

THE TORRANCE HERALD

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Work for the Chamber of Commerce

Thousands of families are coming to the Southland each year solely because of its climate, to escape the severities and abrupt changes and great extremes of heat and cold in other parts of the country, and to escape the cyclones and other storms that ravage other sections.

Many of these would rather settle in a small city where they could become acquainted with their neighbors and escape the tumult of a large city, or perhaps on small acre or larger or smaller tracts find diversion with poultry and other specialties or pursuits that would take them out into the open air and occupy their time.

Our city offers exceptional opportunities for people of this kind, and it would be worth while for our Chamber of Commerce to take up a campaign for diverting here this stream of people constantly flowing toward the Southland from sections of extreme heat, cold and storm.

Would Mean Millions to the Pacific Coast

The Associated Jobbers of Los Angeles are absolutely right in demanding a revision of transcontinental freight rates in so far as they affect iron and its manufacture. At present, as Traffic Manager F. P. Gregson of the jobbers' association explains, "the freight rates of fabricated and unfabricated iron are the same to the Pacific coast." He rightly urges: "It is one of the recognized laws of traffic that the unfinished traffic should take a lower rate than the fabricated material; but catering to the 'big interests' in the East, the railroads have seen fit to depart from this rule."

The readjustment of this question is a matter of tremendous importance to this coast. The establishment of a differential would mean the employment of thousands of men and the investment of millions of dollars additional capital. The railroads quote a lower rate for wheat than they do for flour; the rate is lower on leather than it is on shoes; freights on raw cotton are greatly less than on the products manufactured therefrom; the tariff on wool is less than the tariff on cloth.

The same broad principle involved interweaves itself throughout the entire fabric of the freight schedules. There ought to be a substantial differential imposed on finished iron products as contrasted with the iron of which they are made. In the absence of such a differential, the iron is fabricated in the East. Were such a differential established, it would be fabricated here. Los Angeles is deeply interested in the result of the contest.—Tribune.

Would Be A Great Attraction

The Associated Chambers, at their meeting last Wednesday, recommended to the County Highway commission action on the proposed beach boulevard. The completion of this roadway would make one of the most interesting and beautiful drives in the world. It would benefit not only the immediate towns connected by this boulevard, but the entire Southland, by adding one more great enticement for the tourist and traveler to come to the Southland for rest, recreation and diversion.

Oil Will Be King

It is hardly necessary to remark to any resident of this city, or of the state, for that matter, that California oil is rapidly becoming one of our greatest and most valuable assets.

The recent trip of the motor ship Siam and the wonderful Diesel engines that drove it on its world-girdling trip called attention to the great power that recent inventions enable oil to produce at low fuel cost and which promises to revolutionize the power and fuel problem.

The gigantic preparations being made by the Standard Oil company and other great oil interests are also indications of the important part oil will play in the near future in the development of the Southland.

All over the world there is an awakening realization of the importance of oil in commercial and industrial development and of its great importance in event of war. There has been a quiet but determined effort on the part of great foreign powers to secure control of extensive oil fields on this continent, particularly close to the Panama canal, but fortunately our Uncle Samuel seems to have been wide awake enough to forestall some of the latest moves in this direction.

It is in this field that the Standard Oil company, with its vast resources, may prove one of the agencies that will some day make the country glad that the United States had developed an organization powerful enough to cope with similar gigantic interests of other countries in acquiring control of great oil fields elsewhere.

"Confidence" and "Prosperity"

"Confidence" and "Prosperity" are the watchwords on the banner 1914 has spread to the breeze.

While all eyes are directed toward the opening of the Panama canal, our hands are busily preparing for the great things its opening will bring us.

Join the Chamber of Commerce and boost. Boosting is what has made the Southland the most prosperous section in the country, and will make our city the most prosperous in the Southland.

Let every resident make him or herself a committee of one to see that every legal voter is registered immediately.
And DO IT TODAY!

L. A. County Buys \$695,000 Highway Bonds

A five-million and a half dollar guarantee of faith in the value of the State Highway system has been furnished the state by twenty-nine counties that have subscribed bonds in excess of that amount to insure the construction work progressing to meet the demands of the Panama-Pacific International exposition.

The highway bonds, bearing interest at four per cent, and which, under the law, must be sold at par and accrued interest, were suffering from lack of a market when the Highway Commission appealed to the supervisors of various counties. The response was quick, and in addition to \$5,719,500 in sales, the commission now has a million dollars more in sight from similar sources, it is stated.

State to Maintain Road

In return for this co-operation, the commission has agreed to expend the money within the counties financing the bond sales. As the State maintains the highway, the saving to the counties in maintenance in practically every instance will be as great in the first year, it is claimed, as the depreciation losses which the counties must stand to make the bonds salable. The depreciation has averaged less than five per cent.

In a statement given out tonight the State Highway Commission shows the following subscriptions of bonds by counties to date:

Los Angeles, \$695,000; San Diego, \$557,000; Alameda, \$500,000; Solano, \$390,000; Contra Costa, \$300,000; Colusa, \$290,000; San Luis Obispo, \$250,000; Santa Clara, \$228,000; Glenn, \$218,500; Kern, \$200,000; San Mateo, \$200,000; Orange, \$200,000; Imperial, \$200,000; Fresno, \$150,000; Marin, \$150,000; Sacramento, \$150,000; Santa Barbara, \$141,000; Tuolumne, \$125,000; El Dorado, \$150,000; San Bernardino, \$105,000; Riverside, \$100,000; Humboldt, \$100,000; Stanislaus, \$75,000; Santa Cruz, \$75,000; Siskiyou, \$50,000; Monterey, \$45,000; Mendocino, \$45,000; San Benito, \$25,000; Shasta, \$5,000.

The commission believes that with this co-operation, the coast road from San Diego to San Francisco will be nearly completed by the opening of the 1915 exposition as well as the road north from San Francisco to Eureka, the West Sacramento Valley highway from Red Bluff to Benicia and a considerable part of the artery from Bakersfield to Red Bluff via Fresno, Sacramento and Marysville.

Automobiles in Greater Demand Than in 1912

Automobiles are pouring into Los Angeles in carload lots from the eastern factories, and the year just ended broke all records in the importation of machines in Southern California, according to freight traffic officials of the three transcontinental lines entering this territory. The Salt Lake road enjoyed a clear gain of 200 carloads of machines in 1913 receipts as compared with 1912. "The importation of automobiles

tells in convincing tones the story of Southern California's prosperity," said W. R. Swortwood, automobile freight agent of the Salt Lake road. "The gains in receipts of machine made this last year over the preceding year reflect the increasing success which the business men and women of this region are enjoying. The outlook for the new year is brighter than that of last year."

PROTECT EMPLOYEES FROM LOAN SHARKS

County employes must stop assigning their salaries. This edict was issued by the board of supervisors recently. County Counsel Hill was authorized to draw up a disciplinary measure prohibiting the transfer of county salary vouchers or the use of them as security for loans. The measure probably will be adopted as an iron-clad rule, violation of which may mean dismissal. Mr. Hill said one young employe of the county borrowed \$100 from a professional money lender about two years ago and has been compelled to assign his salary each month since. Interest charged by loan sharks, it is said, has cut down the employe's incomes.

RAINS MAKE MUSHROOMS PLENTIFUL AND RICH

The mushrooms around town are still plentiful but the rabbits are becoming scarce owing to the crack shots in town. It must be that the Torrance boys are figuring on going to join the army when we go to war with Mexico, judging by the number of hunters, although Capt. Copping has long disbanded his company of Scouts.

News items for the Herald may be left any time at the office of the Dominguez Land Corporation in the Administration building.

JEBSEN COMPANY WILL INSTALL DIESEL ENGINES

SAN PEDRO, Jan. 23.—The Norwegian steamer Jason, which arrived today from San Francisco and proceeded to Mexican ports after taking fuel, brought news that Capt. Fred Jebson of the F. Jebson Company will leave in a few days for Europe to purchase a 500-ton motor ship equipped with Diesel engines.

Since the Jebson line chartered the Jason, business between California and Mexican ports has increased so rapidly that additional vessels have been required. The Lenore and Salvador have already been added and with three vessels on the run, the company is unable to take care of all the business offered.

Always There.
"Never mind," said the cheerful idiot to a friend who was down on his luck; "remember there's always one place where you can find money and sympathy."
"Where?" said the friend, brightening up.
"In the dictionary," replied the cheerful idiot as he moved off.—London Answers.

The following very good advice is going the rounds of the newspapers: If you find a piece of mail in your box at the postoffice addressed to some other party, hand it back without delay to the officials. Don't carry it away or read it. The offense is punishable by fine or imprisonment or both. This is a recent ruling of the postoffice department at Washington. The receiver of mail should examine it before taking it from the postoffice. The ruling applies to newspapers as well as letters or postal cards.

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