

THE TORRANCE HERALD
Published every Friday by
THE HERALD PUBLISHING COMPANY
B. M. Knutson, Manager
Torrance, California

Devoted to the Progress and Development of Torrance
Subscription Price—\$1.50 per Year; Six Months, 75 Cents; Three Months, 50 Cents. Payable in Advance.

OUTLOOK BRIGHT FOR TORRANCE

The outlook on every hand for a growing, prosperous year for Torrance is exceedingly bright. From every side come reports of new contracts, new building, new plants. The Union Tool Works will soon increase their force and expect a big year. The Llewellyn Iron Works are to begin work on the grounds for their new plant right away and construction work is to commence in a few weeks. Apartment houses and cottages to rent at reasonable rental are in much demand and prospects are good that the unusual investment and income opportunities in these lines will soon be taken advantage of by wide awake people.

CHAMBER OF COMMERCE SHOULD ACT

The Great Register is open again for the registration of voters and all should register to make a good showing for Torrance. In this connection some action should be taken by the Chamber of Commerce to secure a registration clerk here and also a polling place before another election day rolls around.

LAW EFFECTS EVERY BUSINESS MAN

We are publishing on another page a state law of very great importance to every person or firm doing business in this state under a fictitious name. It has been asserted that the law was passed at the request of the associated jobbers of San Francisco for their protection and seems a needless law and an unnecessary expense to the ordinary business man, nevertheless it is the law and every firm or person doing a credit business may some day find himself unable to proceed against some debtor because of this law, if he has not taken steps to protect himself. A case of this kind is a matter of recent occurrence in this section.

POULTRY POSSIBILITIES GREAT

The campaign inaugurated by the Housewives' League against the high priced egg has evidently stimulated inventive minds all over the country. The latest discovery hails from Ohio where Superintendent Leonard of the Mansfield Reformatory and J. H. Darling, head of the institution's poultry department are said to have discovered a system for doubling the output of eggs by making Biddy believe there are two days in every twenty-four hours.

The plan is to divide the day of twenty-four hours in half and make the hen's day twelve hours long, with six hours of light and six hours of darkness. The hencoop is a huge steel box, well ventilated and illuminated by electricity. The lighting arrangement is such that by turning on the switch the room gradually can be illuminated like sunrise until the proper degree of light is reached. The hens then awaken and go to work. Sunset will be just as gradual.

The average hen now lays one egg a day and some one every second day. Under this plan two eggs are produced every twenty-four hours from each occupant of the coop.

Whatever the merits of this device there can be no question of the profitable possibilities in this vicinity. The many successes in this line by persons starting with little or no capital, but painstakingly mastering the business and profiting by the mistakes of others, not looking for a get-rich-quick scheme, but willing to build up a business that will mean independence and a good living, proves this.

One of many instances, and far inland with many of the advantages of market and climate of this section, is the "Half-Million-Egg Ranch" at Arlington which during the last six months turned out almost exactly a quarter of a million eggs. These were the product of 3000 White Leghorns. The Coast has never produced either poultry or eggs sufficient to meet the demand, and in spite of the development carried on in the industry, the deficit still grows, and will grow because of the increase in population. There are scores of people sitting idly by twirling their thumbs in idleness and complaining that there is no opportunity of earning a living, while men with eyes in their heads like the owner of this egg ranch are not only making a living but a fortune without any very extraordinary efforts. Just a little capital, a little energy and a good bit of common sense make the combination.

Newspaper Public Institution

There is nothing that calls attention and draws people to a town equal to a good newspaper. In order for a man to make a good newspaper he must have the patronage of the people among whom he lives. If he has half-way support it stands to reason that he must make a poorer paper, and in doing this every man in the town and surrounding country has to bear a portion of the loss. For this reason, if for no other, the man who tries to make a good newspaper should have the support of his town people, all of whom reap fully as much benefit from its efforts as he does himself.—Breeze.

PROGRESS NOTES

The Union Tool Works are putting on new men—several applicants for positions have received notices to report during the past week.

Mr. Jake Isenstein, the grocer, has added an auto to his equipment and is now prepared to handle his increasing trade with the best of service.

The Torrance Realty company report the sale of 3 business lots, one residence lot and one half acre. They state that more visitors are coming to Torrance now looking for investments than any time during the past three months.

THE SPIRIT OF BOOST

Let us work and stimulate every legitimate enterprise by giving it all the friendly encouragement we can, and unite our industry, intelligence and capital in a common cause for the good of our city.

OPPORTUNITY BECKONS

Every night at 5 o'clock if you stand on the corner of Wells and Cabrillo Avenues, you can see hundreds of workmen and women taking the cars for their homes in Los Angeles. When the investors wake up and build some homes to rent to these people we will have a splendid city, as the workmen employed in Torrance plants are far and above workmen employed in similar factories in the East.

HERALD WILL ACCEPT

"NEWS" SUBSCRIPTIONS

The Torrance Herald has decided to give paid subscribers to the Torrance News credit on subscriptions to the Torrance Herald for the period for which they have paid same on the News.

To get the benefit of this unusual offer News subscribers should cut out the following coupon and mail to the Torrance Herald, Torrance, Cal., at once.

I wish to take advantage of your offer to accept my paid subscription to the Torrance News as a paid up subscription for the same period to the Torrance Herald.
I have paid \$..... for..... months to the Torrance News.
Name.....
Address.....

Union Tool Workers

Step across during Lunch Time.
I carry a good supply of Fresh Fruits, Pies, Cakes, Cookies, Cigars Tobacco, Soft, Drinks, etc.

Isenstein's

Every Wednesday
and
Saturday Night
Torrance Theatre

Free Legal Advice
On All Cases; General Practice; Prompt and Efficient Service.
626 San Fernando Bldg. Los Angeles

SOCIAL NOTES

The Ladies' Altar Society will give a dance Saturday evening in the Campbell hall, for the purpose of raising funds for the Catholic church. It is hoped that a large crowd will be in attendance and assist the ladies in their worthy endeavor.

The Ladies' Aid Society gave a shower to Mrs. Don Vorlis last Thursday.

CLASSIFIED LINERS

The Herald prints neat calling cards. Orders also taken for the engraved cards.

Readers are requested to send The Herald any news items they may have as early in the week as possible.

WANTED—Rooms and houses for rent to be advertised in our want ad column.

LOST—JANUARY 12th, GOLD WATCH Fob Pendant engraved R. A. Return to Hendrie Rubber Company office. Reward.

FOR SALE—OLIVER TYPEWRITER NO. 5, slightly used for \$75. A good bargain to one who needs a machine. Post Office box 39.

KIND WORDS FROM

TORRANCE REALTY CO.

Publisher Torrance Herald, Torrance, Cal.

Dear Sir: We wish to thank you for the sample copies of your paper left with us, and we also wish to compliment you on turning out such an excellent well written sheet. We think all Torrance should be proud of such a newspaper and we feel sure that nothing but success will crown your efforts. Herewith our order for two copies per week for the next year. We will hand you in an advertisement later.

With best wishes, we beg to remain,
Yours truly,
TORRANCE REALTY CO.
By A. M. Stout, Gen. Mgr.

PROGRESS AT TORRANCE

The first number of the Torrance Herald, a weekly paper published at the new industrial city, appeared on January 1. It is a very creditable number, the columns of the journal being filled with well written local and general news. Torrance is now a full-fledged city, possessing every feature of a prosperous community even to that of a live newspaper without which no city can make much progress.—L. A. Tribune.

START THE NEW YEAR RIGHT

By Opening An Account
At The

FIRST NATIONAL BANK OF TORRANCE

We pay Four Per Cent Interest on Time Deposits

Capital \$25,000.00 Surplus \$5,000.00
TORRANCE CALIFORNIA

When You Buy Jewelry

You want to buy from the man whom you know is dependable, carries good goods and must treat you right to get your business year after year.

THE KODAK STORE

A. DePaemelaere - Jeweler

Gardena

California

Subscribe for the

**TORRANCE
HERALD**

And Keep Posted
On Torrance's
Development