Corrance Gerald

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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 Parkwav.
- 5-New School North of Carson St.
- 6-Aviation Field.
- -Co-operation of All Torrance People, Firms, Industries and Other Agencies, to Induce Torrance Workmen to Live in Torrance.
- -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.

LOW TAXES INCREASE CITY'S INCOME LOW TAXES INCREASE CITY'S INCOME THE advantage of the low municipal tax rate pre-vailing in Torrance has been emphasized again by the action of the National Supply Company in making Torrance its distributing center for the state. Now that the vast stocks distributed by this great concern all pass through Torrance the company maintains sup-plies of pipe and equipment here running at all times into seven figures. The value of the stocks held here varies, of course. At this writing the value is more than \$2,000,000. If it were assessed at \$1,000,000 city taxes accruing from it would approximate \$15,000 un-der the present tax rate. While these figures are approximations they reveal

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THE POLICE AND THE ELECTION

THE POLICE AND THE ELECTION We can recall no time in the history of Torrance Torrance police department. This fact reflects credit upon Chief Calder, his force and the City Council. It testifies that the department is functioning without in-ternal strife, fairly, competently and honestly. This word of praise, in which the vast majority of the people of Torrance will, we believe, concur, is prompted by an undercurrent of action, fostered by a few job-seekers to remove the chief of police and sev-

TORRANCE, CALIF.

eral of his able assistants eral of his able assistants. The action is poorly timed. The fact that it is being taken privately and with an endeavor to hide the motives from the gaze of the public bespeaks the fact that its sponsors realize that they are operating against the most satisfactory police force in the city's whole history

The most satisfactory police force in the city's whole history. A municipal election approaches. Undoubtedly one of the issues will center around the police department. The issue will not be made by those who seek to up-set the department. It will be made by those who be-lieve the department is functioning well and should not be disturbed.

A COMFORT STATION IS NEEDED THE City Council has instructed City Engineer Leon-ard to investigate the possibility of providing for a comfort station in the business district. The need of such an improvement should require little explanation. The improvement is a public necessity. It is the city's duty to provide it. We trust that the Council will be able to adopt plans for its installation.

Touring California

Travel Notes of Interest and Western Highway In-formation Furnished by the National Automobile Club Automobile Club One of the most interesting loop trips in Arisona is the one from Phoenix via the Apache Trail to Globe, returning via the mining samps of Miami and Superior, according to the Touring Department of the National Automobile Club. The Apache Trail proper starts to the Apache Jusicion, thirty-four miles east of Phoenix on Unit-d States Highway No. 80. Leaving Phoenix excellent pavement is ollowed through a section of green farms, fruit groves and or-hards. The route passes the site of the ruins of the first flour-site of the ruine of the second part of the second or-hards. The route passes the site of the ruins of the first flour-site of the ruine of the second or the second or the second of the second or the second past the University of Arizona to the second pack and past the University of Arizona to the second of the second of the most cold-blooded indian massacress a history. Indian fought Indian, and to this day no Indian will be foot upon it. The route leads into the desert at a point within an miles of Apache Junction and extends across the rolling desert or about six miles and then enters the mountains, where it vinds ad twists through weild rock formations util the summit is seached. Here Canon Lake, made by the Mormon Flat Dam, is seed with its varied assortment of boats rauging from small wo boats to pretentious house boats. The road lies along the rim it his body of water for several miles, then climbs the famous she Creek Hill to the summit, with a spectacular drop of fifteen indred feet in a mile and a half. From the foot of this hill the adagain leads upward until the first glimpse is had of the lake the to the Lodge Hotel. Returning to the main road, the motorist it cross the Roosevelt Dam but a short side trip leads across the indive by the Horse Mesa Dam and this lake is in sight continuously til one reaches the Roosevelt Dam. The Apache Trail proper dees the to the Lodge Hotel. Returning to the main road, the motorist thevest uniting Roosevelt L

Mormon Flat and Horse Mesa Dams. On the road from Banning to Palm Springs, a concrete highway is followed to the junction of the Palm Springs road and at this point the motorist turns to the right over a macadam road which is quite wash boarded in spots. From Palm Springs to Palm Can-yon, a distance of seven miles, the road is narrow in places and is unimproved desert in type. This canyon lies at the eastern base of San Jacinto which has the distinction of being the steepest of the finest surviving group of the American fan palm, "the Wash-inston fillfera," so named by the European palmographer Wendland in honor of our great American, George WashIngton. These are great splendid trees with straight trunks from 80 to 100 feet high and onamented with great turts of fan shape leaves. The ferri-tory including the principal groves in Palm, Murray and Andreas Canyons was recently set aside by act of Congress as a National Monument. The Agua Caliente Indians own the land and use the water on their scanty ranches in the desert below. Thousands of pioneers have camped beside "Agua Caliente" and enjoyed its waters on their way to "The Golden West" as it was then termed. Palm Springs with its gay little group of colorful adobe houses and the nearby Palm Canyon with a truly Arabian setting are objectives for a very pleasant day's outling.

On the road from Santa Ysabel to Campo via Cuyamaca Lake, pavement is traversed to Julian, followed by a graded dirt road with rough sections for six miles, thence a graded gravel road, with some worn places, to Buckman Springs. Leaving this point rough dirt is had for 3½ miles, then fair dirt and natural gravel to within 2 miles of Campo, with the balance of distance over very good de-composed granite.

On the route from San Diego to Julian via the Eagle Peak road, pavement is had to Lakeside, then fairly good natural gravel to El Monte Oak Park and rough, narrow dirt road to a point about ten miles beyond the Cleveland National Forest boundary. The road is closed at this point due to washouts.

The road from San Luis Obispo to the Monterey County line is paved via Morro and Cayucos to Cambria, thence an oiled gravel road in spiendid condition to San Simeon. From this point a dirt and natural graveled road in good condition is had to the end of the road at the Monterey County line.

3-4 of a Ton of Cot-

ton Batts

Is a good bit to receive for a city the size of Tor-rance for retail selling. We want to tell you our con-fidence in the outlet of merchandise for this city was not misplaced. We will buy plenty of bargains for 1928. You can rest assured of this fact, that there will be no letup in our selling campaign, regardless of the fact that our building program will cause us some extra work. But we don't mind. This week we will offer you some of the finest popular yard goods ever shown here—mill shipments in transit from New York—Butterfield and other high grade manu-factures.

You will be able to purchase good clean patterns, w 1928 prints at yard

45c, 49c to 79c 59c to 79c

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Make it a rule to visit this store at least once a eek—even if you only want to check up on prices o see for yourself if you are paying more than we sk for staple dry goods.

We want to see you at

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Part Silk Yard Goods.....

camps of the at the ed Stat followe chards. mill of pago S experim dollar

Luncheon guests Wednesday of frs. H. B. Linderman were Mrs. harles Maher and daughters Mrs. Yayland Hoyt and Mrs. Glenn ohnson of Long Beach.

LOCAL NOTES

Mr. and Mrs. Jack Tonkin of Eshelman avenue visited Mrs. Ed Mauer at the Southwestern hospi-al Sunday. Mrs. Mauer is re-sorted seriously ill.

Mr. and Mrs. Al Hershelrath o Varbonne avenue attended the Christian church in Long Beach unday and later were dinner uests of Dr. Lang of Los Angeles

Mrs. Jack McKinney attended a ridge luncheon in Culver City hursday as the guest of Mrs. d Woods of Santa Monica,

Mr. and Mrs. E. D. Northrop ak street were weekend guests Ir. and Mrs. Russell Northrop follywood.

SHAKESPEARE probably couldn't even sew a button on a coat. But he knew this much about the clothing business-he said: 'The apparel oft proclaims the man.'

If you agree with him, come in and we'll show you latest editions of smart clothes. An important chapter is devoted to Middishade Blue Serge Suits.

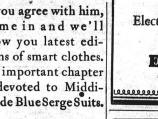
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In the Modern Home

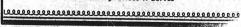
Performs these Tasks.

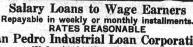
Toasts Bread Washes Disher Percolates Coff. o. Mixes Liquids Cleans Operates Vibraton Irons Clot! Curls Hair Washes Cic Sews Heats Water Warms Bed Heats House Refrigerates

In this list there are undoubt-edly many tasks which electricity could perform for you in your home. Guided by human intelligence elec-tricity can do almost anything. The protection of the second second second second second tricity can be almost anything. cost is trivial ... a few cents will buy your release from many of the dis-agreeable tasks you are now doing. Just check off the things you are

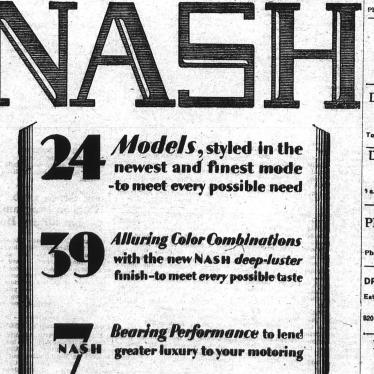
Just check off the things you are interested in and call at our nearest office or your electrical dealer. We will be glad to show you how elec-tricity can lessen your work and in-crease the comfort of your home. Electricty is cheap . . Use more of it!

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THURSDAY, FEB. 16, 1928