

Devoted to the Progress and Development of Torrance

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### INDUSTRIAL BUREAU WILL AID OUR DEVELOPMENT

The Industrial Bureau organized recently by the Los Angeles Chamber of Commerce seems to be founded and conducted on a basis that will result in a sound development of industrial establishments in Los Angeles and its industrial suburbs. The bureau is taking a census of the industries now in operation, of resources, needs and possibilities for new factories, so that it shall be in a position to judge what form of industries, toward which they should devote their efforts in securing. The information is also sought in order to help present industries to secure money for needed expansion. The efforts of the bureau will be directed as much toward the location of factories in its industrial suburbs as in the city itself. Its campaign will have a broad, efficient foundation with definitely worked out plans for present and future development.

The Southland is just entering the factory era. From now on the industrial development of Southern California should be very rapid. We have and will have still other resources and attractions superior to those of any other section of the United States.

One of the chief attractions of the Southland for industries is its climate. The industrial captains of the nation are beginning to realize that here they can secure better labor, keep their men more contented and better housed and their employes achieve greater efficiency.

### MARCH 21 IS ORANGE DAY

March 21st will be Orange Day. The movement to set aside a day as Orange Day has been taken up with enthusiasm everywhere. The railroads and commercial bodies everywhere inside and outside the citrus districts are entering into the campaign with great zeal, and the benefit thereof will be nation wide.

The purpose of Orange Day is to educate people to a realization of the value California's golden fruit as a food and health product, and to enlarge the demand for it.

### LIBERTY, WHAT IS IT?

A great many want it. Almost no one knows what to do with it. Those who seem to have it are often furthest from it. People think the man in jail has none of it, yet in many penitentiaries he has regular employment, three meals a day and sound sleep every night, with no chance of breaking down body and mind by inconsistencies and violations. The people at large who turn night into day, who break themselves with indulgences, who chain themselves with habits, who die to endeavor, who blunt sensibility, who paralyze aspiration and affection—have they any liberty? To be free is not the right to do everything; it is to be without enslaving desire or evil design. If society does not make prisoners of men, is it not strange that so many should ensnare themselves by choice?—Times.

### ARMOUR AND SWIFT IN AUSTRALIA

The result of placing meats on the free list has not reduced the cost of beefsteaks in the United States, but cattle values in Australia have been rapidly marked up. Armour and the Swifts are erecting great packing-houses at Brisbane, and Armour's manager has purchased many thousand head of cattle from Sidney Kidman, the Australian cattle king.

The net result of the Democratic tariff thus far seems to be that the United States loses the duty it formerly collected on cattle, the Australians gain what the United States loses, and the American public pays the same price for meat. We do a little better on free sugar. The United States loses sixty millions a year. The owners of Cuban sugar plantations and the American Sugar Refineries Company are the principal beneficiaries of this, but the people of the United States will get about 40 cents a year per capita and some of the beet-sugar factories will close.

### ESHLEMAN THE GOAT

Railroad Commissioner Eshleman made the mistake that many people feared he would. He has offered himself as a sacrifice on the altar of politics, and the people of California face the certainty of losing a good public official. As head of the state railroad commission Eshleman was a power; as lieutenant governor he will be a negative quantity. As a member of the commission he draws a salary of \$8000 per year, and earns it; as lieutenant governor he will, if elected, draw \$4000 per year—a sacrifice of \$4000 a year simply to become a figure head. Certainly, the ways of the politicians are hard to understand. We need Eshleman on the railroad commission; his chosen party needs him as a candidate. Evidently, Eshleman don't need the money and is willing to be the political "goat."—South Pasadena Record.

### THAT IRRESISTIBLE LURE

Every day one can see illustrations of the fact that once you have seen Southern California and tasted the delights of life in this favored portion of the globe, a contented existence is no longer possible anywhere else. The sojourner may return to his Eastern home but sooner or later a very large majority return here to live and most of those who do not, when they reveal the inner workings of their hearts, acknowledge to a hankering for the Golden State.—Oceanside Blade.

## 1915 Floraland Plant Exhibition

Of all the many great attractions to be presented to visitors by the Pacific Coast during exposition year, none will be more impressive nor more beautiful than the floral and plant exhibition which it is planned to hold in Los Angeles.

The idea of offering a flower show to delight the senses of the hundreds of thousands of people who will visit Los Angeles in 1915, appears to have been born in thousands of minds almost simultaneously. It was crystallized at a recent meeting of the Los Angeles County Horticultural Society

when a committee was appointed to confer with the Chamber of Commerce and other organizations and take the first steps toward organization.

Now, nearly all Southern California is behind the movement and the establishment of a permanent floral and plant exhibition through the entire year of 1915 is practically assured. Professional and amateur horticulturists and flower lovers are unanimous in believing the show can be made one of the greatest ever held in the world.

## More Oil Vessels Needed at Once

The aggregate cargo capacity of the oil tank steamers, barges, etc., on this coast, actually owned or controlled by companies operating in California, now is nearly 2,000,000 barrels—that is, if all the vessels left one of the state's harbors at once they would carry with them nearly that amount of oil.

The fleet lately has been augmented by such vessels as the Frank H. Buck of the Associated Oil Company, and the Union Oil Company's two new 65,000-barrel tankers, all three vessels being practically ready for service, and besides, the Eugene de Sabla of the General Petroleum Company, which was placed in service about six weeks ago.

By the middle of the year the carrying capacity will be increased by the addition of the Barneson, two more of the Union's tankers, and perhaps one or two other ships, so that then it will considerably exceed the 2,000,000-barrel mark. There are, besides the vessels making up this tonnage, a number of others which make calls for petroleum products occasionally, such as the Royal Dutch-Shell vessels, and ships belonging to other standards than the California company.

The total carrying capacity of the Union Oil Company, with the two new vessels, is now considerably over 1,000,000 barrels. These vessels are used in carrying products principally to South America and British Columbia.

The Standard Oil Company's ships have a net cargo capacity of 435,650 barrels, according to the last bulletin of the company. However, as

already stated, this does not represent the complete list of the ships taking oil for the Standard of California at Pacific Coast ports. The California company's vessels are engaged in foreign, coastwise, bay and river service.

With the new tanker, Frank H. Buck, the total carrying capacity of the Associated's fleet will be about 300,000 barrels. The Frank H. Buck is the largest tanker built under the American flag, and has a capacity for 62,000 barrels. It was constructed at San Francisco, and just lately was launched.

The need for adding considerably to the strength of the Pacific Coast fleet is still rather keenly felt, owing to the growth in the demand in foreign markets.

As an instance of how imperative the need for additional tankers is, it has been stated that as soon as more vessels are available sales in South America of large quantities of oil at not less than 65 cents a barrel at the well can be made, in the instance of certain contracts of the Independent Producers' Agency.

It has been impossible to serve this market with any considerable quantity of California oil, for, owing to the lack of vessels the Union has been obliged to take on Mexican oil at Panama, to save time, which would be consumed on the trip up the coast to this State.

A carrying capacity of 2,000,000 barrels is equal to about one-fourth the production per month of the State. Vessels engaged in a coastwise and foreign trade will probably average a round trip a month.

## Nothing In Old World To Equal California

Potent reasons why Southern California attracts and holds Eastern tourists here as permanent residents were defined by Nathan Strauss, the noted New York philanthropist, who has been visiting in Pasadena for several weeks. Mr. Strauss is widely known as a traveler, but it was not until he came here that he realized that he need no longer seek for the ideal climate and opportunity.

### May Make Home Here

"Southern California is the greatest place in the world, and I intend to spend every winter here. Eventually I shall probably make my permanent home near Los Angeles. I have often heard of this wonderful Southern California, but now that I am here I find that all praise that I heard, did not do it justice. For many years I have made an annual trip to foreign countries, but no place in the world did I find any district to equal Southern California. Here you have every natural advantage, scenery and climate. The roads are simply superb and cannot be equalled

in any part of the globe. My brother, Isador, who went down with the Titanic, visited Southern California several months before his death, and he told me I was making a great mistake in failing to come here.

"I shall make one more trip abroad this coming year, when I go to Palestine to arrange some business matters. Then all the time that I have to spare will be spent in Southern California.

"There are countless Americans who year after year go to Europe and Egypt to spend the winter. They do not realize what a beautiful garden spot you have. The roads are one of your greatest assets, and the freedom from dust is a great boon for those suffering from tubercular trouble.

### Thousands Will Come

"With the opening of the Panama Canal the Eastern States will awaken to the great opportunities to be found here and then residents will flock here by the thousands. This is my first visit, I am sorry to say. I only wish that I had been able to come years ago.

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