned the thatched roofs and the mission fell without a struggle. The wooden beams in the belfry still carry the marks of the flames. Surrounding the ruined mission, particularly to the left are indications of a well laid out agricultural plan and remains of a luxuriant verdure. The great fields show signs of intelligent irrigation systems which are amazing.

On the road from Mojave to Petrified Forest, a very good gravel road is had to a short distance beyond Red Hills. A fairly good desert road is then traversed to Garlock and from this point a rough, chunky road is had up grade to the summit, where the road leads west, then north over a fairly good dirt road to the forest.

On the route from Los Angeles to the Los Angeles County Playground via Palmdale, pavement is had through Newhall, Saugus, Mint Canyon and Palmdale to Little Rock, with macadam to a point 5 or 6 miles beyond. A good graded and natural gravel road is then had over grades to the Playground at an elevation of 6862 feet. Chains are advisable at this time.

Non-appearing traffic offenders in the vicinity of Los Angeles are learning by bitter experience that they must promptly answer any summons calling them to traffic courts. In some communities non-appearance means a stay in the county jail. Recently at Compton, the Municipal Court, in a determined effort to point out the necessity of appearance, ordered two offenders to serve two days each in jail. "Unless something is done to curb this situation, the county will find it necessary to employ a corps of warrant officers to bring these defendants into court," the judge declared.

On the route between Warner's Hot Springs and Kane Springs via San Felipe Valley, a fairly good dirt road is traversed to the Julian Road. A very poor, rocky road with sandy stretches then extends to 10 miles beyond the Narrows, followed by a sandy, chunky road to Kane Springs.

On the route from Tia Juana to Ensenada, seventy miles, the first 1 1/2 miles are paved, followed by four miles of rough dirt road. Fairly good dirt and gravel road with some winding grades is traversed to within 17 miles of Ensenada, with the balance of rough dirt. It is necessary for motorists proceeding south of Tia Juana to secure a free permit covering the automobile and its contents from the American Customs on the American side. On re-entering the United States, this permit is cancelled by the Mexican Customs and returned to the American Customs.

The following report of the Monrovia Canyon road is supplied by the Touring Department of the National Automobile Club: Leaving the Foothill boulevard pavement is had for one mile. A fairly good dirt road is had beyond, but due to heavy trucking at the present time it is not advisable—only open on Sundays and holidays.

On the road between Fresno and Huntington Lake, pavement is had to a point 10 miles beyond Clovis, followed by a fairly good dirt road to Pine Ridge. Chains are required on this stretch. Balance closed due to snow. From Kingsburg to Huntington Lake, pavement is had to a point 10 miles beyond Sanger, thence a very good mountain road to Humphrey and fairly good dirt to Pine Ridge. Balance closed.

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LOCAL NOTES

Mr. and Mrs. Nell Ashire have moved from Los Angeles to the Adamson bungalow on Camino Real, recently vacated by Mr. and Mrs. H. P. Christensen.

Guests Sunday of Mr. and Mrs. Carl Hendryx of Cherry street were Mrs. John Hauser and son of San Pedro. The party visited friends in Culver City in the afternoon.

Mrs. W. H. Curtis of Redondo boulevard who has been seriously ill for two weeks is slowly recovering.

Mr. and Mrs. L. C. Luck of Palm street were Sunday dinner guests of Mr. and Mrs. J. L. Luck.

Mildred and Alice, daughters of Mr. and Mrs. Otis Mabery of Eshelman avenue are reported on the sick list.

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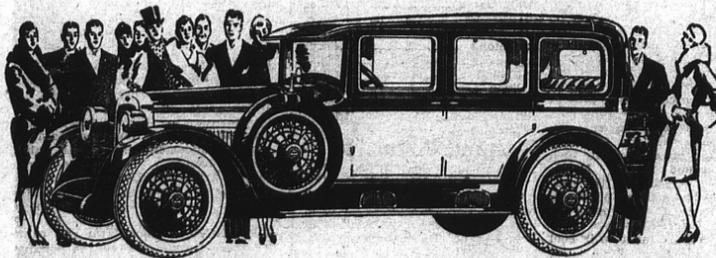
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