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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 its industrial suburbs. The bureau is taking a census of the industries now in operation, of resources, needs and possibilities for new factories, ized at a recent meeting of the Los be made one of the greatest ever held 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 expension. 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 Buck of the Associated Oil Com-Buck is the largest tanker built under and commercial bodies everywhere inside and outside the citrus districts pany, and the Union Oil Company's the American flag, and has a capacity 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 for service, and besides, the Eugene was launched. value California's golden fruit as a food and health product, and to enlarge de Sabla of the General Petroleum 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. Repple 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 indulgencies, 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 enshackle themselves by choice 2-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 packinghouses at Brisbane, and Armour's manager has purchased many thousand head of cattle from Sidney Kidman ,the Australian cattle king.

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

# 1915 Floraland Plant Exhibition

Of all the many great attractions to when a committee was appointed to be presented to visitors by the Pacific confer with the Chamber of Com-Coast during exposition year, none merce and other organizations and will be more impressive nor more take the first steps toward organizabeautiful than the floral and plant tion.

Now, nearly all Southern Califorexhibition which it is planned to hold nia is behind the movement and the in Los Angeles, establishment of a permanent floral The idea of offering a flower show to delight the senses of the hundreds and plant exhibition through the en-

of thousands of people who will visit tire year of 1915 is practically as Los Angeles in 1915, appears to have sured. Professional and amateur in a sound development of industrial establishments in Los. Angeles and been born in thousands of minds al- horticulturists and flower lovers are most simultaneously. It was crystal- unanimous in believing the show can Angeles County Horticultural Society in the world.

# **More Oil Vessels** Needed at Once

The aggregate' cargo capacity of already stated, this does not reprethe oil tank steamers, barges, etc., sent the complete list of the ships on this coast, actually owned or con- taking oil for the Standard of Calitrolled by companies operating in fornia at Pacific Coast ports. The California, now is nearly 2,000,000 California company's vessels are engaged in foreign, coastwise, bay and barrels-that is, if all the vessels left one of the state's harbors at once river service.

they would carry with them nearly With the new tanker, Frank H that amount of oil. Buck, the total carrying capacity of

The fleet lately has been augmented the Associated's fleet will be about by such vessels as the Frank H. 300,000 barrels. The Frank H. two new 65,000-barrel tankers, all for 62,000 barrels. It was construct three vessels being practically ready ed at San Francisco, and just lately

The need for adding considerably Company, which was placed in ser- to the strength of the Pacific Coast vice about six weeks ago. fleet is still rather keenly felt, owing By the middle of the year the to the growth in the demand in for-

carying capacity will be increased by eign markets. the addition of the Barneson, two As an instance of how imperative

company.

Columbia

pally to South America and British

more of the Union's tankers, and per- the need for additional tankers is, it haps one or two other ships, so that has been stated that as soon as more then it will considerably exceed the vessels are available sales in South 2,000,000-barrel mark. There are, America of large quantities of oil at besides the vessels making up this not less than 65 cents a barrel at the tonnage, a number of others which well can be made, in the instance of make calls for petroleum products certain contracts of the Independent occasionally, such as the Royal Dutch- Producers' Agency. Shell vessels, and ships belonging to

It has been impossible to serve this other standards than the California market with any considerable quantity of California oil, for, owing to The total carrying capacity of the the lack of vessels the Union has been

Union Oil Company, with the two obliged to take on Mexican oil at new vessels, is now considerably over Panama, to save time, which would 1,000,000 barrels. These vessels are be consumed on the trip up the coast

used in carrying products princi- to this State. A carrying capacity of 2,000,000 barrels is equal to about one-fourth The Standard Oil Company's ships the production per month of the

have a net cargo capacity of 435,650 State. Vessels engaged in a coast barrels, according to the last bulle- wise and foreign trade will probably

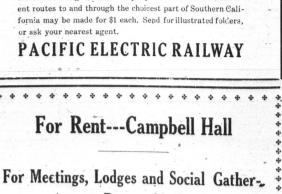


Potent reasons why Southern Cali- in any part of the globe. My brother fornia attracts and holds Eastern isador, who went down with the tourists here as permanent residents Titanic, visited Southern California were defined by Nathan Strauss, the several months before his death, and noted New York philanthropist, who he told me I was making a great mishas been visiting in Pasadena for take in failing to come here.

feared he would. He has offered himself as a sacrifice on the altar of several weeks. Mr. Strauss is widely "I shall make one more trip le of California face the certainty of losing a good known as a traveler, but it was not abroad this coming year, when I go



Friday's



power; as lieutenant governor he will be a negative quantity. As a that he need no longer seek for the ness matters. Then all the time that public official. As head of the state railroad commission Eshle member of the commission he draws a salary of \$8000 per year, and earns ideal climate and opportunity. 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

7.

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 sconer or later a very large majority return here to live and most of those who do not, when they 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.

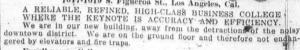
Southern California. May Make Home, Here

"There are countless Americans "Southern California is the greatest place in the world, and I intend who year after year go to Europe to spend every winter here. Event- and Egypt to spend the winter. They ually I shall probably make my per- do not realize what a beautiful garually I shall probably make my per-manent home near Los Angeles. 1 one of your greatest assets, and the have often heard of this wonderful freedom from dust is a great boon Southern California, but now that I for those suffering from tubercular am here I find that all praise that trouble. Thousands Will Come I heard, did not do it justice. For "With the opening of the Panama many years I have made an annual trip to foreign countries, but no place Canal the Eastern States will awaken simply superb and cannot be equaled ago.

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