

THE TORRANCE HERALD
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Devoted to the Progress and Development of Torrance

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With the Dawn of a New Year

At the threshold of the new year we present Volume One, Number One, of the Torrance Herald for your kindly consideration, and bespeak your most cordial aid and co-operation in making the paper a credit to Torrance. We shall seek constantly to improve and keep the Herald to as high a standard as the support vouchsafed us will permit. The Torrance Herald has become a reality the first day of January, 1914, but that it should some day become a reality has been our firm determination ever since Torrance was founded.

May we wish you a most Happy and Prosperous New Year, and Torrance a busy, fast-growing, progress-making year!

Scientific Planning in All Phases

Torrance came into existence for many potent reasons, and embodies in its building the experience of the great industrial cities of today and the wisdom of America's most eminent city planner, landscape architect and civic engineer—Frédéric Law Olmsted.

Its founder, J. S. Torrance, in whose honor the town is named, one of the strong financial leaders of the Southland and associate industrial captains, conceived a great commercial center that would be the most modern industrial city in the world.

Torrance is to be an industrial center the most comprehensive in its plans for the building of a great modern city. Scientific planning enters into every phase of industrial, civic and home life at Torrance. Good working conditions make for more and better output, and the factories, now erected and those built hereafter, are to be light, pleasant, convenient work rooms, as well as being planned for rapid, efficient, economical method and thoroughly high class output.

For the same reason that good homes, good living conditions and good environment, make better workmen, artistic, modern bungalows with wide, pleasant lawns, paved streets, cement sidewalks, parks, playgrounds, beautiful public buildings and high-class civic improvements, have been provided for.

Civic beauty, amusement and recreation, good living conditions and right civic environment, are today recognized as financially profitable civic investments, as well as making for better men and better citizens.

But all these big progressive features that make Torrance stand out among the new towns of the present day have been made possible because of the big, brainy, imaginative, human-hearted men back of the strong financial interests that put Torrance on the map and are making it a great, populous, prosperous, industrial city—a city of beautiful, contented homes, a civic center making for better men and women, for progress and true prosperity for all its residents. Whole hearted interest in their fellow beings have actuated them, as well as commercial reasons. This is evident in every phase of the building of Torrance, "The Modern Industrial City."

1914 Busy and Prosperous

Careful students of the business situation and financial and business leaders generally agree that 1914 will be a busy and prosperous year. With the tariff bill passed and the currency question settled, there will be an immediate revival of business throughout the country.

Whatever the defects of the new currency measure, and doubtless it contains many and possibly serious defects, to be revealed only under the test of experience, it nevertheless provides a safeguard against the recurrence of panics bred by an inelastic currency. Under the bill that has become a law, the money of the country will become automatically responsive in its volume to the demands of business, expanding and contracting as the needs of business themselves expand and contract, and thereby promote business prosperity and help to prevent the recurrence of business depression due to inelastic currency.

That 1914 will loom large in the history of Torrance, there can be no question. This year will witness the removal here of the great Llewellyn Iron Works and witness the commencement of operations on the erection here of the Pacific Electric shops on their vast 125-acre site. A number of new factories will doubtless be started here the coming year, and the movement here as permanent residents of the people employed in our industries, will doubtless be greatly accelerated.

Other building, development and progress measures will also come into being and hasten the forward stride of the city.

Withal, Torrance indeed holds promise of a most busy and prosperous New Year.

PROGRESS NOTES

Railroad Work Planned

The coming year will be one of feverish activity with the transcontinental railroads centering in Los Angeles and San Francisco. The Salt Lake Road is planning construction work that will cost \$200,000 for a tap line at Delta. The Southern Pacific has just placed an order of \$1,000,000 for new rails, callings for 28,000 tons. This line will also put in forty-seven miles of additional track under the block signal system. Another project of the Salt Lake line is a spur from Pomona to Chino.

Millions in Oil

It is a little more than thirty years since the oil industry of California had its birth. When the year 1913 shall have the curtain rung down over it and the Grand Master of Ceremonies shall utter the expression, "Actum est," the total dividends distributed in the industry will have reached \$65,000,000. The dividends for the current year will amount to \$14,000,000, showing the vast development of the business in the last few years. One company, the Union Oil, has disbursed \$12,400,000 of this vast sum of money. Moreover, the industry continues to grow, and the dividends for next year are estimated to run to \$15,000,000.

The Factory Era

We are just at the edge of the factory period in Southern California and throughout the Great Southwest. Heretofore we have lacked population sufficient to make a broad enough market; then skilled artisans have been lacking and money has been dear. Now all these obstacles are removed, with the very rapidly-growing population, with money as cheap as in New York, and with fuel cheaper than anywhere else, manufacturing will grow.

When you have any news items, kindly mail them to the Torrance Herald, Torrance, Cal.

MAIL SCHEDULE

Daily Except Sundays
Arrive from Los Angeles... 7:51 a. m.
Arrive from Los Angeles... 2:50 p. m.
Depart from Torrance... 10:05 a. m.
Depart from Torrance... 6:08 p. m.

Sundays and Holidays
Arrive from Los Angeles... 7:50 a. m.
Depart from Torrance... 10:05 a. m.

PACIFIC ELECTRIC RAILWAY
TIME TABLE
Leave Torrance

6:59 a. m.	12:05 p. m.
7:05 "	1:05 "
8:10 "	2:05 "
9:05 "	3:05 "
10:05 "	4:05 "
11:05 "	5:05 "
12:05 "	6:08 "
	7:06 "
	9:35 "
	12:10 "

Leave Los Angeles

6:01 a. m.	12:05 p. m.
7:05 "	1:05 "
	2:05 "
8:05 "	3:05 "
9:05 "	4:05 "
10:05 "	5:05 "
11:05 "	6:05 "
	8:33 "
	11:20 "

EXPRESS

Leave Torrance
8:30 a. m. Leave Los Angeles 4:00 p. m.

6:15 a. m. 3:00 p. m.
Daily Except Sunday.

FREIGHT
Leave Torrance for San Pedro and Way, 1:00 p. m.

For Los Angeles and Way, 8:00 a. m. and 3:00 p. m.

Arrive at Torrance from Los Angeles, 8:00 a. m. and *1:00 p. m.
*Carloads only.

From San Pedro 3:00 p. m.

The Brighton

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