

VOL. XXIX

SOUTH SAN FRANCISCO, SAN MATEO COUNTY, CALIF., THURSDAY, SEPTEMBER 21, 1922.



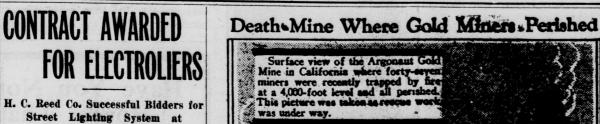
VERCHANTS' ASSOCIATION.

Mrs. A. Veglia and J. A. Knocks which drew the South San Francisco Merchants' Association prizes at the Royal Theater last Friday evening. The numbers were 4 and 292. Mrs. Veglia and Mr. Knocks are thus the richer now by \$10 each for making purchases of members of the association. Merchandise orders to the amount of \$10 each were given the lucky ones.

The prize-giving campaign now under way in this city under the auspices of the Merchants' Association is "going big." On every hand one hears people discussing it, and in every store of the association members customers are asking for the little blue coupons that cost nothing but mean so much. Remember, you get a coupon with every purchase of 25 cents or over, and every coupon secured puts you that much nearer the weekly prize or the series of big prizes to be given away free at Christmas time. For the benefit of those who have not yet looked into the plan or begun saving coupons, it is here set forth again.

THE PLAN

With each purchase of 25 cents or nore at any of the stores listed below you will receive a blue coupon stating the amount of the purchase. When you have \$10 worth of these coupons, exchange them at any of these stores for a numbered certificate. This certificate has a numbered stub which you should tear off and deposit in the locked box at Scampini's confectionery store. Hold the main part of the certificate yourself. Friday evening the locked box will be taken to the Royal Theater and one of the



The contract for the installation of the electrolier lighting system for the NOS. 4 AND 292 DRAWN AT BOYAL business district of this city was let THEATER IN BIG PRIZE CAM- at Monday evening's meeting of the FAIGN OF SOUTH SAN FRANCISCO city trustees, the successful bidder being the H. C. Reed Company, its figure being \$14,066.60. There were six bids received for the work, the were the holders of the lucky numbers prices ranging from that of the Reed company up to \$19,480. The bidders

Monday's City Meeting.

the system were as follows: H. C. Reed Co.....\$14,066.60

F. E. Newberry Electric Co. 17,046.66

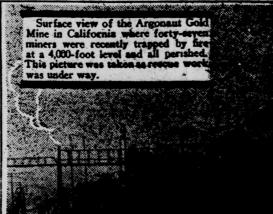
Butte Electric Mfg. Co., 17,512.89 M. E. Ryan 18,614.12 C. F. Schurk 19,275.25 Atlas Electric Co. 19,480.32

new lights will begin soon. tees were present when Chairman G.

shal. showed eight fires in this city last event to be held there. a pier.

bills against the city treasury, the as the children's playground and dark, and Johnson is very fair. board adjourned at shortly after 9 ampitheater will begin in the near "Dempsey was born in Colorado, proaches to the bridge. o'clock.

MISS MYRTLE VACCARI TO BE



and their bids for the furnishing of the supplies and the installation of SAN MATEO VOTES FOR BEAUTIFUL PARK

Majority of 4 to 1.

By a majority of about 4 to 1 San Floyd Johnson, local pugilist and exact location of the proposed high- of the law in such cases and suggest-Mateo voted Tuesday for a bond issue heavyweight champion aspirant, who way, but these differences were finally ing that the plans and specifications All bids were made on the work of \$80,000 to purchase the beautiful is now in New York, added another ironed out and the route agreed upon. be submitted to the board for apdivided into nine different units, the Kohl estate for a public park. In scalp to his string Monday evening Instructions were issued to the en- proval before ordering the work done. totals being as given above. It is ex- each of the city's five precincts the when he knocked out Harry Williams gineers to complete a definite pre- This communication was ordered filed pected that the work of installing the bonds carried 4 to 1, with the excep- of Bridgeport, Conn., in the ninth liminary survey immediately, and this until a future date, and the matter

All members of the board of trus- majority was only slightly less. The purchase price of the Kohl es- and his defeat gives Johnson another representative of the State Highway A claim of Mrs. B. A. Griffith W. Holston called the board to order. tate is \$75,000. Of the \$5000 surplus boost upward. A letter was received from Mrs. voted for, \$4000 will be expended in Johnson is coming in for much pub- gineer Clyde Healey of San Francisco ordered paid on motion of Supervisor Carrie Winterhalter calling attention arranging the grounds suitably for licity in metropolitan publications of and County Surveyor George A. Francis, seconded by Supervisor to the fact that pupils from the Martin public park purposes, and the remain- late. The latest is a picture of the Kneese of San Mateo county, it is be- Rosalie M. Brown. school are running considerable dan- ing \$1000 will be spent in remodeling big chap in the September 8th Ameri- lieved. It is understood that the Tax Collector Ambrose McSweeney ger of being run down on San Bruno and improving the corporation yard. can Pictorial Magazine of New York route agreed upon is practically the appeared before the board and asked road near the school, as autos usually It is stated emphatically there will be and a column write-up in the Hearst same as that recommended by the permission to leave his office to coltravel rapidly past this point. The no unnecessary delays in getting the newspapers last Monday by Damon State Highway Commission in its lect taxes in outlying districts of the letter asked that safety signals be in- newly acquired acreage in shape for Runyon, the famous sport writer, who original report, following the bay county and in the principal incorstalled on the road at this point. The a grand opening. The Peninsula has given Johnson considerable pub- line as closely as possibly from South porated cities. This is the usual cusmatter was referred to the city mar- Choral Society's production of the re- licity before. In Monday's story Run- San Francisco to Burlingame, passing tom of the tax collector, and is done

A report from Fire Chief B. H. Truax October 1st, will be the first large man's gymnasium in New York watch- around to the present county highway unable to call at the office in Redwood month, all showing little or no dam- The bonds just voted on will be sold much to say by way of comparing a point south of the Greater San by the board on motion. age with the exception of the fire at as soon as the city board of trustees the two men. He says: the Western Pipe and Steel Com- complete the official canvass of the pany's plant, which destroyed part of votes, and actual work in clearing the erners, Dempsey and Johnson, pre- to a point on the outskirts of Red- Madera creek where that creek

FLOYD JOHNSON WINS ANOTHER FIGHT IN N.Y.

Bond Issue for \$80,000 Carries by Big Fellow Knocks Out Harry Williams; Gets Much Publicity.

tion of one precinct, and here the round of a twelve-round fight. Wil- work will start within the next few will be taken up with the architect, liams was considered a tough man days. The work will be done by a W. H. Toepke.

ligious oratorio, "Elijah," on Sunday, yon tells of seeing Johnson at Still- in front of Pacific City, and swinging to accommodate taxpayers who are ing Jack Dempsey box. Runyon has east of the railroad at Beresford. At Citiy. The permission was granted

property of superfluous undergrowth sented a striking picture. Both are wood City, from which point it is pro- crosses Fitzpatrick road leading from After the auditing of a number of and laying out of certain details such Irish descent, but Dempsey is very posed to connect with the Middlefield Menlo Park to Alpine, were pre-

future. The bonds, bearing 5½ per Johnson in the neighboring state of The present survey is provided for by the board, and the clerk instructed cent, will be issued in denominations lowa. They are about the same in a tax levy in San Mateo county, the to advertise for bids for the work, as determined by the city board of height and about the same weight, San Francisco funds to be provided which it was specified is to be paid ED SATURDAY trustees, and bonds to the amount of but Johnson's legs seem bulkier than out of the general fund budget. Ap-



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meeting of the directors held re-

cently. At this meeting the three

directors, Supervisor John MacBain,

representing San Mateo county, and

route the highway is to take.

ect was taken in San Francisco at the COUNTY BOARD HOLDS ITS REGU-LAR SESSION WITH TWO MEM-BERS ABSENT; MATTERS OF ROUTINE GROUND OUT.

Supervisors Richard J. Welch and J. The county supervisors met in regu-Emmet Hayden, representing San lar session at Redwood City Monday. Francisco, were present, as was Dis- and although Supervisors John Mactrict Attorney Franklin Swart of this Bain and Thomas Hickey were absent county, legal adviser for the highway- the usual routine of business was bridge district. One result of the gone through with.

meeting was the definite fixing of the A communication was received from the State Board of Health regarding According to reports of the meeting plans for the construction of the there was some slight difference of tuberculosis pavilion at the hospital, opinion among the directors as to the calling attention to the requirements

Commission and Assistant City En- against the county library fund was

Francisco speedway the route swings Plans and specifications for the con-"Side by side, the two young West- to the left and runs in a straight line struction of a box culvert at Corte road and also construct the ap- sented by County Surveyor George A. Encese. These plans were accepted

for out of

stubs drawn. The holder of the corresponding ticket will be presented with merchandise orders to the amount of \$10, these orders having exactly the same value in making purchases at any one of the stores listed as ten \$1 bills would have.

Another thing should be carefully noted. Whether or not you are the holder of a certificate drawing one of tervals during the fall, you should hold the main part of your certificate, for the ones having the most of these will be given a number of large prizes benefit of the buyers, while costing them nothing. Look on the store windows when shopping for the sign which says "WE GIVE SOUTH SAN FRANCISCO MERCHANTS' ASSO-CIATION COUPONS." Then, when making a purchase, if the clerk forsets to give you the coupons ask for them. They will be promptly forthcoming.

There was a large gathering at the Royal Theater last Friday evening to see the drawing. Judge E. E. Cunurged residents of this city to patronize the merchants of the town. Miss Amelia Da Brato favored the audience with a vocal selection, which elicited much applause. Then the drawing was held, a little girl from the audience taking the two numbered stubs from the box.

Another drawing will be held at the Royal tomorrow (Friday) night. If that time. Perhaps you have a num- Italian Cemetery. ber of the blue coupons, in which case a few more purchases before Friday evening may bring you one of the from a business trip to Los Angeles. numbered \$10 certificates and the lucky nur er at the drawing. It is certainly worth trying for. Here are the merchants who are pw giving away the coupons:

The Enterprise. Santini & Roccucci. C. F. Schurk. Barkoff's. A. T. Arndt. The Hub.

Miss Myrtle Vaccari, daughter of years.

Mr. and Mrs. J. Vaccari, for many It is reported that the Frederick tapering legs. years residents of this city but now Kohl estate is one of the most beautiliving in San Jose, will be married ful spots of its size in California. It trim off to a neater shape as he gets ENTIRE CHANGE IN here Saturday of this week. The is filled with magnificent trees and is older and his weight settles. Dempbridegroom will be Edward J. Madi-largely in its natural state. The re- sey is grace personified in and out of gan of San Francisco. The news of sulting city park, it is believed, will the ring, while Johnson, with the the approaching wedding came out a be one of the finest in the entire West. awkwardness of youth still on, is in the personnel of the force at the continued until the meeting of October

few days ago when Miss Vaccari rethe prizes to be given at frequent in-signed from her position in the local J. W. COLEBERD DELIVERS office of the W. P. Fuller Company.

Miss Myrtle Vaccari is well known in South San Francisco, where she was born twenty years ago. Since city was one of the speakers Wednesat Christmas time. All the way her parents moved to San Jose rethrough the coupon plan works to the cently Miss Vaccari has been staying avenue.

The ceremony will be performed by subject was "The Model Tax Ordithe Rev. C. L. Peck at St. Paul's nance." Methodist Church. The young people plan to make their future home at Hollywood, Calif.

MRS. AMELIA PODESTA DIES SUDDENLY TODAY

Mrs. Amelia Podesta, well-known ningham gave an address, in which he this (Thursday) morning of heart resident of this city, died suddenly disease at her home near Baden crossing.

Mrs. Podesta was 44 years of age and had lived in South San Francisco for twenty-two years. She leaves four children to mourn her loss, three sons, Theodore, Louis, and John, and one daughter, Anna. The date of the funeral has not yet been set, but it you are holding any certificates be Perata & Co. undertaking parlors in sure to put the stub in the box before San Francisco, with burial at the

E. C. Peck returned last Friday

Greenberg's. Scampini's. Peninsula Drug Store. Columbia Meat Market. Baden Cash Store. Curusis Bros. W. C. Schneider. Hawkins & Coughlan. Juniper Avenue Grocery \$2000 will mature each year for forty Dempsey's. Much of Jack's weight is proximately \$225,000 has been pro-

ADDRESS AT CONVENTION City Attorney J. W. Coleberd of this

with Mrs. L. Thomas on Grand of California Municipalities, now in self even in a sparring contest."

session at Palo Alto. Mr. Coleberd's

"However, Johnson will probably

Enterprise office.

HERE'S A WAY TO GET MANY **MERCHANTS' ASSOCIATION COUPONS**

We refer, of course, to the prize coupons given away by members of the South San Francisco Merchants' Association. These coupons cost you nothing, being given away with each purchase of 25 cents or over, but when exchanged for number-bearing certificates give you a chance at the liberal prizes to be awarded the holders of lucky numbers. Then save your certificates until just before Christmas and you may capture one of the big prizes to be given free.

The Enterprise is giving these coupons along with other members of the Merchants' Association. When renewing your subscription or making a new one The Enterprise will give you double the value of the money paid in coupons.

Think of it! A year's subscription to your home-town paper costs you \$2.50 and you will receive coupons to the value of \$5! If you are paid up, send The Enterprise to some friend for six months or for one year and get the coupons that may win you one of the prizes to be given every two weeks. or will give you a big start toward the certificates that may capture one of the big prizes for you later on. Two yearly subscriptions will cost you \$5, and The Enterprise will present you with a \$10 certificate. This, too, in addition to the tickets that will admit two persons each to popular San Francisco theaters. Can you imagine anything more liberal? The first prize will be drawn Friday evening of this week. Pay your subscription today. You may be the winner of the first prize, worth \$20.

above his waist line, and he has trim, vided for the survey and acquiring of also addressed the board in regard to rights of way.

more graceful in the ring than out of local postoffice, beginning with Oc- 2d, when it will be taken up further.

"Dempsey asked Johnson to box few days ago L. G. Hardy, who takes mendation of the County Social Serwith him Friday, but Cook explained charge as postmaster of the inde- vice Commission covering the amount that Floyd has a sore shoulder as the pendent office, beginning with Sep- of money necessary for the operation result of his bout with Joe McCann tember 28th, received word that a of the commission during the coming over in Newark Monday night, and force of experienced men would be year and ordered the same accepted. day at the convention of the League would not be able to do justice to him- supplied him from the San Francisco This matter was continued from the

the new office is in thorough running includes an increase of salary for the Whist score cards for sale at The order. O., Campbell, the present executive secretary and for the office superintendent of the office, leaves secretary.

October 1st. Mr. Campbell will have Complying with the request of the a three weeks' vacation before taking board, District Attorney Franklin up his duties at the San Francisco Swart presented an opinion regarding office, to which he is to return. J. J. the authority of the board to con-Jones, for years a carrier in this city, struct sidewalks, safety stations and has already been transferred to a curbing along the state highway at clerkship in San Francisco. Fred W. Belmont, a petition having been pre-Wessenberg, present assistant to the sented by Belmont residents asking local postmaster, will also be trans- that such work be done. Swart adferred to the San Francisco office, as vised the board that it was in its will William Geertz, who has been a power to order the work done, and carrier here with Mr. Jones. J. A. that it could b paid for out of the dis-Stone was transferred here from San trict road fund, out of the general Francisco as a carrier this week, and fund or on the district assessment Mr. Stone will probably remain under plan at the discretion of the board. In the new regime. In addition, it is ex- order that this matter could be dispected that another carrier and an cussed at a full meeting of the board, assistant postmaster will be ap- it was continued until September pointed from the San Francisco post- 25th, when a special meeting will be office.

CAMP WAGON BURNS.

fire near the corner of San Bruno and board that his opinion would be of no Grand avenues Wednesday evening value as the matter was entirely in about 6 o'clock. The fire was in a the hands of the State Railroad Comcamp wagon standing on vacant mission, and that it gave the Pacific ground near the old city jail. It Gas and Electric Company the right started from an oil stove and most to refuse service to isolated districts of the wagon and part of the body unless the residents of such districts was consumed before he blaze was would pay for the cost of the running extinguished.

Life may be a picnic, but like all supplied in the near vicinity, and picnics it has plenty of dirt.

County Surveyor George A. Knees a census of automobiles, trucks, etc., which the California Bureau oo Public Works desires for state sta-PERSONNEL AT P. O. tistics. The bureau has requested the assistance of the different counties in

That there will be an entire change making the census. This matter was tober 1st, has become apparent. A The board again took up the recomoffice at least temporarily and until last meeting. The recommendation

held.

In answer to a request for an opinion regarding the installation of service for electric lighting at Beresford, The fire department was called to a District Attorney Swart informed the of the lines. Supervisor Rosalie M. Brown stated that others had been

(Continued on page 8.)

THE ENTERPRISE-SOUTH SAN FRANCISCO, CALIF.



THERE IS GREAT PLEASURE on cold, frosty mornings in just reaching out from your warm bed to press a button and start heat on its way up from the basement. This comfort is a constant delight in homes that are equipped with electrically-controlled gas furnaces.

Gas furnaces supply clean, fresh air through pipes to all the rooms of your house. No heat escapes into the basement, and the incoming air never comes in contact with the gas flame or fumes.

The electrical control of gas furnaces enables you to get low heat. medium heat, or high heat by pressing one or two buttons.

Tell us how many rooms you have to heat, and we will tell you what size furnace you need, what it will cost, etc. Thousands of these furnaces are in daily use in California. Some of them are in your neighborhood. Ask us where

they are.



PLANS ANNOUNCED FOR COLMA COMMUNITY HOUSE

We have during the past weeks endeavored to interest the residents and well-wishers of Colma in our Community Center. It is Imperative that a large sum be raised in order to materialize this new building.

It will be 60 feet by 100 feet. The sub-basement will contain a club room for boys 30 feet by 30 feet and one similar in size for the girls. This will take up the front half of the entire basement; the rear half will be divided into separate compartments, one for men and the other for women, and each will contain paraphernalia rooms, locker rooms, and showers with conveniences.

On the main floor of the building there will be a lobby, check rooms and conveniences, for men on one side and women on the other, also stairways leading up to a balcony, both to the right and left. In the center of the main floor, 40 feet by 60 feet, will be hardwood flooring suitable for basket-ball and all manner of gymnasium stunts and also for dancing. Ten feet on the sides and end toward the entrance will be ordinary tongue and groove flooring. At the rear of the building will be the stage, with an opening 26 feet wide and 17 feet high. The depth will be 20 feet. Above the entrance end on both sides of the hall will be the balcony, also two rooms that can be used for offices etc.

The main portion of the building will be open to the roof, which will be carried on trusses, so as to give ample space for athletic stunts.

This main floor can be used for many purposes and will have a large seating capacity.

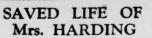
This gives a general outline of the structure, and in a few days subscription papers will be circulated, as we hope that every one living in this community will wish to share in this undertaking.

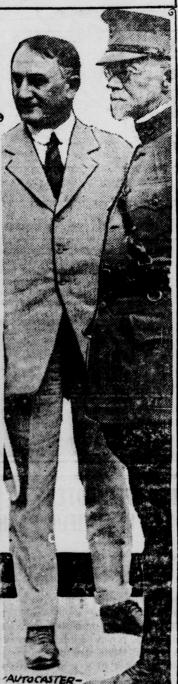
We are also at this time going to ask the several large corporations who employ many of our citizens to help us in this cause, knowing that in raising the standard of citizens we are bettering the quality of their em-COMMITTEE. ployees.

A genuinely good man is so shocked by the world's sins that he will not talk about them, but the imitation good man likes to discuss the details.



Senator George Sunder-





Brig. Gen. C. E. Sawyer, personal physician to President and Mrs. Harding, and Dr. Charles Mayo, prominent Surgeon of Minnesota, photographed as they left the ' ie House after ministering to 3. Harding during her serious illucess.

MRS. PAUL BLANK, MUCH-LOVED WOMAN, PASSES TO REST

The residents of South San Francisco were deeply shocked last Friday to learn of the death of Mrs. Paul P. Blank of this city. Mrs. Blank had lived here for sixteen years and was a woman of high character, loved and respected by all who knew her. The great profusion of beautiful floral offerings and the large number of sorrowing friends who attended the funeral and later followed the body to its last resting place all bore witness to the high esteem in which the young matron was held.

Mrs. Blank was born in Philadelphia thirty years ago. Her mother

STATE MOTOR COPS CATCH MANY FOR IMPROPER LIGHTS

Sunday evening was an unfortunate one for many motorists who happened to be in the vicinity of Redwood City after dark. Officers of the state motor vehicle department stopped over 150 drivers on the highway in the southern part of the county at that time and ordered them to appear in the justice court at Redwood. And all on account of improper adjustment of their headlights. Some were too bright, some had the dimmers upside down, some lights were not deflected down on the road.

There were flappers in grandmother's day, but they called them "tomboys."



quality that can

not be duplicated Have You Noticed the New Houses That Are Being **Built? 30 UNDER CONSTRUCTION** at the present time **15 LOTS SOLD** during month of June. **BETTER SECURE THAT LOT** before all choice property is sold DO IT NOW! E. C. PECK

TELEPHONE 9

Announcing a Cut

In the Price of

Dodge Brothers Motor Cars

Mr. H. R. Viette,

LAND OFFICE

South San Francisco, California. Dear Sir:

Due to the recent reduction in freight rates the following prices f. o. b. your territory are effective immediately on Dodge Brothers' motor cars:

Touring\$1065	Bus. Coupe\$1170
Roadster\$1015	Screen\$1030
S. J.	



THE ENTERPRISE—SOUTH SAN FRANCISCO, CALIF.

THREE



Ask for Merchants' Association Coupons







227 GRAND AV Phone 119-J

So. San Francisco

TRAVEL BY RAIL



to

Los Angeles

Fast Schedules Comfortable Coaches Dependable Service Trains Every Day (Rain or Shine) Protected by Automatic Safety Signals South San Francisco 15-Day Season \$22.25 \$18.75 Fifteen day tickets on sale Fridays and Saturdays, until Sept. 30th, return limit fifteen days. Season tickets on sale daily until Sept. 30th, return limit Oct. 31st, 1922. Proportionately low round trip fares to principal California resorts. For information regarding train service, reservations, etc., ask

G. W. HOLSTON, Agent, So. San Francisco Rail and Steamship Tickets on Sale to All Points

SOUTHERN PACIFIC LINES

Large Scratch Pads of Pen and Ink Paper, 5c each

Whist Score Cards for Sale

AT THE ENTERPRISE OFFICE

tember 24th, at Bellevue Tavern. A short program will be rendered in the afternoon. The rest of the day is to be given to various games, races and dancing. An enjoyable time is in store for all who attend.

. . . The annual picnic of San Bruno's arish takes place next Sunday, Sep-

> . .

At the banquet given Saturday night to the members of the four teams representing the local baseball league a large silver loving cup was awarded to the champion Y. M. I. boys, who went through the entire season without losing a single game, and the individual silver cup was presented to Walter Griffin for topping the batting list, his average being 625. The leading sluggers of the respective teams and their batting averages are as follows: Y. M. I.-Griffin, 625; Baccala, 509; G. Dixon, 509. W. O. W .-- Coffman, 557; L. Davis, 512; Martinelli, 509. B. A. Y .- Skellenger, 447; Flynn, 447; Heinz, 424, P. O. M .- Fields. 500; Anderson, 377; H. Beckner, 354.

I. J. ELLEFSEN **Painter and Decorator** Foreign and Domestic Wall Paper P. O. Box 71 Phone San Bruno 197-M SAN BRUNO, CAL. . Homes and Lots Low Prices **Easy Terms Good Locations** Wm. Maurer

Beal Estate and Insurance SAN BRUNO. CALIF. It Pays to Investigate!

Small Payment Down and Balance

On Terms Like Rent

NEW 5-ROOM BUNGALOW

Modern in Every Particular **Exterior Stucco** Lot 40x100 **High School Park Addition**

THIS IS A BARGAIN

FOR PARTICULARS SEE

E. C. PECK COMPANY

Land Office, Corner Grand and Linden Aves.

OR THE

SOUTH SAN FRANCISCO LAND AND IMPROVEMENT CO. W. J. MARTIN, General Manager

sellhe Enterprise			
Official paper of the City of South San Francisco Published every Thursday. Office, 312 Linden Avenue. Phone 126			
Enterprise Publishing Company			
office, 312 Linden Avenue, South San Francisco Phone So. S. F. 12			
One Year, in advance\$2.50 Six Months, in advance			
The publication of signed articles in the columns of The Enterprise doe not necessarily mean that this paper endorses the views of the writers nor wil it be held responsible for these views.			
Entered at the Postoffice at South San Francisco, Calif., as second-class matter December 19, 1895.			
ROBERT SPEED Managing Edito			
THURSDAY, SEPTEMBER 21, 1922			
the second se			

NEWSPAPERS' COMPETITION

It is remarkable the extent to which many business men in the smaller towns are prone to follow strange gods in advertising. The newspaper is always with them and that is probably why they do not half appreciate its value. That it is the safest, best, and most logical method of putting their message before the buyers of their goods has been demonstrated again and again. But still some of them will bite at any catch-penny scheme that is offered them, especially if it comes from outside the town.

The latest competitor of the town newspaper is the moving picture interests. The old-time "still" has been proven a failure. But the new plan includes an actual movie. Clever salesmen invade the town and, working on a percentage basis with the theater man, sell a movie proposition to the local merchant. The movie is merely stock stuff, with a domestic plot into which is worked the name of the store or other mention of the local merchant. As advertising it simply isn't; the most complimentary way it can be described is as general publicity with the accent on the "general." But it takes the money from the local merchant and gobbles up a nice slice of his advertising appropriation.

Compare it with the advertising in the newspaper. The buyer wants to know something of price, of quality, of the general description of the hat or shoes or clothing he or she will probably buy. Where can such detail be found? Only in the newspaper, of course. The message that contains such information is the only real advertising. It satisfies the readers because it tells them what they want to know. The mere mention of a store or even a view of it in a movie sells no goods. As a matter of fact, the movie patron is just as apt to be offended; he is there to be entertained, not to have an advertisement thrust on his notice.-Pacific Printer.

CONGRATULATIONS TO SAN MATEO

The progressive city of San Mateo took a long step forward Tuesday when its citizens voted by an overwhelming majority to purchase the beautiful Kohl estate for a city park. The bond issue required to consummate the deal will be for \$80,000, and the grounds to be purchased will give San Mateo one of the finest city parks in the state of California.

This is a good indication. The fine park will be a subject of pride, not only to San Mateo but to the entire peninsula. It speaks forcefully for the spirit of progress in evidence on every hand in this region.

Parks are an inestimable asset to any city. Our own town of South San Francisco is sadly in need of one. San Mateo is setting a pace that every town on the peninsula would do well to heed.

The Enterprise extends congratulations to San Mateo and its citizens.

Wedding bells ring merrily, but the siren of the divorce court is the one that makes the big noise.

Be an expert at one thing and the world will forgive you for what you don't know about the rest

The fellow who puts himself "in the hands of his friends" often finds it



Sin on every side is growing bolder, and the very delusion con-tained in the statement, "The world is growing better," is of satanic origin, and is for the pur-pose of putting to sleep the forces of righteousness. of righteousness.

Human nature is incapable of moral improvement by any human process known to mankind. The only thing within the power of God that can change human na-ture is regeneration. Reformation cannot affect its character. Regeneration must precede reforma-tion. Those who have been regen-erated are of course growing bet-ter; they are improving; they are progressing: they are course growing

progressing; they are growing more Godlike.

The good are getting better, but the bad are getting worse. The ungenerated, the unwashed, the unsaved are more skilled, subtle, SECOND-The fact of



powerful in the practices of

sin than ever before in the history of the world. The corrupt are becoming more scientific in their corruption, and more determined to practice corruption. There are three great stubborn

facts confronting us. FIRST—The tact of sin. It is the most stubborn fact, the most awful fact, and the most destruc-tive fact in the universe.

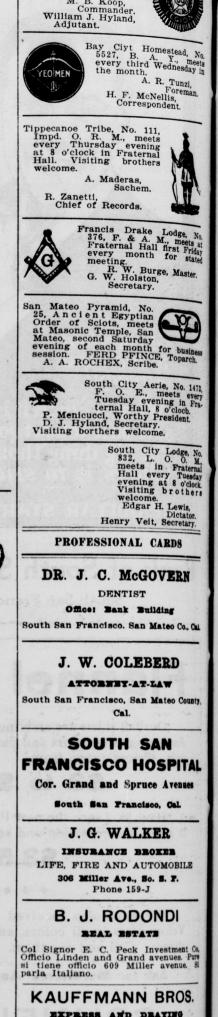
if we were not lost. You can't save something that hasn't been lost. The salvation provided by the blood of Christ is the only fact that is constructive, redemp-tive, and recreative. THIRD—The stubborn fact of

depraved, lost human nature. This great entity known as sinful man great entry known as sinful man cannot be improved by external processes; be cannot be redeemed by education or evolution, or any other of the delusions. He can be saved only by the regenerating act of the Holy Ghost. It is the dury of the church and

It is the duty of the church and of every minister of the gospel to preach the awfulness of sin, the absolute certainty and power of salvation, the judgment that awaits the unremarked and the durates the unrepentant, and to denounce with all the power possible the bellish deission that the world is

growing better. Awake! Strike! Preach! And reach the unsaved, for they are wed, for they are not better. salva- growing worse





THE ENTERPRISE-SOUTH SAN FRANCISCO, CALIF.

CAN COOK HAM AND CABBAGE

American Queen of Beauty for 1922 **Knows Kitchen**

Ohio Girl's Triumph

SPECIAL TO THE ENTERPRISE By Robert Fuller

Autocaster Service

Atlantic City, N. J .- Being beautiful does not take all of one's time. One can be beautiful and still be quite intimate with kitchen utensils. Mary Katherine Campbell of Columbus. Ohio, says so-and Mary ought to

Miss Campbell is a 16-year-old school girl and daughter of Mr. and Mrs. Herman R. Campbell. She has just been crowned Queen of American Beauty for 1922. She prides herself that she can cook a well-seasoned dish of ham and cabbage.

Miss Campbell was picked as America's most beautiful girl from a group of 170 prize winners representing as many different towns and cities in the United States.

The competition was the annual Beauty Pageant at Atlantic City. She was entered as Miss Columbus.

Her Ideal Man

Miss Campbell is a wholesome, mid-Western miss just out of high school. She swims, rides, dances and helps mother cook. She is 5 feet 5 inches in height and weighs 133 pounds.

Marriage, she blushingly admits, is at least four years away-although she confessed seven proposals already

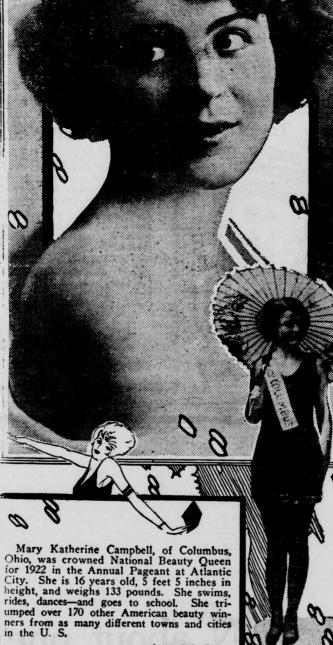
The man of her dreams-well, he should be tall, slightly interested in athletics, good-humored, and not too handsome. He can be either rich on poor-if she loves him.

New American Type

Coles Phillips, famous American illustrator and artist, and one of the judges in the contest, said of Miss



PRETTIEST GIRL IN UNITED STATES



TWO WANTED FOR BEATING MAN GIVE THEMSELVES UP

Joseph Cucchi and Reno Trevagrino. two men for whom a warrant was issued by Judge W. J. Smith last week charging them with beating and seriously injuring Victor Trevagrino, brother of one of the two, appeared before Judge Smith voluntarily this week. He placed them under \$2000 bonds pending their hearing. The beating of Trevagrino occurred at a saloon in Millbrae about two weeks ago, and the man spent several days in the hospital as a result of injuries received.

Advertise your needs

NOTICE OF TIME APPOINTED FOR PROBATE OF WILL

In the Superior Court of the State of California, in and for the County of San Mateo. Probate. No. 3054. In the Matter of the Estate of James Prunchos, Deceased.

Prunchos, Deceased. Notice is hereby given that Friday, the 13th day of October, A. D. 1922, at 10 o'clock a. m. of that day, and the Court Room—Probate—of said Court, at the Court House in Redwood City, in the Court of San Mateo, State of Cali-fornia, have been appointed as the time and place for proving the will of said James Prunchos, deceased, and for hear-ing the application of Louis Poulos for the issuance to him of Letters Testa-mentary thereon. [Seal] ELIZABETH M. NASH, [Seal] ELIZABETH M. Clerk.

By E. L. FALVEY, Deputy Clerk. J. W. COLEBERD, Attorney for Peti-

tioner. Dated South San Francisco, Septem-ber 18, A. D. 1922. (Endorsed): Filed Sept. 18, 1922. ELIZABETH M. NASH, Clerk. By E. L. FALVEY, Deputy Clerk. 9-21-3t

NOTICE TO CREDITORS.

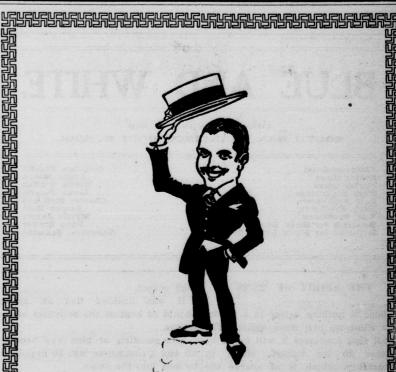
NOTICE TO CREDITORS. In the Superior Court of the State of California, in and for the County of San Mateo. No. 3034. In the Matter of the Estate of Cle-mente Gambetta, Deceased. Notice is hereby given by the under-signed administrator of the estate of Clemente Gambetta, deceased, to the creditors of and all persons having claims against the said deceased, to file them, with the necessary vouchers, in the office of the Clerk of the Superior Court of the State of California, in and for the County of San Mateo, or to ex-hibit the same, with the necessary vouchers, within four (4) months after the first publication of this notice, to the said administrator at the office of Messrs. Ross & Ross, First National Bank Bldg., Redwood City, California, the same being the place for the trans-action of the business of said estate in the County of San Matee, State of Cali-fornia. Dated this 8th day of September, A. D. 1922. Dated this 8th day of September, A. D. 1922.

W. A. BROOKE, Administrator of the estate of Clemente Gambetta, deceased. ROSS & ROSS, Attorneys for Admin-

First publication in The Enterprise, September 14, 1922. 9-14-5t

NOTICE TO CREDITORS.

by the so-called Gibson Girl. In the has using the type is a so the type is a so the type is a source of the sourc



A Message for You, Mrs. Housewife:

The merchant who advertises deserves your patronage. By advertising he is proving to you that he carries goods he is proud of at prices he knows will bear comparison.

The merchant who advertises will always be found a businessman who is live, aggressive and worthy of patronage. He is a credit to the town and should receive your trade.

Each time before you come downtown shopping read the advertisements in The Enterprise. They are placed before you to help you solve the problem of buying where you will get the most for your money.

By patronizing our advertisers you help South San Francisco's most enterprising merchants, help South San Francisco, help The Enterprise, but most of all HELP YOURSELF.

Think It Over!



It is gratifying to a motorist to know that his car has power and plenty of it.

And that is one of the most notable features of

FIVE

order most of the time for two weeks.

whether I have a usable telephone or to a few. Big results at little expense. AIRPLANE EXPRESS FROM not, so I am simply out the money this two weeks has cost me. There are other things about the service that might be mentioned, such as slow- office. ness of connections, etc., but I for one would try to put up with everything else, exasperating as it might be, if only my phone were kept in order.

Yours truly,

PRO BONO PUBLICO.

WOMAN'S CLUB HEARS

The South San Francisco Woman's Club held its first meeting of the Metropolitan Hall, the executive committee acting as hostesses.

Mrs. Caroline Coffinberry, local librarian, gave a book review which proved both valuable and interesting. It is planned by the club to have Mrs. Coffinberry give a similar review of new literature each month. A class ply 1003 Grand avenue, So. S. F. 2t

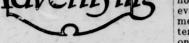
in current events is also being enjoyed. The next meeting will be 204-W. held the first Thursday in October.

BORN

FERANDO-In South San Francisco, August 12, 1922, to the wife of Antonio Ferando, a son.

VARGUS-At the South San Francisco Hospital, September 17, 1922, to the wife of W. F. Vargus, a daughter. SWARTZ-At the South San Francisco Hospital, September 20, 1922, to the wife of J. Swartz, a daughter.

Read our advertisements.



I have to pay the service charge talk to thousands while you are talking

BOOK REVIEW BY LIBRARIAN piecework. Guaranteed \$3.50 a day planned to extend air delivery to

A baby's crib is much needed by a thereof, with a minimum charge of season last Thursday afternoon at family in South San Francisco. Any \$1. The company plans to carry one wishing to donate same please chiefly emergency matters, specializleave at Enterprise office. ing in auto and machinery parts.

> For Sale-1918 six-cylinder Stude Miller avenue, So. S. F.

For Rent-Furnished 3-room modern apartment; garage if desired. Ap-

For Sale-5 r. house, plastered, all planned for. The club, at a request modern improvements, garage under from the California Federation of neath, near station, \$2200; 5 r. house, Clubs, endorsed the Wright act, the soldiers' bonus bill and the com-munity property law. At the conclu-sion of the conclustion of the concluster of the c sion of the meeting refreshments to \$6000. Also choice lots very reason-Terms. Call, write or phone were served and a social time was enjoyed mb. Call, write or phone Wm. Maurer, San Bruno, Calif. Phone

'Lay Down." For the honor of my family and Wanted-A good solicitor. Easy permanent work and a money-making my loyalty to the 798 friends who proposition for right person. Inquire Enterprise office. voluntarily and so splendidly gave me the Nomination at the Primary, For Sale-6-room house, windmill and tank, barn, chicken house, etc.; lot 50x100; only \$1850; terms. Aug. 29, 1922, in spite of the tremendous influence against me, l WILL NOT QUIT-win or lose.

Houses for sale on easy terms, also to rent, fur. and unfur. Lots for sale The enormity of this effort to control the Judiciary, the only protection from \$300 up, only \$25 down and \$5 a month. Why not buy and build your own home? Telephone 129, San the people have, is of the most vital Bruno. L. M. Hawkins. fornia.

For Sale-4 r. house, high basement, strictly modern, \$1850; 6 r. house,

REMEMBER BROWN

is not a

To benefit the two incumbent can-

didates for Justice of the Peace-no

doubt-I have been ORDERED to

Very respectfully,

J. L. BROWN.

Autrer, San Bruno, Calif.
AIRPLANE EXPRESS FROM
AIRPLANE EXPRESS FROM
AIRPLANE EXPRESS FROM
S. F. TO THE VALLEY
Airplane express became a fact Wednesday when the Pacific States Configured and White Leghorns, Black Minorcas, Buf Orpingtons, R. I. Reds and Barred Rocks. Order now. Fall season will soon close. Enoch Crews, Seabright, Calif.
Wanted—Steady married men to learn trade of wire drawing. In six with one round trip daily. It is pleacework. Guaranteed \$3.50 a day while learning; steady work. Apply E. H. Edwards Co., So. S. F., Calif. tripted and the service will start with one round trip daily. It is planned to extend air delivery to

Weber, deceased. ROSS & ROSS, Attorneys for Admingiven as 35 cents a pound or fraction

First publication in The Enterprise September 14, 1922. 9-14-5t

GOLDEN EAGLE

HOTEL

Best Workingman's Hotel

in Town

Shower Baths and Home

Cooking

Under New Management

SOUTH S. P. 135-J

S. NIERI & CO.

Funeral Directors

.....and.....

Embalmers

Day and Night Phones

Lady in Attendance

306 Linden Ave., Nr. Grand Ave.

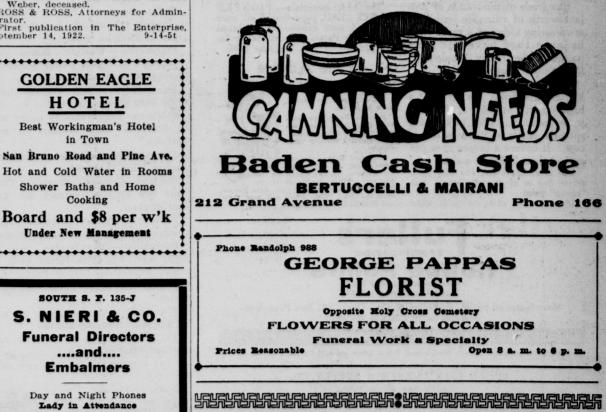
SOUTH SAN FRANCISCO

the performance of the Oldsmoble Four-its proven power.

But it is a good car to own for many other reasons -its beauty of line and smart appearance; its speed, when needed; its known economy and its absolute reliability.

You can't make a mistake when you invest in an Oldsmobile!

HOMESTEAD GARAGE San Mateo T. J. BROWN, Prop. Opposite 13th Ave., Hayward Park, on El Camino Real Phone S. M. 18 *******************************



For Results Advertise in The Enterprise

Advt.

SIX

BLUE AND WHITE

Official Paper of the SOUTH SAN FRANCISCO HIGH SCHOOL

Editor-in-Chief					 	 Beatrice Farrel
Senior Class						 Azalia Meat
Junior Class					 	 Bertie Grifft
High Sophomore						 Leona Farrel
Low Sophomore					 	 Chester McGrat
High Freshmen					 	 Louise Bei
Low Freshmen					 	 Myrtle Jame
Reporter for Gi	rls' Lee	gue			 	 Edna Brone
Reporter for Bl	ock Le	ter	Soci	ety		 enevieve Schmid

THE SPIRIT OF '22-'23

high school. It was decided that an album

There is nothing better in a school should be kept of the activities of the than what we call class spirit. The league. school that possesses it will never be The question of pins was brought up and a committee will be appointed satisfied to lag behind, either in

of Nero.

country home.

John-Hootch.

White has a son.

What was he peddling?

We're for the Blue and White

We're for the Blue and White,

We hope to add more to it in the

Very innocent History Teacher-

Mrs. Jones-To keep the sun out.

Jones: Did you hear the news? Mrs.

versation)-The shades didn't do any

Blue and White.

Raise them to the sky

. Blue and White,

Our love will never die.

For South City Hi.

scholarship, which is of course the to look into the same. most important, or school activities, which are good for us physically. WE'RE FOR THE BLUE AND WHITE Therefore let us get together and do everything we can to keep up that spirit for the honor of our school. Now is the time to start, as this is

the beginning of a new school term.

LOW FRESHMEN CLASS

The low freshmen class held its first meeting Tuesday, September near future. 20th, for the purpose of choosing class officers.

The following were elected: Everett Rolff, president; Dorothy Hein, vicepresident; Dora Cattalini, secretary; Georgian Knock, treasurer; James Dunn and Lois Aylsworth, executive board; Myrtle James, Blue and White reporter.

GIRLS' LEAGUE

A regular meeting of the Girls' League was called to order on Wednesday afternoon by President Lillah Brown.

The reports of the secretary and for? treasurer were read and accepted.

A vigilance committee, composed of a representative from each class, is to try to eliminate petty pilfering which has been taking place in the high school.

A letter was read from the Girls' good after all, did they? League of San Mateo high school, inviting our league to be present at a meeting of the leagues of the bay counties which is to be held at their nothing.

THE ENTERPRISE-SOUTH SAN FRANCISCO, CALIF.

INDUSTRIAL NEWS FROM **ALL OVER CALIFORNIA**

Los Angeles-All California beet sugar factories are operating. Harvesting is slow on account of scarcity of suitable labor, as southern California is practically dependent upon Mexicans for work in beet fields and enforcement of immigration regulations has caused a shortage of this class of help.

Sacramento-Delta asparagus crop largest ever grown in district; totals 1,500,000 cases, valued at \$10,500,000. San Diego-Gold, silver and conner mining revives in Lower California; old mines reopened.

Reddding-Contract let for \$97,000 grammar school building.

San Francisco - Southern Pacific Company plans extensive construction program. Thousands of men to be added to forces.

Oakland-Production under way at new Durant plant. Company plans manufacture of Star car in addition to Durant.

San Francisco-Business of San Francisco postoffice increases 9.57 per cent since January 1, 1922.

El Monte-\$65,000 school bond election carries; city to purchase ten-

acre school site. Martinez-Construction to start on two 500,000-barrel oil reservoirs of

Shell Oil Company. History Teacher-The average per-El Monte-Adams Manufacturing son now hasn't the great opportuni-Company to erect plant having 12,000ties for wealth that he had in the time feet floor space.

John (star pupil)-I disagree with Company adopts measures to reforest you. I know a man who started out 85,000 acres of Lassen county timber peddling with a Ford a short time ago. land. He now has a "jazzy car" and a new

vests eighty-four tons of Tuscan cling peaches from 700 five-year-old trees. Stockton-Cut in Stockton gas rates saves 11,000 consumers \$12,000.

San Francisco - Latest statistics Johnny Jones-Oh, mother, what place city's population at 607,095, an has Mrs. White got the shades down increase of 100,000 over 1920 United States census figures.

Stockton-City to install \$20,184 That night Mrs. Smith said to Mrs. storm sewer system.

Clarksburg-Bean growers of Holland land district harvest bumper Johnny (who overheard the con- crop.

Leandro - 1922 fruit crop San largest ever harvested in section.

Lakeport to build \$75,000 water and None is so wise as he who knows sewer system. nothing and knows not that he knows

Redlands-\$200,000 to be spent on development of Miel creek water project.

Gridley-Pacific Gas and Electric to start \$175,000 building program. Marysville-Preliminary work on \$24,000,000 development project under way.

Auburn-\$408,594 contract let for road work in Colfax.

Lankershim-Lankershim Sand and Gravel Company organized; plant being erected on eleven-acre tract.

Pomona-Teetor Adding Machine Company to build big local plant. Martinez-Ground broken for \$200

Downieville-Construction of steel bridge at Goodyears Bar announced. Arbuckle to get new \$75,000 school building.

San Francisco - Crystal Palace Company to build \$250,000 market at Eighth and Market streets; \$400,000 American Legion building to be completed February 1st.

Ahwahnee-Contract let for \$43,000 hospital.

Sacramento planning 48-room school costing \$750,000.

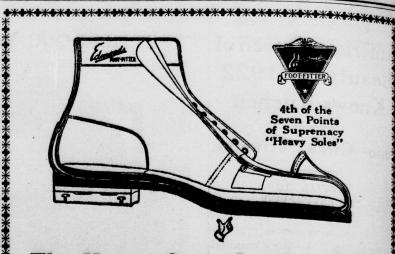
San Francisco-\$750,000 apartment house to be built at Sacramento and Powell streets.

Sausalito-Golden Gate Ferry Company to put on second electrically driven boat.

Atlantic To Pacific



Lieut. J. H. Doolittle, U. S. Army viator, left friends at Pablo Beach, Fla., one evening recently, and dined with other in San Diego, Calif., the next, going from ocean to ocean in about 21 hours of flying.



The Heavy Grain Leather Soles Give Longer Wear

The heavy outsoles on Edmonds "Foot-Fitter" Shoes are cut from over-weight oak leather—the best that can be bought. They are tough and staunch yet pliable enough to let you walk naturally. You will find that it is almost impossible to wear them through.

Even the insoles are cut from outsole leather which is 40 per cent heavier than generally found in other makes of shoes. There is practically half an inch of solid leather between your feet and the sidewalk.

You will find that you will get greater shoe mileage from "Foot-Fitters" than you have been accustomed to from other makes. At the same time you will enjoy perfect fit, comfort and conservative style. A visit to our store will mean a saving on your shoe bill Come in any time.

Santini & Roccucci **306 Grand Avenue** South San Francisco

IN about one week more the Pacific Gas and Electric Company will broadcast some good news to



Susanville-Fruit Growers' Supply

Hanford-Hardwick orchardist har-

Check the Costs

Know How Much You Save by Painting Now to Save Repairs

OMPARE the prices of lumber and paint. They will show you how expensive it is to let buildings rot for lack of the protection of paint. Hundreds of thousands of dol-

lars worth of valuable buildings are wasting today at a rapid rate, because they have not been painted when they needed it. Paint now. Save repairs. The utmost economy in paint-

ing results from the use of a high quality product at the time it is needed. The best paint spreads easily — it saves labor cost. It covers a larger area per

gallon than "cheap" paint. But most important, the best paint serves five or more years longer than "cheap" paint. It's economy, then, to paint when

your property needs it-without delay-and to use the best paint.

The best paints are scientific in formula and preparation. We've made them for 73 years - to meet the weather conditions in the West.

The best materials — PIONEER WHITE LEAD, pure linseed oil, pure zinc and pure colors—are combined in Fuller's Paints in scientifically ex-act proportions with long-time skill.

Free Advice

PPLY CO.

House Paints Phoenix Pure Paint Pure Prepared Point

Manufactured by W. P. Fuller & Co., Dept. 25, San Francisco Branches in 19 Cities in the West

SAVE THE MEMO BELOW - CUT IT OUT AND PASTE IT IN YOUR NOTE BOOK

ouse needs painting. Fuller's Specification House Paints are sold by the following Ages

SOUTH CITY LUMBER & SUPPLY CO. South San Francisco

BEBTUCELLI & MARIANI	SAN BRUNO LUMBER & SUP
South San Francisco	San Bruno
F. J. MADDEN	J. CARMODY
San Bruno	So. San Francisco

000 abstract building. Sacramento-Pacific Gas and Elec-

trict spending \$100,000 improving local gas plant.

San Francisco-\$1,000,000 ten-story hotel to be erected on Sutter street. Clarksburg-10,000-acre tract to be served by fifteen-mile power line. Sacramento-Eagles' lodge to con-

struct \$30,000 building. Eureka-\$250,000 appropriated for

work on Humboldt jetties. Byron-Shell Oil Company erecting

two huge tanks with capacity of 21,000,000 gallons.

Oakland-Plans under way for completion of \$300,000 cannery employing 500 people.

Truckee-Sierra Tavern to be rebuilt on large scale.

Yreka-Southern Pacific Company to launch \$29,0000,000 building program in Siskiyou county.

Placerville -- Western States Gas Company's \$5,000,000 power project in Sierras going forward rapidly. Hayward-Proposed \$250,000 hotel

to be built in early spring.

Stockton-Improvements under way at Stockton state hospital to cost \$247.000.

Los Angeles building permits for August total \$8,064,000.

Oakland-General Electric Company lets \$90,000 contract for first unit of plant.

Pittsburg-Pioneer Rubber Mills completes plans for \$500,000 building. Sacramento-Twenty-nine new oil wells started in state during week. San Francisco-Illinois-Pacific Gas Company starts work on big warehouse.

Pleasanton-Amador valley to vote on \$85,000 school bond issue.

Vallejo's building for 1922 to date reached total of \$625,512.

Van Nuys to get modern new store building.

Moraco-Polland Production Company to erect big motion picture studio in valley.

Jackson-Moore mine makes rich gold strike; modern stamp mill being installed.

San Rafael-Contract let for installation of modern ice plant.

the people of "Superior" California.

Watch this publica-

tion for the impor-

tant message.

THE ENTERPRISE-SOUTH SAN FRANCISCO, CALIF.



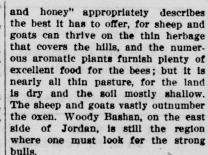
Where the Children of Israel Crossed the Jordan.

epared by the National Geographic Society, Washington, D. C.) Palestine, home of Christianity, the British mandate for which has just been formally approved by the council of the League of Nations, has probably never been better described than by the late Viscount Bryce, former British ambassador to the United States. In a communication to the National Geographic society, he wrote of the Holy Land as follows:

Palestine is a tiny little country. Though the traveler's handbooks prepare him to find it small, it surprises him by being smaller than he expected. Taking it as the region between the Medkerranean on the west and the Jordan and Dead sea on the east, from the spurs of Lebanon and Hermon on the north to the desert at Beersheba on the south, it is only 110 miles long and from 50 to 60 broad-that is to say, it is smaller than New Jersey, whose area is 7,500 square miles.

Of this region large parts did not really belong to ancient Israel. Their hold on the southern and northern districts was but slight, while in the southwest a wide, rich plain along the Mediterranean was occupied by the warlike Philistines, who were sometimes more than a match for the Hebrew armies. Israel had, in fact, little more than the hill country, which lay between the Jordan on the east and the maritime plain on the west. King David, in the days of his power, looked down from the hill cities of Benjamin, just north of Jerusalem, upon Philistine enemies only 25 miles off, on the one side, and looked across the Jordan to Moabite enemies about as far off, on the other

Nearly all the events in the history of Israel that are recorded in the Old Testament happened within a territory no bigger than the state of Connecticut, whose area is 4,800 square miles; and into hard'y any other country has there been crowded from the days of Abraham till our own so much



Palestine is not a beautiful country. The classical scholar finds charms everywhere in Greece, a land consecrated to him by the genius of poets and philosophers, although a great part of Greece is painfully dry and bare. So, too, the traveler who brings a mind suffused by reverence and piety to spots hallowed by religious associations sees the landscapes of the Holy Land through a golden have that makes them lovely. But the scenery of the Holy Land, taken as a whole, is inferior, both in form and in color, to that of northern and middle Italy, to that of Norway and Scotland, to that of the coasts of Asia Minor, to that of many parts of California and Washington.

The hills are flat-topped ridges, with monotonous sky line, very few of them showing any distinctive shape. Not a peak anywhere, and Tabor the only summit recognizable by its form. They are all composed of gray or reddish-gray limestone, bare of wood, and often too stony for tillage. Between the stones or piles or rock there are low shrubs, and in the few weeks of spring masses of brilliant flowers give rich hues to the landscape; but for the rest of the year all is gray or brown. The grass is withered away or is scorched brown, and scarcely any foliage is seen on the tops or upper slopes of the rolling hills. It is only in some of the valleys that one finds villages nestling among olive chards w re plum peach and almond blossoms make spring lovely.



We Wonder. City Boy-What's that, pa? Father-That's a cow, sonny. "And what's that on his head?" "Those are horns." They turned around and the cow mooed.

Boy-Which horn did he blow then, dad?

Not Knicker, Our Guess.

"She has refused my suit!" the hero on the stage exclaimed dramatically. "Mother,' loudly whispered a little boy in the audience, "what does he want her to wear his clothes for?"

Yes, Indeed.

"Why?" "They sent in this afternoon to bor-

up to the minute."

row our radio set."



Dumb Dan. He is so stupid he thinks a powder magazine is a woman's fashion publication.

A Deep Shaft. "You say that you haven't had any gold filling in your teeth; well, there was some gold flakes on my drill,

.1 20

Places you'll want to visit in San Francisco DIRECTORY AND AMUSEMENT GUIDE Published Every Week for the Guidance of Our Patrons. For the Week Beginning Sept. 24 Theaters and Business Houses PANTAGES THEATER PORTOLA STRAND THEATER Week of Sept. 24th Week of Sept. 24th Week of Sept. 24th Musical Comedy Star, HAREY DOWNING Grace Darmond in "SATURDAY NIGHT" and company, presenting "A Bouquet of Originalities" "HANDLE WITH CARE" With Dorothy Dalton Six Standard Acts Henry B. Walthall and Mary Alden in TIVOLI "Parted Curtains" With Mel Hertz at the organ IMPERIAL Week of Sept. 24th Week of Sept. 24th LOEW'S HIPPODROME "HURBICANE'S GAL" O'Farrell St., near Powell "MANSLAUGHTER" Week of Sept. 24th With Thomas Meighan, Lois Wilson, With Dorothy Phillips "The new neighbors are certainly and Leatrice Joy VAUDEVILLE AND PICTURES FROLIC THEATER GRANADA Week of Sept. 24th Week of Sept. 24th THE GOLDEN GATE Harry Carey in "BURNING SANDS "THE SOUL HERDER" STANDARD VAUDEVILLE With Milton Sills and Wanda Hawley PEATURE PHOTOPLAYS CASINO WARFIELD Continuous from 12:45 to 11:30 p. m. daily Week of Sept. 24th Week of Sept. 24th ORPHEUM "ABIE'S IBISH BOSE "NEBO" Week of Sept. 24th VAUDEVILLE Granev's Billiard Parlor Karyl Norman, "The Creole Fashion Plate," headliner. MOROSCO Finest in the World Formerly the Century) Perfect Ventilation COLUMBIA Week of Sept. 24th EDDIE GRANEY, Prop. 'BE CAREFUL, DEARIE' Week of Sept. 24th 924 Market St. 51 Eddy St. "NICE PEOPLE" With Mary Newcomb CALIFORNIA Humboldt Savings Bank 783 Market Street Week of Sept. 24th WILKES ALCAZAR Your Ambition-A Bank Account Tom Mix in A Bank Account Our Ambition-Your Account SAVINGS -- COMMERCIAL-TRUST Safe Deposit Vaults Open Saturday evening, 6 to 8, for deposits Week of Sept. 24th "JUST TONY" Gino Severi conducting the California Orchestra "THE BROKEN WING" Pathe News-Screen Topics then." said the dentist, working on the touching little ballad entitled, asked curiously. Ed Purdy. "How do you account for "Oh, where has the coal bin?" "Mummie said you were two-faced." replied the child, "so I was just try-"It must be you went clear through ing to find the other one."-Kansas She Investigated. my neck into my back collar button," City Star. A woman was entertaining some garbled Ed. friends at a small afternoon tea party. Her irrepressible little daugh-Specific. ter behaved faultlessly until the party

was nearly over.

around the guest's chair.

One particular guest had not ceased

to arouse the child's curiosity.

Finally she walked twice very slowly

"Well, dear, what is it?" the guest

es PERMANENT Relief 2 Legal Guarantee Given No need of Knife-no pain-continue Ask to see Gle-o-nis File Treatment.

Jennings' Pharmacy 241 Grand Ave. So., San Francisco Colma Pharmacy, Colma. Calif.

SEVEN

history-that is to say, so many events that have been recorded and deserve to be recorded in the annals of man-

Its Smallness Is Visible.

Nor is it only that Palestine is really a small country. The traveler constantly feels as he moves about that it is a small country. From the heights a few miles north of Jerusalem he sees, looking northward, a far-off summit carrying snow for eight months in the year. It is Hermon, nearly 10,000 feet high -- Hermon, whose fountains feed the rivers of Damascus. But Hermon is outside the territory of Israel altogether, standing in the land of the Syrians; so, too, It is of Lebanon. We are apt to think of that mountain mass as within the country, because is also is frequently mentioned in the Psalms and the Prophets, but the two ranges of Lebon also rise beyond the frontiers of Israel, lying between the Syrians of Damascus and the Phoenicians of the West.

Palestine is a country poor in any natural resources. There are practically no minerals, no coal, no iron, no copper, no silver, though recently some oil has been discovered in the Jordan valley. Neither are there any large forests, and though the land may have been better wooded in the days of Joshua than it is now. there is little reason to think that the woods were of trees sufficiently large to constitute a source of wealth. A comparatively small area is fit for tillage.

To an Arab tribe that had wandered through a barren wilderness for 40 weary years, Canaan may well have seemed a delightful possession; but many a county in Iowa, many a department in France, could raise more grain or wine than all the Holy Land. There is one stretch of fertile, level land 20 miles long and from 3 to 6 miles wide-the Plain of Esdraelon. But with this exception it is only in the bottoms and on the lower slopes of a few valleys, chiefly in the territory of Ephraim from Bethel northward and along the shores of the Bay of Acre, that one sees cornfields and olive yards and orchards. Little wine is now grown.

Such wealth as the country has consists in its pastures, and the expression "s land flowing with milk

Few Wells and Springs.

Arid indeed is the land. The traveler says with the psalmist: "My soul longs in a dry, parched land, wherein no water is." Wells are few, springs still fewer, and of brooks there are practically none, for the stony channels at the bottom of the glens have no water except after a winter rainstorm. There may probably have been a more copious rainfall 20 or 30 centuries ago, when more woods clothed the hillsides, and the country would then have been more pleasing to Northern eyes, to which mountains are dear because rills make music and

green boughs wave in the wind. To this general description there are certain exceptions which must not be forgotten. The high ridge of Mount Carmel rises grandly from the sea, and on its land side breaks down in bold declivities and deep glens upon the valley through which the Kishon, an almost perennial stream, finds its way to the Bay of Acre. Here, upon the slopes of a long ridge, on the other side of the Kishon, there is a wildering forest of ancient holm oaks, all the more beautiful because it is the one considerable stretch of natural wood in the whole country west of Jordan.

If Palestine is not a land of natural wealth nor a land of natural beauty, what is it? What are the impressions which the traveler who tries to see it exactly as it is carries away with him? Roughly summed up, they are these: Stones, caves, tombs, ruins, battlefields, sites hallowed by traditionsall bathed in an atmosphere of legend and marvel.

Never was there a country, not being an absolute desert, so stony. The hillsides seem one mass of loose rocks, larger or smaller. The olive yards and vineyards are full of stones. Even the cornfields (except in the alluvial soil of the plain of Esdraelon and along the sandy coast) seem to have more pebbles than earth, so that one wonders how crops so good as one sometimes sees can spring up. Caves are everywhere, for limestone is the prevailing rock, and it is the rock in which the percolation of rain makes clefts and hollows and caverns most frequent.

Cook With

"Young man," said the stern boss,

one of the young ladies in the office

This winter we will all be singing

complained that you kissed her."

"Which one, sir?"

CALIFENE

The Perfect Shortening

Made right here at home, it comes to you fresher than Eastern-made shortenings

CALIFENE

Is the shortening that satisfies. Ingredients are plainly indicated on each tin.

Manufactured under the watchful eyes of the U.S. Government inspectors by the

Western Meat Company

SOUTH SAN FRANCISCO



is made of vegetable oil and beef fat, the elements which make for good digestion. It is made in a government inspected factory, sanitary and clean. Ask your grocer





The Water and Power Act would add \$500,000,000 more to the already staggering load of Tax-free Bonds. Vote for your own interest, not for tax-exemptions. Back up these noted Californians who are leading the fight against the Water and Power Act:

n the head. He was treated by Dr. R. S. Irvine at the South San Fran-**SWEATERS** cisco Hospital, after which he was able to return to his home in San Francisco.

IN

FOR

Children

Ladies

and

Men

at a house on California avenue, fell from a gangplank Thursday morning

and broke the thumb on his right

hand, besides getting a severe blow

Mrs. J. W. Coleberd and daughters, Helen and Frances, returned home Tuesday from a several months' visit in the Middle West. Mrs. Coleberd spent considerable time at the home of her mother, Mrs. H. W. Mountz, in Garret, Ind. She also visited other relatives and the father of Mr. Coleberd, James R. Coleberd, and his family at Lees Summit, Mo.

WANT TO OPERATE TRUCK LINE, S. F. TO PESCADERO

T. ARNDT For Better Goods 319 Grand Ave. South San Francisco

Edward Serretto and Louis A Mattei have requested permission of the Railroad Commission to operate an automobile truck line carrying freight and express between San Francisco and Pescadero. They state that there is a widespread demand on the part of producers and shippers for the proposed service.

THE SOUTH CITY CAFE

Now Open Under New Management

Thoroughly Renovated Throughout Will Be Conducted as a First Class

RESTAURANT

Featuring Home Cooking

If tired of the ordinary restaurant give us a trial, and we know you will be pleased.

South City Cafe

STEWART & HALL, Props. **210 GRAND AVENUE** SOUTH SAN FRANCISCO MARE L. REQUA, U. S. Wartime Petroleum Director. State Senator LYMAN M. KING, Author of King Tax Law. JOHN S. CHAMBERS, former State Controller.

FRANK R. DEVLIN, former President State Railroad Commission.

M. M. O'SHAUGHNESSY, City Engineer of San Francisco, the man who runs the municipal street railroad and is building the Hetch Hetchy water supply system.

W. A. SUTHERLAND, the man who wrote the public utilities amendment to the California Constitution.

MATT I. SULLIVAN, former Chief Justice State Supreme Court. PERCY V. LONG, who as city attorney of San Francisco directed the fights for the municipal railroad and Hetch Hetchy.

MRS. MARTHA NELSON MCCANN, member Los Angeles City Park Commission.

COLONEL R. B. MARSHALL, author Marshall Irrigation Plan. FRANK L. COOMES, member Assembly; former Congressman. CHARLES A. BARLOW, President State Irrigation Association. MRS. CLARA SHORTRIDGE FOLTZ, attorney.

Assemblyman JOHN A. PETTIS, floor leader 1921 Assembly. J. A. TEAGARDEN, Director California State Farm Federation. JOHN E. KING, President Southern California Press Association. MISS CAROLYNE M. WEBB, Superintendent of Schools of Sacramento County.

THOMAS J. GEARY, author Geary Exclusion Law. CHARLES H. LEE, former President State Water Commission. DAVID J. REESE, President State Civil Service Commission. GEORGE C. MANSFIELD, member State Highway Commission. CHARLES A. WHITMORE, member State Highway Commission.

When such citizens lead it is safe to follow. Join your neighbors in this battle to save California from ruinous taxation.

The Bay Counties are against this iniquitous measure. Note the following names. They are taken as representative of the thousands of prominent citizens who are actively opposing the \$500,000,000 Water and Power Act:

SAN FRANCISCO

ALBERT E. BOYNTON, former State Senator. RAIPH P. MERKITT, Federal Wartime Food Administrator for California. J. N. GILLETT, former Governor M. H. DE YOUNG, publisher Chronicle. MARSHAL HALE, merchant. WARREN SHANNON, member Board of Supervisors. MRS. ALBERT W. Scort, Past President California MRS. EDWARD R. PLACE, President Papyrus Club R. M. TOBIN, President Hibernia Bank. MISS MARGARET M. KRSAK, President Czecho-Slovak Women's Club. MRS. ROPERT E. LEE JEWETT, former President Women's State Demiocratic Club. GEORGE FILMER, electrotyper. FRANK C. SYKES, engineer and contractor. MRS. WILLIAM HAROLD WILSON, President League of American Pen Women. MISS FLORENCE A. MUSTO, President Vittoria Colonna Club. GEORGE A. TRACY, member Civil Service Commission; former President State Federation of Labor. EARLE WALCOTT, member Civil Service Commission. JOHN J. O'TOOLE, member Civil Service Commission FRANK V. KEESLING, attorney. PAUL BANCROFT, former Supervisor STEPHEN E. KEIPER, consulting engineer.

FRED.H. TIBBETTS, irrigation engineer. LEWIS A. HICKS, consulting engineer. A. E. CHANDLER, attorney. MAJOR J. D. GALLOWAY, civil engineer. C. J. COLLINS, member Election Commission. A. P. GIANNINI, banker.

OAKLAND

C. C. BOYNTON, attorney.

R. M. FITZGERALD, attorney. JOSEPH R. KNOWLAND, former Congressman; Editor Tribune. A. H. BREED, member State Senate. H. C. CAPWELL, merchant. R. MELAR, General Manager California Cotton Mills. E. O. EDGERTON, former member State Railroad Com-EDGAR S. HURLEY, labor leader; member Assembly. CHARLES E. SNOOK, attorney. MRS. GEORGE C. CODDING, civic worker. MRS. LUCY BARKER, club woman. W. J. MOORFIEAD, President Carmen's Union. BERKELEY CHARLES D. HEYWOOD, Councilman; ex-Mayor, E. T. HARMS, Councilman. CARL T. BARRIETT, Councilman. GE SCHMIDT, Councilman.

C. E. DUNSCOMB, Publisher Gasette. MRS. LRIGH RICHMOND SMITH, State Chairman Daughters American Revolution. CHARLES NAYLOR, banker.

REDWOOD CITY

FRANKLEN SWART, District Attorney. P. P. CHAMBERLAIN, County Treasurer. D. P. FLYNN, Assess M. SHEEHAN, Sheriff. A. MCSWEENEY, County Tax Collector. D. HEDGE, Editor Standard. C. E. MCWHORTER, Editor Times-Gasette G. W. MCNULTY, Mayor. F. K. TOWNE, banker. L. P. BEHRENS, banker. GEORGE C. Ross, attorney. J. P. WELLER, banker. M. J. KNox, merchant. P. A. RYAN, druggist. GUY P. HALL, hardware dealer. CON DRATHMAN, building inspector.

SAN MATEO THOMAS J. BRADY, Mayor. HORACE AMPHLETT, Editor Times-Leader FREDERICK J. SMITH, merchant. JAMES A. LEE, City Treasurer. Vote NO on Number 19 and Keep Down Taxes

Greater California League, 620 Fhelan Building, San Fr