

Year of Great Prosperity Verdict Business Leaders

Business Leaders in Varied Lines Enthusiastically Predict New Records of Progress

Optimism and confidence in the commercial and industrial outlook for 1914 in Los Angeles and Southern California is the keynote struck by representative men in various lines of endeavor. It was the consensus of opinion that the coming year will bring new records of progress and prosperity throughout this region.

One of the most significant facts, pointing to increased business activity is that the local money market is loosening up, and the year of 1914 in Los Angeles will be a year of easy money at low rates of interest.

The bringing to Los Angeles, during the coming year of fourteen millions of dollars of New York capital, the largest lump sum amount ever brought to Southern California, to be expended on extensive improvements in connection with the interests of H. E. Huntington, is but one of the many factors that make for prosperity in this section.

Big Construction Assured

The growing plentifulness of money will make possible the erection of a number of business blocks and other structures already planned. The new Southern Pacific station is to be built.

The Llewellyn Iron Works is to expend three-quarters of a million on a new plant at Torrance.

Many other works are in contemplation, which give promise of furnishing work aplenty to all the laboring population.

Here are the statements of a number of representative men, suggesting the prospects of some of the varied lines of industry during the coming year:

Arthur W. Kinney, president of the Chamber of Commerce, said:

"Every indication is for a great year. The fall crops have come well up to expectation. We have had early rains and plenty of moisture to make the agriculture outlook the brightest in recent years. The Chamber of Commerce is building up a strong foreign trade organization, and it is certain that the shipping at our harbor will increase materially during the year 1914. Through our newly formed industrial bureau many new industries will be located in this section. The outlook could not be more encouraging."

Money to Be Easier

J. E. Fishburn, president of the Los Angeles Clearing House, said:

"The year 1914 is certain to be a year of easy money and low rates of interest. The demand for money will not be so strong as during the past year which will enable the banks to loan more freely for purposes of building and general development."

"Commercial paper at the present time in Los Angeles is handled on a six per cent basis, and in some cases as high as 6 1/2 per cent. By the first of March this rate will be down to 4 1/2 per cent, which will make money comparatively plentiful."

W. G. Hutchison, president of the Merchants' and Manufacturers' Association, and member of the industrial bureau, said:

"One of the best indications for a good year, in my estimation, is that everyone, in every line, is talking of a good year, and is confident of the future, which is in itself certain to bring general prosperity. The opening of the Panama Canal, and the prospects of two great expositions in the state, I believe, will make a good year."

Pay Roll Sure to Grow

"The merchants and manufacturers are preparing to put a great

amount of capital into their businesses, and the result will be that during the coming year the Saturday night pay roll will be materially increased."

F. A. Wann, general traffic manager of the Salt Lake, said:

"The indication for big railroad traffic, especially freight, has not been better in the past three years."

G. Harold Powell, general manager of the California Fruit Exchange, said:

"The prospects are for a full 40,000-car citrus crop, which should bring to Southern California between \$25,000,000 and \$30,000,000. The Exchange has entered into a nationwide advertising campaign to increase the popularity of California oranges and lemons, which should have a prosperous result."

Arthur Letts, president of the Retail Dry Goods Association, said:

"There is nothing, as far as I can see, that can hold back general prosperity in this city and section during the coming year. The retail merchants, generally, I think, are showing confidence, and are going ahead stocking for a big year."

Conditions Improve in Month

R. A. Rowan of R. A. Rowan & Co., realty operators, said:

"The general situation with reference to Los Angeles realty is very encouraging, and the coming year looks good to me. It is an unquestioned fact that general feeling, the market condition and the prospects of progress look entirely different to what they did a month ago. A month ago I was a bit pessimistic; now I am more than an optimist."

"As an instance of the change of feeling, a month ago our company could not get money in large amounts to loan on real estate and for building purposes at any rate. Now we have several millions, and are able to get it easily."

"I know of a number of splendid building projects that will, without doubt, go through in 1914. Confidence in Los Angeles realty has reached a point where the future is certain for the coming year."

CALIFORNIA THIRD IN STEAM RAILROAD WORK

But two states lead California in 1913 in the construction of new steam line mileage, according to official figures issued by the Railway Gazette. They were Montana and Texas, with, respectively, 377 and 367 miles of new track, as compared with the construction of 230 additional miles of track in this state during the year. In Arizona the new construction amounted to 113 miles, and in Nevada to 98 miles.

In detail, the new construction in the state showed the usual consistent gains by the south half of the state, with a total of sixty miles of new first track and twenty-five miles of second track.

SAN PEDRO TAKES ACTION ON COAST BOULEVARD

The Chamber of Commerce has started a movement to secure a right of way for the proposed coast line boulevard between San Pedro and Redondo. A report that the big Palos Verdes ranch, recently sold to a syndicate headed by Frank A. Vanderlip, the New York banker, might be platted and the choice part of the ranch along the coast on the western

slope sold off without provisions being made for the boulevard led to the action of the chamber in appointing a committee to get the right of way. It is understood that the County Supervisors will furnish rock and oil for the road.

The drive along the high bluff overlooking the ocean would undoubtedly become one of the most popular in Southern California, and there has long been an agitation for the road. Roman D. Sepulveda, who owns the beautiful resort at White Point, one of the attractions along the route, was named as chairman of the committee. Richard Quinn and Phillip D. Gaffey are the other two members.

MOTOR LINER'S TRIP HERALDS GREAT ERA FOR CALIFORNIA OIL

Heralding a new era in maritime and oil circles on the Pacific Ocean, the gigantic motor ship Siam arrived in Los Angeles harbor yesterday from Europe after an eventful passage. The vessel, the motors of which use crude oil, traveled 14,966 miles from Antwerp, via Autofogasta, Chile, and in all that trip the work of the engines was watched closely. Not a pulley nor a jar was noticed, and although gales were met which damaged the upper works of the vessel, the engines proved their worth and "walked away" from the land, as Captain H. J. Hansen expressed it, when hurricanes in the Straits of Magellan threatened to drive the ship ashore.

Equipped with Diesel engines, the vessel has proved their worth in the longest voyage ever made by a motor ship, and has shown the maritime world that this type of engine is in a fair way to supplant steam power.

The Siam is the largest motor ship ever built and is one of four sister ships which will call regularly at Los Angeles harbor. The other vessels are the Annam, the Maria and the Tonkin. The latter two are building, their keels having been laid in the last few months in European shipyards.

Andrew Weir, head of the great shipping firm of Andrew Weir & Co., of London, declared yesterday that he and his associates would build, somewhere on the Pacific Coast, probably at Los Angeles Harbor, a plant for the manufacture of Diesel engines and a shipyard for the construction of vessels for the coasting trade, to be equipped with the new Diesel engine.

COMPENSATION ACT TO PROTECT STATE GUARD

California's National Guardsmen come within the scope of the provisions of the workmen's compensation act and are entitled to indemnity for injuries suffered while in the service of the state, in the opinion of C. M. Bradley, attorney for the State Industrial Accident Commission.

Participation in regular practice drills is construed by Bradley to be "service to the state."

GREAT REGISTER TO 310,000 NAMES 1914

The great register, according to an estimate given out by County Regis-

trar Thomas McAleer, will contain more than 310,000 names this year. Figures completed yesterday show the total registration for 1913 to have been 286,821. Of this number 182,410 were city registrations and 104,411 county registrations. Forty-four per cent of these registrations were women.

WAGE WAR TO APOLISH DANGEROUS CROSSINGS

Dangerous grade crossings must be abolished or adequate protection against possible loss of life be provided.

This is the slogan adopted by the Automobile Club of Southern California. Aroused to the terrible menace of these crossings the organization has embarked on a crusade to improve conditions at all railroad crossings in this part of the state.

The first step was taken when, after a lengthy conference, it was decided to place a watchman or flagman at the Ostrich Farm crossing in South Pasadena. This decision was agreed to by Santa Fe officials.

Representatives of the Automobile Club were present at the conference and urged that similar action be taken with regard to other dangerous crossings. Members of the organization state their determination to wage a ceaseless warfare against these death-traps.

Afterward,
Twas the day after Christmas, and all
through the flat
The air was as blue as the birds on ma's
hat,
For now that the bills for the presents
had come
Pa "cussed" till he made all the bric-a-
brac hum.
—Judge.

Railroads Preparing for Very Heavy Travel During 1915

"The railroads are preparing to spend millions on the transportation of America's public in the two expositions, in San Francisco and San Diego." This terse statement by Edward Chambers, vice president in charge of traffic for the Santa Fe Railway, outlined the principal object of his visit to California.

"We believe," continued Mr. Chambers, "that the travel to California during 1915 will be enormous, unprecedented, and impossible to cope with unless an exhaustive estimate is made of the public's needs long in advance."

"The railroad people realize to the fullest that Los Angeles will benefit to an enormous extent by these two fairs next year. No truer word has been spoken than that this city will be the middle and even the main gateway to both expositions."

"As to general business conditions throughout the country, there is no question but that the passage of the currency bill has acted as a stabilizer. Business has started to improve and will continue to improve slowly from now on."

Frosted Fruits May Be Saved

Washington, D. C., Jan. 7.—"Lemons which have been frosted should be thawed gradually as the injury then will be much less than if the fruit is allowed to remain where it will thaw out rapidly." This is the conclusion which has been reached by the experts of the Department of Agriculture as a result of tests made in Southern California immediately following the frost of January 6th last.

Citrus growers have often noticed that there was less damage to their lemon crop when a cloudy morning followed a frost than when the sun came out bright and warm. In the Department's experiments on the cooling of fruit previous to shipment, no apparent damage was done to lemons even when the temperature of the cars were considerably below 30 degrees Fahrenheit. The specialists of the Bureau of Chemistry at the Citrus By-products Laboratory in Los Angeles, in co-operation with the Lemon Association of San Dimas, California, finally put to a practical test

the theory that such part of the crop from a frosted grove as can be picked soon enough and stored in a properly cooled warehouse can be saved.

Following the severe frost of last January, a number of boxes of frosted lemons from a grove near the San Dimas packing house were gathered and stored in a room where the temperature was between 45 degrees and 50 degrees Fahrenheit. Samples of this fruit were compared each week for several months with unfrozen lemons stored under the same conditions for the same length of time and with fruit which had been left on the trees in the frosted grove. In appearance, taste, weight, acidity and quantity of juice, a large proportion of the frosted lemons which were picked and stored where they thawed gradually compared well with the unfrozen fruit. That which was left on the trees lost juice rapidly and decreased in specific gravity and general appearance due to an ever increasing thickness of the skin and to puffy hollow centers.

Torrance Needs

A
Bakery
Dentist
Garage
Jeweler
Laundry
Furniture Store
Book and Music Store
Prominent Openings in these
Lines for Live-Wire Business Men
Who will be the First Lawyer
to hang out his shingle
in Torrance?
The Offices
await
him