

Neutrality is no longer feasible or desirable where the peace of the world is involved. We have seen the last of neutrality where peace and freedom are menaced by autocratic governments backed by organized war.—*President's Message.*

I advise that the Congress declare the recent course of the Imperial German Government to be in fact nothing less than war against the Government and people of the United States.—*President's Message.*

CARMEL PINE CONE

\$1.50 a Year

ISSUED EVERY THURSDAY

Five Cents a Copy

APRIL 5, 1917

CARMEL-BY-THE-SEA, CAL.

VOL. III, NO. 10

Ordinance to License Dogs is Adopted

From now until May 4, when the dog licensing ordinance goes into effect, there should be a lively sale of dog collars and chloroform in our fair city, and a consequent increase of revenue both for the municipality and the merchant.

This ordinance, as finally passed at last Tuesday night's monthly meeting of the Board of Trustees, stipulates an annual license of \$1.50 for male dogs and \$2 for female dogs. The complete text of the ordinance will be published in the April 12th Pine Cone.

City Attorney H. W. Jorgensen, who was present, was directed to prepare an ordinance

Continued on Page Two

The Risk of Fire or Theft

When Your Valuables are Stored at Home or Office is too Great. Why Assume It? You Can Rent a Safe Deposit Box in our Fire and Burglar Proof Vault for a Reasonable Sum

First National Bank
MONTEREY, CAL.

Wanted TO RENT A good piano for five months. Address P. O. Box 142, Carmel.

Pine Needles

PERSONAL ITEMS

Pardow Hooper, Lee Young and Arthur Dunne, Lowell High School boys, and George Hooper, who is attending Healds, will return home Sunday, after two weeks here.

Mr. and Mrs. Rask are now occupying the ~~Beattys place~~ Pebble Beach, the Beattys and their guests having departed for their home at Flossmoor, Illinois.

Miss Tessie Tag of Palo Alto and Mr. Sydney Russell of New York spent last Sunday here.

Roy Newberry, the popular proprietor of Pine Inn, took a week-end business trip to San Francisco.

Mrs. J. A. Beck, with Mrs. Nellie Fairley and her son are spending this week in Carmel.

Miss Alice Miller and her nephew, Allan Knight, arrived from San Francisco on Saturday for a week's stay.

The Devendorf family are all together again here. Those who were absent in the city returned to Carmel early in the week.

Miss Mabel Kimball, Miss Bessie L. Cole and Miss Ida Fullager, all of the Garden City, are sojourning here.

Miss Adaline Gray of Los Altos is the guest of her sister at the Barnacle.

Mrs. Schumacher and her daughter, Gladys, who have not been here for three years, came down from San Jose last Saturday for a brief visit. Miss Celine Delmas and Delmas La Franc accompany them.

Mrs. L. C. Horn has as her guests this week Mrs. Mueh and son from San Francisco.

Mrs. S. J. Wyatt, who went to San Jose last Tuesday, will be home tomorrow.

NEWS NOTES

Vote tomorrow! Polls open from 2 to 6 p.m., at the schoolhouse. A trustee for the local school and two trustees for the Monterey Union High School are to be elected.

The last round of the Manzanita Club whist tournament will be played on Saturday evening. All those who have participated should be present as this session will determine the winners.

The Columbia Park Boys' Club, which has camped here several summers, may lose its property. The Hibernia Bank has instituted a foreclosure suit on the Guerrero street clubhouse lot in San Francisco.

Last Wednesday, by a single vote, the Rominger saloon-closing bill was defeated by just one vote. Senator E. S. Rigdon cast his vote for the measure.

Inquiries a-plenty are coming to the Pine Cone concerning the plans of the summer art school and of the school of music.

Editor Smith of the Pacific Grove Review has Mark Twain beat a city block for humor. He watches the Pine Cone like a hawk.

Walter Warren is here from Oakland. He expects to sail for Alaska about the 14th.

L. S. SLEVIN
CARMEL, CAL.

NOTARY PUBLIC

For the first time, last Sunday, David Prince assumed his duties as acolyte at All Saints Church.

Mrs. John E. Russell, who is registered at La Playa, is a writer and lecturer, as is her husband. They are associated with the American City Magazine.

Our old friends, the Spadonis, are spending Easter week in Carmel.

PATRIOTIC RALLY

for the discussion of
The Great Issue of the Day

How shall the United States best serve humanity in the present crisis?

If you have an opinion, come and state it, and listen to that of others.

Manzanita Hall

Tomorrow Eve., at 8
Every man and woman in Carmel is invited

Committee:

Messrs: Fraser, Taylor, Johnson, Beardsley, Bawden, Overstreet, Reardon, Devendorf, Newberry Beck, Fishback, Search, Watts, Thomas, Slevin, Moffat, Kibbler.

Mesdames: de Sabla, Hand, Johnson, Morgan.

CLUB NOTES

By MISS I. A. JOHNSON

The Young Men's Club was entertained by Miss Eunice Gray on Saturday evening. Prof. H. B. Bawden gave an interesting talk on evolution, illustrated by charcoal drawings. This was followed by some informal questions, and after refreshments were served, the club adjourned for a moonlight stroll on the beach.

The Boy's Club had the most joyous time of the season on Monday evening, when their girl companions were invited to have an evening of games with them.

The room were aglow with poppies, and the faces of the boys and girls were aglow with anticipation.

General games filled the time, the most popular and hilarious of which were "Saving things from a fire," "Jerusalem," "Geranium."

But the interest in games waned before the cake and ice cream furnished by generous friends, and after singing patriotic songs, the party broke up. Girls present:

Myrtle Arne, Betty and Alice Greene, Helen and Hilda Hilliard, Elizabeth and Maryan Hopper, Helen Hicks, Fay Murphy, Ruth Pudan, Phyllis Overstreet, Louise Prince, Jean Taylor, Marion Ohm.

NATURE SPOILERS

The article, by Virginia Ballen, printed below, appeared originally in the San Francisco Bulletin. A Carmel lady sent it to this paper, with the following note: "This was reprinted in the San Jose Mercury, under the department given to the Outdoor Art League. It seems to me opportune to reprint in the Pine Cone."

If the Yosemite or the Grand Canyon were cut up into small acreages and sold to individual grantees, the ordinary landholder would at once begin improvements. Brush would be cleared out, trees would be cut down, weeds would be burned, swamps would be filled in, and rivers changed and polluted. And this without the excuse of agricultural necessity, but merely to jibe with the other imperfections of a country estate. Feather-duster plums would soon adorn the cap of El Capitan, eucalyptus trees would of course be planted along Bright Angel Trail, and the spineless cactus border the banks of the Merced. I use these trees and plants figuratively. They would not survive at the named places, to prove the refined taste of civilized man, but other atrocities better suited to the climate would.

And if Palm Canyon, that loveliest oasis in a light-painted desert, passed out of its present holding into the tampering hands of the ordinary landowner, who can doubt but that some kind of an Australian blue gum or Kamchatkan pines would not be planted speedily, to push aside the leaning trunk-thatched fan palms and dispute their picturesque and native right to the water holes.

The hand of man is an itching, destructive thing. The brain of man exercises itself upon the fair earth as the brain of a child wreaks havoc upon its toys. Nothing must stand as it stood before the advent of man's possession. The exquisite composition of the ages is torn apart so that he may crow over his balanced blocks, over the fences proclaiming his own crude arrangements.

He crosses the seas with a seed in his pocket to poke down into some utterly useless and uncalled-for setting—so his children can say: "My father planted this apple tree." It matters not to him that mango and breadfruit trees put the sickly apple to shame. The land has known his touch; he has put his mark upon it. No, the flourishing of a continental jungle is as naught compared to that one spindling tree which his hand has graced.

Because a twig pushed into the ground will grow, man feels himself potent to give life, or to take the life of vegetation. He feels he has the right of God to uproot, to blast and to set his own little sticks sprouting. He believes he feels like God when the new things root and bud—but he plays the very devil with the landscape.

What the beauty spoiler would do in the Yosemite, he is doing unchecked as yet, all over California. Everywhere he is destroying smaller though not less beautiful Grand Canyons, and messing over as perfectly finished, if humbler, Yosemites.

He is changing the distinctive aspect of our hills and dales into a hodge-podge exhibition of his own ignorance and conceit.

He burns off the coppiced chaparral—a rich and marvelous garden in itself, protecting rare Elies and loveliest flowers—"the little forests" creeping over the foothills, crouching knee to knee, leaning shoulder to shoulder, dwarfed, wine-brown bodied bough laced about bough, twisted, old, unique and world noted, if the landscape meddler but knew it. We have all seen how he tries to cover the scarred earth. What doesn't he plant out he bare knolls—rag-tags and bobends from other forests. Some dwarf trees very like the pink-belled manzanita he has uprooted, or the shreddy-barked, feathery flowered chamiso, let forlornly twining their arms about the empty air.

The sins of the man who thinks he can improve upon the Master hand of the universe would fill a book.

Faintly, very faintly, I hear the united voice of protest—always beginning on that low, peculiar note—unhurried because, it is going to grow. No sputterings or rantings—slowly increasing in strength—the mighty voice of reconstructive public opinion.

After all, the landscape meddler is a good sort—not for one moment is he aware of his paltry egotism. When the import of that voice reaches him he will be as zealous and as reverently endeavor to bring back and to preserve the natural beauty of California.

Half a Block east of the Postoffice

GLASS
CEMENT
HARDWARE

WYATT

OILS
PAINTS
BRUSHES

Mrs. F. Steele and Miss J. White are expected home tomorrow. They have been in Berkeley several months.

Miss Sampson is chaperoning a party of four misses, pupils of Castelliga school at Palo Alto, who are vacationing here.

Miss Anita Murray of Seaside, well known to a number of folks here, is registered at Pine Inn.

Miss E. A. Lutz and Miss Anna Kullap, both of Palo Alto, are together spending a short vacation here.



PERFECT Victor Service

Sherman, Clay & Co.,
190-192 South First Street, San Jose.

Please send me illustrated Victrola and Record catalogues, also complete information regarding your Easy Payment Terms.

NAME _____

ADDRESS _____

Leave orders at the office of the Pine Cone for
Piano Tuning

Sherman, Clay & Co.

Victrolas from \$15 up.
On the easiest terms.
All the Victor Records

Steinway and other good Pianos,
Pianola Pianos, Piano Players.

Ordinance to License Dogs is Adopted

Continued from Page One.
covering the matter of outside and local business licenses.

Permission was given Mrs. A. D. Signor to erect a sign at Ocean Ave. and Camino Real. The matter of a flag for the City Hall was referred to Trustee Johnson.

The Commissioner of Streets will attend to the displaying of speed limit notices. This official will also see to the repair of road on Camino Real leading to La Playa.

Ordinance No. 13, relating to the moving of houses, the cutting of wires, and the injury of trees, was given its first reading.

Much of the time of the session was devoted to a discussion of the necessity of definite markings by survey and the establishment of grades. The matter is in charge of Trustee Beardsley.

If your business is in Carmel have your Printing done at the Pine Cone Press.

Have You Family Keepsakes?

Why don't you keep them in a Safe Deposit Box at the Bank of Monterey. It will cost you only \$1 a year



Monterey Savings Bank
pays 4 Per Cent Interest
on savings deposits
Bank of Monterey
Monterey Sav. Bank
Same Bld'g Same Management

Carmel Pine Cone

PUBLISHED WEEKLY
Established February, 1915

Entered as second-class matter February 17, 1915, at the post office at Carmel, California, under the Act of March 3, 1879.

W. L. Overstreet, Editor and Publisher

CARMEL-BY-THE-SEA, CAL.
APRIL 5, 1917

Official Paper of the City

WEEKLY GREETING

They who seek nothing but their own just liberty have always right to win it and keep it whenever they have power, be the voices never so numerous that oppose it.—Milton.

Those who, in the pleasant days of yore, looked to the New York Ledger for their weekly allowance of romance, poetry, and general literature, that is, when that paper had for regular contributors Henry Ward Beecher, James Parton, Sylvanus Cobb, Jr., Amy Leslie, ~~Wm. D. Howland~~, ~~Ed. D. Southworth~~, the Cary sisters, and Mary Kyle Dallas, will no doubt be pleased to have the name of the latter brought back, after all these years, in association with that of James Whitcomb Riley, by one of his intimates that Riley's favorite poem was that written by his Ledger contributor, beginning with the verse:

He'd nothing but his violin,
I'd nothing but my song,
But we were wed when skies were blue
And summer days were long.
And when we waited by the hedge
The robins came and told
How they had dared to woo and win
When early spring was cold.
—Christian Science Monitor.

Brother Overstreet is stirring up a "Clean up Day" in Carmel. Seems like that Pine Cone man is trying to stir things up nearly all the time, an' its only about twelve months ago when they had a clean-up day. Well, we're glad we don't live in Carmel, where they want to be "cleaning up" all the the time.—Pac. Grove Review.

The trenches or the movies for this disciple of uncleanness.

Our Weekly Recipe

SCOTCH POTATO SCONES

One cup mashed potatoes, 1½ cups flour, 2 tablespoons butter, ½ teaspoon salt, 2 teaspoons baking powder, 1 egg. Sift together the flour, salt and baking powder, add the potato, rub in the butter lightly with a fork, add the well-beaten egg and, if necessary, a little milk. Divide into two parts, roll each one inch thick, pie shape, cut twice to make four parts, and bake in a quick oven.

When done, split, butter well, and serve piping hot. These may be baked on a griddle.

CHURCH NOTICES

Christian Science Services

Sunday, 11 A.M.
Sunday School, 9:45 A.M.
Wednesday Eve. Service, 8 o'clock
ARTS AND CRAFTS HALL

All Saints Episcopal

SERVICE AT 4 O'CLOCK EVERY SUNDAY, EXCEPT SECOND SUNDAY IN THE MONTH, WHEN THE HOUR IS 11 A.M.

Sunday School 10 A.M.
WALTER MOFFAT, Rector

NOTICE TO CREDITORS

In the Superior Court of the State of California, in and for the County of Monterey.

In the matter of the estate of Horace Goold, deceased.

NOTICE IS HEREBY GIVEN by the undersigned, Charles O. Goold, administrator of the estate of Horace Goold, 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 above-entitled Court, or to exhibit them, with the necessary vouchers, to the said Charles O. Goold, at the Law Offices of Messrs. Hudson, Martin & Jorgensen, in the Ordway Building, in the City of Monterey (the same being the place for the transaction of the business of said estate), in the County of Monterey, State of California, within four (4) months after the first publication of this notice.

Dated this 15th day of March, A. D. 1917.

CHARLES O. GOOLD,
Administrator of the Estate of Horace Goold, deceased.

Hudson, Martin & Jorgensen, Attorneys for Administrator.

Date of first publication, March 15th, A. D. 1917.

If you read it in the Pine Cone,
you may safely repeat it.

NOTICE TO CREDITORS

In the Superior Court of the State of California, in and for the County of Monterey.

In the matter of the estate of Hannah A. Goold, deceased.

NOTICE IS HEREBY GIVEN by the undersigned, Charles O. Goold, administrator of the estate of Hannah A. Goold, 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 above-entitled Court, or to exhibit them, with the necessary vouchers, to the said Charles O. Goold, at the law offices of Messrs. Hudson, Martin & Jorgensen, in the Ordway Building, in the City of Monterey (the same being the place for the transaction of the business of said estate), in the County of Monterey, State of California, within four (4) months after the first publication of this notice.

Dated this 15th day of March, A. D. 1917.

CHARLES O. GOOLD,
Administrator of the Estate of Hannah A. Goold, deceased.

Hudson, Martin & Jorgensen, Attorneys for Administrator.

Date of first publication, March 15th, A. D. 1917.

See the Movies
Saturday Night

Notice to TAXPAYERS

All taxpayers are required by the constitution to annually make and deliver to the Assessor a statement, under oath, setting forth specifically ALL the real, personal, or other class of property, owned by such persons, or in their possession, or under their control, as the same stands of record at 12 o'clock Meridian on the first Monday of March.

The Political Code provides, that all property must be assessed at its "full cash value," and defines "full cash value" as being "the amount at which the property would be taken in payment of a just debt from a solvent debtor."

Unsecured Personal Property

The taxes on all unsecured personal property are due and payable and must be paid at the time the assessment is made.

Exemptions

Any person or association, claiming any property to be exempt from taxation, MUST make the claim and affidavit, for such exemption, every year, in the manner provided by law. This applies to the \$100 allowed on personal property of householders; the \$1000 allowed soldiers, sailors, marines, etc., and property used solely and exclusively for religious worship.

Assessments

Any information desired relating to assessments will be gladly furnished on application, and all objections should be made before the Board of Equalization adjourns, instead of waiting until it is time to pay taxes.

Remember, that if you fail to make a statement you fail to comply with the law and you law yourself liable to arbitrary assessment, which is expensive to yourself and causes much trouble to others.

GEO. S. GOULD, Jr.
County Assessor

Executor of Will of Mrs. E. E. Cobbe Appointed

A petition has been filed in the Superior Court asking for the probate of the will of Mrs. Edith E. Cobbe, who died here on February 27. The estate consists of property in Carmel-by-the-Sea and in Los Angeles, and also of promissory notes, stocks and bonds.

The estate is valued at approximately \$40,000, the annual revenue from which is \$2000.

Dr. J. R. Haynes of Los Angeles was named as executor without bonds. The heirs at law are two daughters—Miss Janet Cobbe of Palo Alto and Mrs. Maxwell of Lusk county, Ireland.

The Music History Club enjoyed an afternoon of music at the home of Mrs. F. E. Lloyd last week. Mrs. Lloyd has an exceptional library of victrola records. She contributed to the fine program a critical analysis of the great symphonies.

PROFESSIONAL CARDS

M. DeNeale Morgan STUDIO

Lincoln st., near Ocean ave.
OPEN TO VISITORS
Tuesday & Saturday afternoons
Telephone: 861 J 3

Instruction in Landscape
Painting—Oil and Water
Further information on
application

Children's class: Saturday mornings

J. E. BECK, M. D.
Office at Carmel-by-the-Sea
Pharmacy, Carmel, Cal.

TYPEWRITING

AUTHORS' MANUSCRIPTS, ETC.
GOOD WORK REASONABLE RATES
Mrs. Grace Wickham
P. O. Box 64 80-acre Tract

Carmel School of Dramatic Art

Lincoln and Seventh ave

Physical and Vocal
Expression

Drama Study

Singing and Music History

Carmel Drug Store

Has a fine line of

Big Ben
Baby Ben
CLOCKS

Also Stationery, Toilet
Articles, and Rubber
Sundries

Columbia Graphophone and
Records for Sale

Holy Week Calendar

This Holy Week is a busy one for the parishioners of All Saints Episcopal Church. On Tuesday an all day food sale was held. This morning at 10 o'clock there will be communion service. Good Friday service will be conducted at 4 p.m. tomorrow. Saturday is to be baptismal day. On Easter two services will be held—at 7 and at 11 a.m.

The public is welcome to all services.

List Your Properties
WITH THE
Pine Cone Real Estate
and Renting Bureau

W. L. Alexander & Company

TREE EXPERTS
of Portland, Ore.

—ANNOUNCE—

Open lists to young
men wishing to en-
roll in the Portland
School of Practical
Forestry, at Carmel
Students will live
in camp

Tuition includes meals & lodging
Applications received by
Mr. W. L. Alexander Jr.
at Pine Inn, Carmel
Spring course opens at once

Recent Arrivals

at La Playa

J. L. Howard, Mr. and Mrs. B. J. and two sons; Miss Lathrop, Jennie Duches, Eva Powell, Mr. and Mrs. Lewis S. Gear, Carol and Marjorie Gear, Dr. and Mrs. McMath and three sons, Mr. and C. F. Borgeson, Clarence Borgeson, Misses Patricia and Signeld Borgesen, Oakland; Mrs. D. W. Saxe, Miss Franklyn Saxe, Piedmont; Mrs. Lewis, Anne Wilson, Gladys Wilson, Mrs. B. W. Stone, Mrs. F. McNutt, Miss Aileen McIntosh, Miss M. Louise Potter, S. D. Lane, San Francisco; Edward Steese, Dr. and Mrs. E. S. Steese, H. Alfred Millard, Miss Winans, Mrs. John E. Lathrop, New York; Miss Davidson, Mrs. M. D. Pierce, Miss E. J. Chamberlain, Mr. and Mrs. Victor Montgomery, Berkeley; Tessie Tag, Prof. and Mrs. Abrams, Margaret Abrams, Miss Patterson, Stanford University; Mr. and Mrs. C. A. Edwards, Dorothy Edwards, Santa Barbara; Mr. and Mrs. J. L. Schultz, Portland, Ore.; Mrs. J. W. Emery, Miss Helen Emery, Washington, Pa.; Mr. and Mrs. F. Barker, Fresno; Capt. and Mrs. W. D. Hatch, Vallejo; F. T. Healey, French, Wyo.; Thos. A. Lansmore, Palo Alto; L. G. Adams, Boston; Mr. and Mrs. Pfizer, two daughters, Newman; Sydney Russell, N. York.

CARMEL REALTY CO.

HOUSES RENTED
PROPERTY SOLD
EXCHANGES MADE
INSURANCE

Miss M. DeNeale Morgan arrived home on Saturday evening. Her exhibition at Fresno was entirely successful.

Baseball News

By DAD HAMILTON

The Carmel-by-the-Sea baseball team made its initial appearance this season against the Monterey boys last Sunday, and were routed to the tune of 15 to 0.

The Montereyans found the slants of Julius Wolters to be fat pickin's, and applied the wood to them hard and often, while the defense of the Custom-house boys kept the Carmel players away from the pan. Our boys are game losers, though, and will take another crack at their conquerors soon.

The feature of the game was the clean up drive of Saunders that drove three tallies across the rubber.

New Auto Bus Auto Service 17-Mile Drive and all points of interest

Regular Time Table

To Monterey	Leave Monterey
7:30 a.m.	8:15 a.m.
8:30 a.m.	12:00 p.m.
2:30 p.m.	5:53 p.m.

Leave Orders at
CANDY STORE or at
Gold's Garage

Little Folk's Affair

Girls and boys from the Eighty-Acre Tract to the beach gathered at the Prince home last Thursday evening for a frolic and a dance. The kiddies had a glorious time, and are looking forward to the next affair. Those invited were:

Helen Hicks, Phyllis Overstreet, Arline Payne, Grace Wickham, Marian Ohm, Alice and Juanita Pepper, Ruth Puda, Dana Newberry, Jean Taylor, Helen Judson, Hilda and Helen Hilliard, Maryau and Elizabeth Hopper, Betty, Alice and Gordon Greene, James Wilson, Thomas and Andrew Gillett, Henry Von Ende, Franklin Murphy, Theodore Fowler, Louise and David Preece.

The single tax bug has got Carmel by the nape of the neck, and there is reason to believe the natives over there are going to "try it on" this spring. It wouldn't be Carmel if they couldn't try something new once in a while.—Pac. Grove Review.

CALOL LIQUID GLOSS



BEN LEIDIG'S
Big Store

\$2500 For Sale house of
6 rooms and bath;
porch; electric lights. Terms.
Pine Cone office.

For Rent Three-room
fireplace; located in pine for-
est; \$10 a month, water free.
Inquire Pine Cone Of.

For Rent REMINGTON
No. 7 TYPE
WRITER; in good condition;
reasonable; will deliver. Pine Cone
office.

For Sale Newly built
house, with
all modern improvements of
every description. Suitable for
two families or an inn. Loca-
tion ideal. A bargain. The
right person can make it go.
For rent pending sale.

For Information
As to Property
In and About
CARMEL
ADDRESS
Carmel
Development
Company

They Want Peace

Signed by 169 Carmel resi-
dents of Carmel-by-the-Sea,
the following telegram was
wired to President Wilson last
Sunday:

Loving America not less but
more, pledging anew our loy-
alty to American ideals and
patriotism, bitterly opposed to
declaration of war, and repre-
senting in part the vast silent
majority trusting to you for
leadership, we deery the
growth of war spirit in our be-
loved land, and beg you, our
President, elected because of
apostleship of peace, to use
your great chance and Ameri-
ca's unsullied reputation to
keep us out of this awful Euro-
pean war and at peace with
ourselves and other nations. If
unsurmountable difficulties
arise, we ask for popular
referendum.

Schweninger's BAKERY and GROCERY

Best Goods

Fresh Goods

Right Prices

Prompt Auto Delivery

ASTOUNDING REPORT FOR CARMEL

The wife of a merchant had stom-
ach trouble so bad she could eat no-
thing but toast, fruit and hot water.
Everything else would sour and fer-
ment. ONE SPOONFUL buckthorn
bark, glycerine, etc., mixed in Adler-
i-ka benefited her INSTANTLY. Be-
cause Adler-i-ka flushes the ENTIRE
alimentary tract it relieves any
CASE constipation, sour stomach or
gas, and prevents appendicitis. It
has QUICKEST action of anything
we ever sold. Carmel-by-the-Sea
Pharmacy. Adv

One Cannot Corner Advertising

In a broad sense, any means
used to draw attention toward
any purpose is advertising.

In commercial usage, the
means is anything that secures
publicity, and the purpose is to
sell something.

The "something" may be an
article, business, professional
services, manual labor, skill,
transportation facilities, etc.

Advertising may have the
smallest beginning. If rightly
conducted, it is bound to grow.
It is as much for the little fel-
low as for the big corporation.

Add to your ability, your am-
bition, and your "something"
Honest Advertising, and the
Twentieth Century Giant will
open your door to Success.

LOUIS FRANKLIN OVERSTREET
Advertising Service
1744 Franklin St. Oakland, Cal.

POINT LOBOS

ABALONE

Delicious and Appetizing
Ask Your Grocer for It