

SOUVENIR

EDITION

# Tournament of ROSES

PASADENA,  
CALIFORNIA.



NEW YEAR'S DAY  
**1908**  
BY PASADENA STAR



If It's News—Local, Telegraphic, General—you'll find it in THE STAR; moreover, you'll find it treated interestingly and impartially. You'll find Pasadena's wide-awake merchants represented in its advertising columns, for the reason that with its large daily circulation it is the best kind of a business-getter.



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# Beauty



HIS is the great underlying motif of Pasadena and of Pasadena's matchless pageant—the Tournament of Roses. It was the inspiration of the varied beauties of Nature, combined with man's art in making Pasadena the beauty spot of the continent, that led to the inception of this peerless pageant. The Tournament of Roses is Pasadena symbolized. More than that, it is Pasadena in miniature—the essence of the community as it is, concentrated into one display, occupying but a single day.

Pasadena is the community that's "different." Here beauty is a shibboleth. Nature spreads its beauties, more perfect than the master painter can transfer to canvas. And man has taken his cue from Nature in building up a community in which the idea of beauty is mixed with the very mortar of the city's foundations. Pasadena is essentially a "city beautiful" in the fullest, best sense of the phrase. Its homes are beautiful, interiorly, exteriorly. There is scarce one unsightly residence in the whole city. From the palatial dwelling of the rich, up to the flower-embowered cottage, the real acme of home beauty in California, Pasadena runs the gamut of varied triumphs of architecture, in league with nature, in beautification. For the charm of the Pasadena home is as much in its attractive surroundings as in its innate beauty.

Coupled with the beauty of homes is the beauty of home life here. The city has been populated by families who sought a higher plane of living than can be found in the average city—that is, a higher plane of community life. Like a magnet, Pasadena has drawn together from year to year kindred souls having this high ideal of a city of beautiful living under ideal social as well as climatic conditions. Hence it is that beautiful living is thoroughly ingrained in the warp and woof of existence here. The beautiful life is well nigh compulsory upon those who dwell in Pasadena. The institutions and influences that tend to destroy the beauty of home life cannot exist here. The saloon and the brothel cannot be. The elements of degradation have been perpetually banished from the city. The home, with its inspiring elements of beauty of architecture and ornamentation, its wholesome, restful quiet; the church and the school—these conspire to make beautiful the essential influences that govern home life here.

In physical aspect, the city as a whole is beautiful. The ensemble of clean, well-paved, well-shaded avenues, lined with attractive homes surrounded by a wealth of floral beauty, decked here and there by public parks, is an artist's dream of ideal urban beauty.

There is beauty in the spirit of Pasadena, because this spirit is inspired by love of the beautiful. The spirit that fosters the growth of Pasadena along the lines that have made of it one of the most beautiful home cities on the continent is in itself a thing of beauty. The spirit that has banished the baneful influences that tend to degrade the home; the spirit that gives Pasadena clean, honest, capable municipal government; the spirit that promotes all that is desirable and beautiful in civic affairs—that spirit is beauty actualized.

Hence it is that the Tournament of Roses pageant is significant, not only as a symbol of Pasadena, but as a real gem of beauty in itself, plucked from the midst of the real beauties that flourish here the year around. The flowers that so gorgeously deck the strikingly artistic equipages today are for the most part Pasadena flowers, gathered from the lawns and gardens that bear such floral treasures all the time. The flowers of youth that make of this pageant the animated spectacle it is, are but typical blooms from the homes of Pasadena and surrounding communities. The resplendent whole is just an essential part of Pasadena and its ideals, lifted out of the perfected whole of a community without peer for its enthronement of beauty.

So this Tournament is a beauty pageant, pure and simple. Such it has been from its inception. Such it will continue to be to the remotest day. For Pasadena and its ideals are essentially the same—the striving after the perfection of beauty in all things. Only as this striving brings perfection of beauty in detail does one Tournament differ from another.

There are many new and striking features in the Tournament this year. The scope of the pageant has been enlarged to include entries from other communities in this section of the state. But Pasadena is central still, and always will be, in the spectacle.

The officers, directors and committees of the Tournament of Roses Association have performed an arduous work well. Preparations for a Tournament on such an elaborate scale as that of today entail enormous labor—more than the public realizes.

Business men and citizens generally are to be thanked for rallying again to the support of the Tournament, as they do each year. The general spirit of harmony that impels all loyal Pasadenans to come to the aid of the Tournament each year is an inspiring commentary upon the public spirit of the community.

In presenting this special souvenir Tournament Number, the management of The Star has to give a comprehensive idea of what has been achieved in upbuilding Pasadena and what remains to be achieved to make of it Greater Pasadena, in deed and in truth.





E. A. Conroy

And back of all I see the mountains loom,  
Wrapped in a purple veil—the dampless spume  
From that ethereal ocean's soundless deeps

That lave the bosom of those battled steeps.  
On such a sea my fancy drifts away—  
And that is Pasadena, New Year's Day!

*Strickland W. Gillilan.*



# Tournament of Roses Edition The Pasadena Star

Chas. H. Prisk  
Editor and Manager

Pasadena, California, January 1, 1908

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**D**AWNED a perfect day, and though the clouds crept over the sky for a brief period, there was no threat of rain, save that of flowers and smiles. It was a fitting day for the most fit parade that has ever graced the Tournament of Roses and as the pageant, with its beautiful flowers, wound its snake-like length about the streets of the city, more people than ever before in the history of Pasadena's greatest annual event, viewed the splendid turnout.

It was the best parade yet. Those who have witnessed nearly all of them said so, the people thought so, for it was a fact that never before had so many flower-decked floats, six-in-hands and vehicles appeared in line in Pasadena. It was a day of flowers—flowers which grow in Southern California as nowhere else. Better handled was the crowd, better policed the city, and considering the exceptional size of the parade itself, it was never moved in better order than under the direction of Grand Marshal Skillen.

From the platoon of police heading the line until the final squad of police, marking its close, had passed, there was but a single exclamation—Beautiful! It was beautiful, beautiful with the language of the rose, with the lure of the flowers and plants which made nature wonderful in this favored section. It was nature's day and all nature vied to make the great Tournament of Roses a magnificent floral advertisement for the climate which has brought from homes in the East the thousands who have upbuilt on the plateau a great and magnificently clean city.

## Flowers in Great Profusion

This year the flowers were even more plentiful than usual, and so there was a somewhat greater variety in floral trimmings for the Tournament of Roses of 1908. Roses, bouganvillias, red geraniums, peppers, carnations, smilax, mountain ferns, ferns and even sagebrush were used. Beautiful and dainty floats there have always been and always will be, but there were more this year than ever before and the novelties were unique in the true sense of that much abused word.

There were more saddle horses than in the previous history of the Tournament, save, perhaps, at that first Tournament when the Valley Hunt Club members all rode in the parade. Even the sad-eyed burro was more largely in evidence, and from the time the head of the parade came in sight until the moment when the final squad of police had passed, there was not a dull moment or an unattractive entry to offend the eye. It was truly a pageant and it was worth while.

Smiling women in charming and dainty gowns laughed back their appreciation of the applause of the appreciative thousands, while the girls and lads of the grammar schools blended their happy voices in their school cries. Just the schools alone would have made a parade worthy of any city, and yet the schools constituted but one of the seven divisions of the line of march. Marching clubs or fraternal organizations in uniform, were more numerous than ever before. It is a fact that never has every class been so well filled as it was for 1908.

## Men Who Made the Tournament

Tokens of appreciation were the thanks the directors of the Tournament of Roses Association received as their reward for the work they have done in making the show of 1908 the success it is. The directors were mounted on beautiful horses and one of the pretty sights came when the directors passed the members of the G. A. R. on South Orange Grove Avenue. With one accord and almost in unison, the leaders of the Tournament doffed their hats and the veterans of the great war responded by saluting.

There was no hitch or delay in the handling of the parade, and the aides to the grand marshal kept the vehicles moving all the time. There came a pause of a few moments when it was found that the magnificent high school float would not pass under some telephone wires on Holly Street, but the wires were quickly elevated and an accident was thus averted. The directors of the Pasadena Merchants Association will remember the day because of an accident more amusing than serious. While crossing the tracks on West Colorado Street, a wheel was caught in the car tracks and as a result an undecorated wheel of another color had to be substituted after the miniature wreck had been moved to a side street. None of the directors were hurt, though a bit startled.

## How the Parade Was Moved

Formation of the parade commenced shortly after 9 o'clock in the morning on South Orange Grove Avenue, and the streets and drives leading off

from it. The first division formed on the most southerly cross streets and the end drew up almost at Orange Grove and Colorado Street. As the first division started north on Orange Grove the other divisions fell in behind as the end of the rapidly forming parade passed. Aside from a bad fall by one of the high school outriders, which delayed that float a bit, there was no pause in starting. Down Colorado Street moved the big parade to the corner of Fair Oaks Avenue, where it turned south. Here the congestion, so noticeable in former years, was singularly lacking, the roped corners keeping the anxious thousands at this point in check. It was a fact that for the first time the crowd was held back to the curb line and the police of Pasadena and Los Angeles are to be thanked for this.

South on Fair Oaks Avenue turned the parade and another turn was made at Vineyard into Raymond, whence the line of march wound back to Colorado and west to Fair Oaks. Here it turned like a serpent north until Holly Street was reached, and thence eastward it moved to Raymond and again south to Colorado. From this corner the line proceeded directly east to the avenues leading to Tournament Park.

## Crowd Breaks All Records

How many came to Pasadena to see the great Tournament of Roses of 1908? None will ever know the exact number, but it is probable that not less than 60,000 people came to the city to witness the show, and their handling



Crowd Watching Tournament Parade

placed another feather in the cap of the Pacific Electric Railway Company, and, incidentally, in the hat which adorns the head of Superintendent James Rowray of the northern division of the road. Everything had been thought of, and while the cars were packed, it was simply because no more cars could be operated over the lines of the electric railway. This year additional track led to Pasadena, and as all roads lead to that city for one day at least, it was a wonderful tax on the rolling stock of the company. Special trains on the steam roads also helped relieve the congestion.

At the conclusion of the day Superintendent James Rowray, of the Pacific Electric, announced that his division had handled over 90,000. "Last year," said Mr. Rowray, "we handled 78,000 people."

As a direct showing of the wonderful attendance, one of the Tournament directors stated in the evening that enough money will remain after all expenses are paid to alter the track to a full half mile, complete the grand stand and build the special turns of the track to prevent fouling on the curves.

Pasadena is justly proud of the way the great Tournament went off this year. With the longest parade in the history of the greatest floral pageant in the world, with the greatest crowd which ever came to the city to witness that parade, with the pleasantest day in four or five years, indeed nature joined with man in making the affair a success, and a great success it was. Even the park events went more smoothly than usual, and the time of starting the first of the races was nearly an hour better than a year ago. This made the afternoon a success in keeping with the morning, and the fact that there were more events of the chariot class added largely to the popularity of the park sports.

Taken by and large, the day was the most successful day Pasadena has ever enjoyed, and the few accidents which marred were those not easily avoided and the result was in no case serious.



## Entries in Detail

### Queen for a Day

A decided departure from the floats and barges of past years, the beautiful barouche of the Tournament Queen rolled through the streets applauded by all. The vehicle seating the queen and her four maids was most artistically decorated in lilies, the motif being a big lily. It was distinguished, not so much for its extravagance of flow-



President Cary of Rose Tournament

ers, as for the tasteful manner in which they were arranged. The running gear of the vehicle was draped in white satin ribbon as was the harness of the two powerful black steeds that drew the barouche. Baskets of roses hung from curved uprights of the vehicle.

The equipage, while not extravagant, was typical of the "American Queen" of which Miss Sutton and her maids are types. Although an innovation to the queen's court of other Tournaments the vehicle in its simple but attractive decorations was very effective.

The Queen wore a beautiful white satin gown, fashioned in the princess style, heavily smocked about the waist. The yoke and lower sleeves were of rare brussels lace. The gown was made with a court train, the regular length. She wore a purple velvet court coat with trimmings of ermine. On her head she wore a gold crown set with emeralds, sapphire and diamonds. At the ball tonight the lace yoke and lower sleeves will be

removed and the queen will appear in full court costume.

The maids of honor wore princess frocks of yellow over pink taffeta and picture hats of yellow with long sweeping plumes and yellow roses. About their necks they wore yellow tulle boas.

The outriders to the queen were stunningly dressed. Green shoes, long green tights and white doublets formed the lower dress, while a white and gold embroidered cape was thrown over the shoulders. Handsome horses were ridden by all. The outriders were: Harold Rider, Rex and Edward Barnwell, Parish Barker and Philip Kuebel.

### High School Float

Rivalling the wildest dream of anticipation born of the successes of other years, the Pasadena High School tallyho achieved its highest artistic perfection in the entry of this year. Although the color scheme of the vehicle and the insect outriders was a decided and abrupt departure from the delicate and harmonious colors of several past tallyhos, under the artistic touch of Principal Le Roy D. Ely, the emerald green and pale pink harmonized wonderfully.

Heralded by nineteen outriders and footmen in striking insect costumes, as bright as those of a newborn dragon fly, the tallyho, in a mass of pale pink carnations and geraniums, laden with High School's most beautiful girls, in pink frocks and stylish saucer hats, presented a most extraor-



Redondo's Unique Whale Entry

inary, though charming picture. The motif of "Spring" was easily imagined in the design, the youth and beauty of the daintily dressed maidens aiding in carrying out the thought. The girls rode in a bower of pale pink, in a shell drawn by six prancing steeds in pink harness and flashing

lace ribbons, the whole surrounded by the dashing outriders and footmen bearing garlands of floral streamers from the tallyho, an innovation being

green insect design with big gold antennae in front, forming a lyre and large dragon wings of pink silk gauze extending around the side of



Mayor Earley and City Council

made in the carnation fringe that swept the ground from the vehicle to the bearer of the strand.

In the middle of the vehicle was spread a fan-like structure bearing floral lyres on crescent-shaped pendants of fringed carnations. About the tallyho at every prominent point were bows of broad lace trimmed with pink ribbon, which formed a

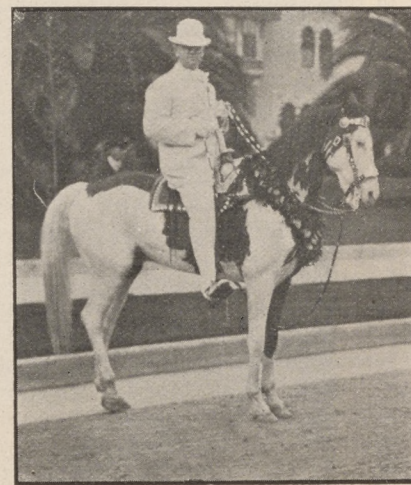
the helmet in spangles, finished the costume.

The horses were also decorated to represent dragon flies and had great pink gauze wings extending from the shoulders in lava fashion, while floral blankets and collars with numerous ribbons completed the display.

The young women riding in the High School float were: Misses Ethel Henderson, Helen Rowland, Maud Stonehouse, Dorothy Brokaw, Marcia Coolidge, Gladys Hollinger, Gladys McLachlan, Vera Phelps, Ruth Jennings, Natilie Brokaw, Mildred Landreth, Marie Mille and Elizabeth Frost. The outriders were: Harold Landreth, Eugene Kern, Earl Hill, Harry Colyer, George Loughery, Severy Hibbon, Paul Smith, Wilbur Smith and Clayton Carus. Footmen: Robert Pattie, Herbert Lockwood, Edward Skinner, Clifford Hole, Eddie Mc Cament, Elmer Millsapp, Warner Hollister, George Wright, Alex. Nottmeyer and Horace Meaton.

### Altadena School

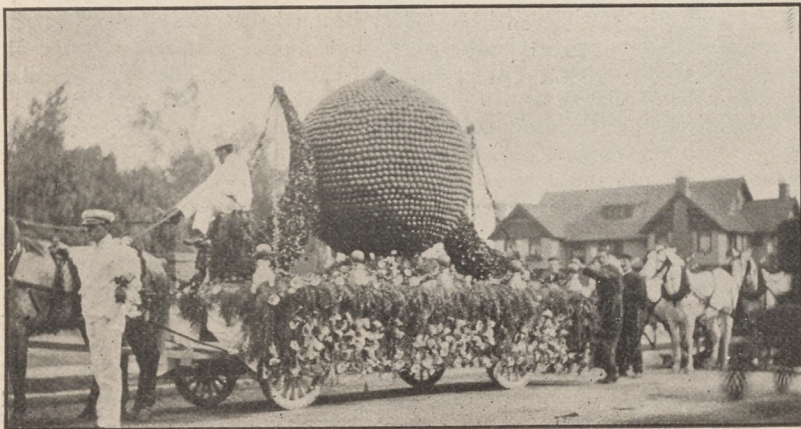
One of the most beautiful entries of the parade was that of the Altadena school. This school has always been wonderfully well represented, and this year the entry was no exception to the rule. Novelties have



Grand Marshal Skillen

come from Altadena, once a battleship, once an elaborate Chinese parade, but nothing done has been as clever as the airship depicted this year.

The airship presented was built of silk and measured 35 feet in length, with a diameter of seven feet, a great bamboo frame covered with silk forming the body. Mounted on an automobile, the motive power was so



Redlands, Second in Historical and Representative Floats

finishing touch and gave an airy appearance.

The young women riding were dressed in pink frocks of the day, hats being the most conspicuous and stunning feature of the costumes. The hats were of pink, saucer-shaped design, beautiful plumes creating a stunning effect. A large pink stole was worn around the shoulders, natural flowers forming the flowing ends in front. Each carried a pink lace parasol, that added much to the attractiveness of the body of the vehicle.

Unique, almost beyond description were the costumes of the outriders and footmen. These high school youths were costumed to represent insects, their outfit consisting of emerald-green tights and pale pink doublets, with green streaming ribbon sleeves, with facings of pink satin. A stole of green satin embroidered with a gold dragon fly in iridescent green and purple was a beautiful ornament. On the back of each man was a beautiful pair of dragon-fly wings of pink silk gauze with purple markings.

The helmets were of emerald





May Sutton, Tournament Queen, and Court

cleverly hidden that the deception was most complete.

Smilax-covered ropes fastened the car to the big bag above and roses and royal red carnations were used in the greatest profusion. Poinsettias and roses were used about the edges of the car and the 22 young people who rode in the car were garbed as soldiers with white suits and caps. The car was peopled by the following Altadenan children: Fred Schuman, Andrew Neff, Wallace Neff, George Griffen, Abraham Hollinger, Bert Stevens, Ivan Way, Alfred Armstrong, Frank Allen, Harry Schoeppy, Samuel Gilbert, Samuel Perry, Ernest Perry, George Butler, James Butler, Lawrence Fhy, Elton

Fhy, Rudolph Alpi, Earl Fowler, Geo. Coulson and Kyle Palmer and Glen Welbaum.

Having won the first prize in their class for the past several years, the patrons of the Altadena school announce that they will not compete next year, but will have an exhibition worthy of their beautiful section.

**Hail! All Hail Cæsar**

Typical of the Roman triumphal entry of the days of old, the unique display of the Madison school received great applause all along the line. Headed by Eddie Zube in a Roman costume on horseback, bearing the Roman eagle, the token of victory, were fifty red-uniformed soldiers, in

a constantly changing front. Green shields carried by the soldiers bore individual letters that spelled out "Madison School Tournament of Roses, Pasadena, California." The countermarching threw the words to the front in constantly changing form.

Following the soldiers were the ax-bearers and then driving three small chariots were three girls of the Madison school, in flowing Roman robes, accompanied by their maids of honor. Thus six maids occupied the three rose-covered vehicles. They were: Naomi Sweeney, Helen Parsons, Heloise Chenowith, Eva Zube, Alice Morrison and Bernice McCurdy.

In true Roman style captives were bound to the wheels of the vehicle, a departure from the Roman costume being made by the heavy furs the prisoners wore. The chariots drove three abreast, stars in yellow roses being outlined on the two outside, while the one in the middle was decorated as a floral crown.

**"Queen of Hearts"**

Novel in its decoration was the six-in-hand tallyho of the Wilson Grammar school. Drawn by six white horses, the vehicle moved through the streets emblematic of "The Queen of Hearts" and her court. Miss Lelia Townsend, as queen, was dressed in red, white hearts being worked in attractively in her costume and heart-shaped bonnet. All of the maids of honor were dressed in white with white dominos, making a pretty effect. Fifteenth century hats were worn. The young maids of honor were: Agnus Gemmill, Amy Hill, Elsie Lee, Cecil Carr, Ruth Palmer, Marie Machin, Helen Sutliff, Winona

Hamilton, Mildred Hoover, Louise Lawrence, Margarete McNabb and Ruth Braley.

The outriders were dressed in red, a white triangle being the only variation in color, this appearing on the breast. The coach was prettily finished in red geraniums and carnations while white hearts were worked out in the rear and on the wheels and vari-



Hotel Maryland, First in Six-in-Hands



Vernice Hess, First Prize



ous sized hearts were tastefully worked out on the body of the vehicle.

Uprights bore garlands of white roses from which dangled strings of diminishing floral hearts. Strings of smilax and asparagus plumosus gave the vehicle an artistic finish. The outriders were: Charles Ray, Glen Gier, Edgar Waite, Frank Hayes, Howell Atwood, Joe Misch and Leland Riechert.

#### Roosevelt Kindergarten

Representing a great shield of the United States, thirty children of the

living shield was drawn by two horses with footmen walking beside their heads.

Above the whole was perched a great stork, patron saint of the kindergarten, while two chubby girls clutched still more chubby teddy bears in their hands and gazed upon the crowd from the vantage point of the back of the vehicle.

Those riding in the float were: Elizabeth Fiske, Alma Holborrow, Mildred Jonas, Grace Newton, Lois Belle Wortman, Emma Atkins, Florence Birdsall, Effie Hamrick, Flor-

ces Hayward, Katie Stanley, Minnie Perrett, Josephine Banbury, Frances Bennett and Sadie Ross. Each little girl wore gauze wings of the prevailing color of the float, while boy outriders on burros, with saddle blankets of bouganvillias, accompanied the entry. The pages were Sargent Toolen, Julian Randolph, Philip Seward, Arthur McDonald, Cecil Wood, Merle Eyre, Leslie Lynch, Paul Goodwin, Norman Jenson, Carl Runde, James Beardsley and Meredith Waterman. Each little outrider wore a white blouse and trousers with leather leg-

Mrs. H. H. Hayward and Mrs. Theodore Spaulding.

#### Franklin Kindergarten

Franklin Kindergarten was pleasingly represented by a two-seated electric touring car, which was prettily decorated by a mass of white marguerites and smilax, roses being used about the canopy top and in front to good advantage. Golden marigolds were used in spelling out the word "Franklin" on the rear of the machine.

Those riding were dressed in pure white with touches of yellow to carry out the general color scheme. They were: Mrs. C. V. Sturdevant, Victor Sturdevant, Howell Smith, Vera McClellan, Grace Adams and Dorothy Winter.

#### McKinley School Basket

The floral basket idea, tastefully represented, was the design of the McKinley school. Four maidens from the institution rode in the flower basket, the body of which was composed of white marguerites. From the three sides of the basket, poles extended, from the ends of which depended smaller baskets of beautiful white roses. Footmen accompanied the float, bearing in their hands streamers fastened to the basket itself. Two beautiful white horses with yellow harness decked in flowers drew the carriage with its load of flowers.

#### Columbia School Victoria

Varied by a profusion of roses, carnations and ferns, the victoria entered by the Columbia school was one of the most beautiful of the equipages. Three little girls, Leonora Ong, Vera Grauert and Lorilla Bretna rode in state. They were beautifully garbed in white and green, their costumes standing out against the greenery of blooms and leaves. A large white horse gaily decked with a green harness drew the victoria. Mrs. Lewis H. Turner was the designer and decorator of this entry.

#### Grand Army of the Republic

Spectators all along the way fairly clapped their hands into blisters when a verile remnant of the Grand Army of the Republic marched past. "The old fellows are all right yet—give 'em a cheer," was the cry. And they always got it. Their marching was matchless. These were the men of John F. Godfrey Post No. 93 of Pasa-

gings and "W. S." in yellow monogram on their white caps. The word "Washington" stood out boldly in white roses from the side of the vehicle. The elaborate design was worked out by a committee consisting of Mr. and Mrs. Henry Waterman, C. S. Thompson, A. J. Beakes,



"Spring," High School's Prize Winner

Roosevelt Kindergarten, situated on the West Side, proved particularly attractive in their bright colored clothing. The red and white stripes of the shield were represented by the little girls, while the stars were the little lads of the institution.

Each boy carried a great white star which stood out strongly against the blue background of his clothing. Violets and red geraniums were the flowers most largely used and the whole vehicle upon which rested the

ence Stone, Fredonia Slayden, Ethel Shelton, Helen Reel, Helen Zuagg, Jessie Baldrige, Portia Powers, Misses Thrall, Dearlove, Veal and Masters Ubill, Daws, Long, Sander-son and McCord.

#### Grant School Entry

An immense poinsettia, mounted upon an electric runabout and escorted by General Grant and his staff, all on gaily bedecked horses and in full uniform, constituted the beautiful entry of the Grant school. Fourteen feet across, the great bloom, set in its mass of greenery, entirely concealed its motive power.

In the center of the blossom six little girls were seated representing the heart of the flower. Each child wore a red cap and fluffy cape of yellow shading into the green below. The little girls forming the center of the flower were the children of Mrs. Giddings, who personally drove the machine, Mildred Cole, Helen Leonard, Gertrude Riddler, Margaret Smith and Ethel Ritz. General Grant and his staff were impersonated by Paul Giddings, who enacted the general, Donald Loughery, Henry Case, Harold Sayre, Clarence Wells and Mason Hull.

#### Washington School Entry

Hovering over a great basket filled with butterfly children was a more life-like Lepidora five feet from tip to tip. The basket and the wagon body were literally buried in white roses and bouganvillias. Half a dozen richly caparisoned white horses with asparagus plumosus twined about their heads drew the load.

The occupants of the basket were Irene Burr, Lucy Spaulding, Gladys Rowe, Martha Truckenmiller, Fran-



M. S. Pashgian, First



C. N. Leason Pony Tandem  
Handsome Little Animals Entered by Mrs. P. M. Greenley



dena, Commander Charles P. Buckner, commander. There were ninety-four men in line. Each carried the Star Spangled Banner over his shoulder, a bunch of white and red roses in his hand, and his hat was trimmed with a garland of smilax.

**Pasadena's City Council**

A very pretty entry was that made by the city itself, in which representatives of the various wards of the

ly. It was occupied by the directors of the Chamber of Commerce and the spectators freely applauded the fine entry along the line of march. The body of the tallyho was outlined with the smilax and bound with the red geraniums. The running gear was picked out in white and green and the whole was covered by a canopy of red and green. Six white horses drew the vehicle and their harness was bound with the prevailing color, red.

plumbers and electrical dealers of Pasadena. Richard Groves, representing Cupid, drove the great butterfly, the partly opened wings of which were covered with yellow and white chrysanthemums. Hundreds of California sunflowers, from which the yellow centers had been removed, were used to represent the delicate tracery of veins on the wings, while other flowers depicted the vari-hued spots. Long white ribbons were used by Cupid to drive his novel steed, he standing in a bower of handsome plants at the rear of the float. The body of the vehicle was entirely hidden by greenery and greens were liberally used in decorating the horses. Over three thousand blossoms were used on the butterfly in producing the desired effect.

**Pasadena Bankers' Brake**

Six coal black horses drawing a magnificent brake, completely covered with white Stevia and Cecil, Brunen roses and pink carnations, combined to make one of the most beautiful entries of the parade. The white harness on the animals stood out in contrast to their glossy black coats, and a great canopy made of delicate roses representing a crown with an enormous key of yellow Centorias typified the city's coat of arms. At each corner of the vehicle depended three crowns of diminishing size, each with its small floral key. Beautiful ropes of Stevia roses hung from the greater crown to the body of the vehicle, while in the brake rode the bankers dressed in black, with Maman Cochet roses as their boutonnières. Leading the vehicle rode a herald, bearing a large green banner with the word "Bankers" on one side and a crown on the other. This entry was designed and elaborated by Mrs. Bassett.

**Pasadena Druggists' Symbol**

Symbolically carrying out the idea of the profession, the Pasadena drug-

handsome horses drew the float, each being led by a man costumed as a domino footman. The harness was



**Dr. H. L. M. de Biron's Winner**

done in bright red and the word "Druggists" in brightly colored flowers stood out from the rear of the great mortar.

**Pasadena Realty Board**

Ten thousand white marguerites, set against a background of greenery completely decked the handsome four-in-hand entered by the recently organized Pasadena Realty Board. Caparisoned with flowers and hitched to the vehicle with pure white harness, the flower-covered tallyho in which were seated a dozen of the leading real estate dealers presented a fine effect. Those riding in the vehicle were dressed in black with uniform boutonnières. The trap had been decorated under the direction of a committee of which E. C. Lindley was chairman.

**Auto Dealers Make Display**

Graceful and realistic in its design, the swan and seashell boat entered by the auto dealers of Pasadena was one of the triumphs of the parade. The lines of the swan and shell completely hid a great touring car in which were seated Mr. Roscoe, L. Hasket and Miss Nancy Hovey, and Mr. Lewis Hampton and Miss Moore.

The swan was made completely of Shasta daisies and almost covered the front of the vehicle. Yellow begonia formed the beak and white roses were used promiscuously. White lilies formed a water line and begonia approached as near as nature allows artificial water. The shell rose majestically over the rear of the machine and the interior was decorated with pale pink carnations. The outside of the shell was of carnations in various hues to work out the color scheme and roses were used in profusion. Smilax and asparagus plumosus aided in hiding the machine.



**Queen's Handsome Barouche**

city rode. A big red touring car, seating the seven men, was completely hidden in a mass of poinsettias, while from the four corners standards entwined with green bore floral crowns. From the rear extending over the automobile was a shell-like structure, the arches being trimmed in poinsettias. A large white swan drew the machine behind, the ribbon lines from the floral swan's mouth giving the desired effect.

Those riding were: Mayor Thomas Earley, Councilmen H. G. Attell, E. R. Braley, H. C. Hotaling, C. J. Crandall, William Root and Thomas Webster.

**Los Angeles' Offering**

Several years ago the Los Angeles Chamber of Commerce expressed its brotherly feeling for Pasadena by entering a tallyho to the Tournament of Roses parade and ever since then this custom has been maintained. This time the entry was a splendid six-horse tallyho, the color scheme of which was red and green, red geraniums and smilax being used profuse-

The following prominent Los Angeles men rode in the vehicle:

Willis H. Booth, S. A. Butler, A. B. Cass, F. Q. Story, A. W. Skinner, James Slauson, J. V. Vickers, Walter Raymond, W. C. Patterson, E. F. C. Klokke, George Parsons, Frank Wiggins, Secretary of the Chamber.

**Pasadena Board of Trade**

Decked in royal poinsettias and asparagus plumosus, fastened to the ve-



**Realty Board, First in Four-in-Hands**

hicle by heavy red ribbon, the four-in-hand of the Board of Trade, decorated by D. W. Coolidge, made a magnificent appearance. The entry was easily one of the most artistic of the parade and in it rode C. D. Sargent, President of the Board, and Directors J. W. Wood, W. F. Knight, Dr. C. J. Tracy, Frank V. Rider, Ed. T. Off, M. P. Green and Secretary A. J. Bertonneau.

**Pasadena Merchants' Association**

A four-in-hand brake tastefully decorated with gaillardia blooms, almost countless in number, in which rode the directors of the Pasadena Merchants' Association, formed the entry of that body. In effect the entry was one of the most dainty of the parade. Each of the directors carried a bouquet of Panieum Plicatum.

**Hardware Dealers' Float**

One of the most beautiful in the parade, the Hardware Dealers' float, was the design of W. H. Stenger, the Altadena nursery man. It represented a great butterfly and was noticeable for its brilliant coloring. The entry was made by the hardware dealers,

gists entered a float composed of a great mortar, pestle and scales, all done in bright red geraniums set in green. All the druggists of the city united in making the entry, and the display was very creditable. Four



**Police Chief Favour**



**All Honor to the G. A. R.**



**Crown of the Valley**

Symbolical of the city whose firms it represented, the grocery men's float had for its motif, a huge crown,

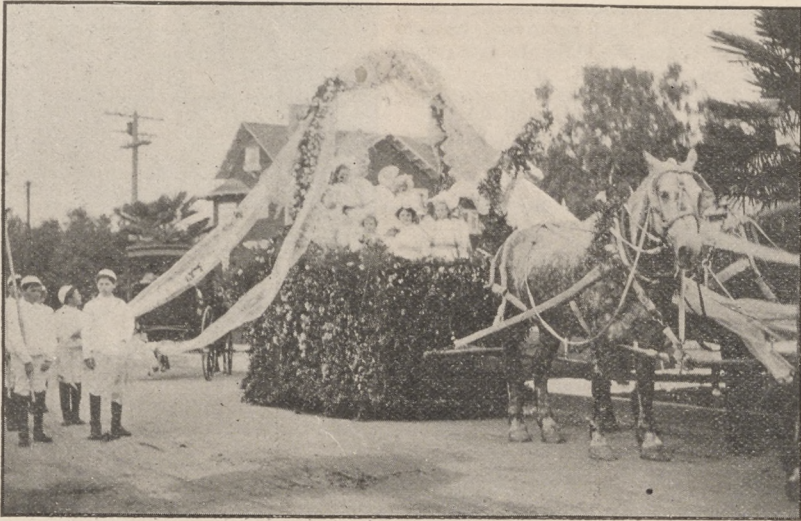
**Hotel Green Tallyho**

As usual the handsome entry of a previous year was outdone by the Hotel Green for the current Tournament

Miss Lee, Miss Miller, Miss Ditewig, Miss Sophie Ditewig, Miss Holyoke, Mesdames King, Koehler, Harry Green, Osterhaut and Rowe.

used in the decoration of the body of the vehicle.

The young women made a striking appearance in their white gowns and



Washington School, Fifth Prize



Roosevelt Kindergarten, Third Prize.

patterned after the imperial crown of England. The band was in red geraniums, set on a green platform, while the loops of the upper center were of poinsettias. Maltese crosses and fleur de lis, done in white geraniums, carried out a stunning effect.

**Furniture Dealers' Three-seater**

One of the most tasteful two-horse entries was that of the Pasadena furniture dealers. Two magnificent white horses hitched to a three-seated vehicle in which rode five representatives of the local furniture business comprised the entry, which was literally buried in a profusion of smilax, geraniums and other flowers of the season. The harness was wound with red ribbons. In the vehicle rode A. L. Phillips, D. Coon, V. R. Sutliff, H. L. Dixon and H. B. Jones.

**Raymond Hotel Swan**

Truly unique in the proper sense of that much abused word the great swan of the Hotel Raymond was one of the beautiful surprises of the day. The great bird completely covered an electric runabout and was so built that Mesdames Walter Raymond and Hodgdon appeared to be riding upon the bird itself. The top of the swan was covered with poinsettia braces scale-fashion, while the feathers were outlined in cords made of some white flowers. The breast and neck of the bird were covered with double daisies

of Roses. The six-in-hand this time was, as ever, a dream of delicate floral beauty and the dainty women in their pretty costumes who graced the vehi-

**Hotel Maryland Tallyho**

One of the daintiest and most harmonious colorings of the parade was the pale pink tallyho of Hotel Mary-

with large pink picture hats and fluffy pink fichus. Asparagus plumosus parasols were carried by each one, the feathery green of the vine making a dainty and charming effect.

Those riding were Miss Laing, Miss H. Laing, Miss Jessie McCamant, Mrs. Thomas French, Miss Grace Vedder, Miss Pauline Miller, Miss Marjorie Ward, Mlle. Chevalleau, Miss Rosamond Porter, Miss Cobb and Mrs. Southard.



Alhambra, Third in Representative Floats

**Hotel Del Coronado**

One of the several beautiful victorias of the parade was that entered on behalf of the Hotel Del Coronado. This entry was decorated by Walter Raymond, whose guests Mr. and Mrs. Morgan Ross, of the Del Coronado, have been since the hotel opened. Mr. and Mrs. Morgan Ross drove the vehicle, which was decorated with Stevia roses and eucalyptus blossoms. The feature of the entry was the profusion with which floral balls of red and white were used. Eleven of these were hung about the hood of the victoria while as many more decorated other parts of the carriage. The body of the vehicle was covered with Stevia blooms and the back was literally a mass of eucalyptus blossoms.

**Arrowhead Springs Hotel**

An electric runabout covered with flowers and greenery was entered by Manager D. M. Linnard of the Lin-

cle added much to the attractiveness of the tallyho. The color scheme of the entry was red and green, carnations and geraniums being the flowers

land. A full dozen of American beauties in twelve of Hotel Maryland's favorite young women formed a pretty centerpiece for the bewitching shell.



Madison School, Fourth in Schools



Columbia Kindergarten, First Prize

and the wings and tail were bronzed. Mrs. Hodgdon was apparently driving the swan, with white ribbon lines, while Mrs. Raymond managed the auto itself.

chiefly used. The beautiful blooms mounted against a background of greenery in delicate tracery made a not-to-be-forgotten sight. Those riding in the Hotel Green tallyho were:

Drawn by six white horses in wrapped harness and festoons of flowing pink ribbons and garlands of smilax, the outfit was exceptionally pretty. Sweet peas and carnations were

nard system of hotels and driven by his son and daughter Leroy and Dorothy. The entry was made on behalf of the newest addition to the hotel circuit, and the vehicle was complete-



ly covered with white Centurias and the word "Arrowhead" picked out prominently in flowers of another hue. The two children of the popular manager were dressed in white, and the pretty turnout was liberally applauded.

**Redondo's Great Whale**

Nothing in the whole parade was more enjoyed than the enormous whale, entered by the Redondo Beach Chamber of Commerce. It was the biggest mechanical toy the town ever

of whalebone, represented by pampas plumes. The blow-hole was located near the end of the nose and emitted a spray of carnation perfume at every breath of the leviathan.

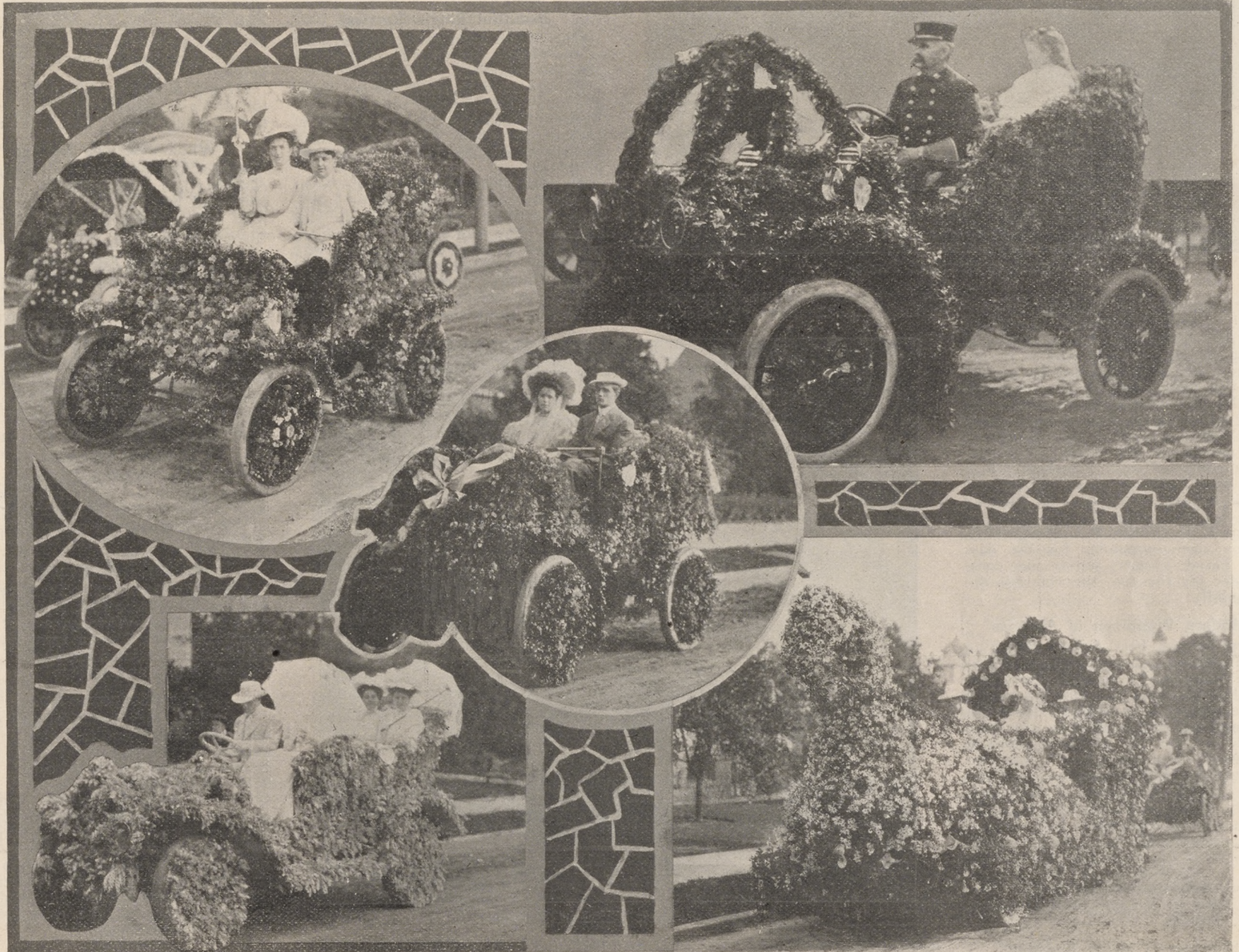
The whale was accompanied by a guard of honor led by the president of the Chamber of Commerce and composed of members of the Arrowhead Club of Redondo Beach in the costumes of whale-hunters and fishermen. The fishermen carried strings of real fish fresh from the waters of Redondo Bay.

**Redlands' Big Orange**

The float from Redlands, whose oranges are world-famous, made a great hit. It was a very large float, and was drawn by four horses, two whites and two iron grays, much bedecked and led by young men from Redlands clad in white. The central piece, which could be seen for blocks, was an immense orange made of oranges. The frame of the ball was 86 feet in diameter, and 3000 oranges were used in covering it. They were literally sewed upon the surface of the ball,

so that it could be seen on both sides of the street at once. The real water fell into a reservoir from which it was pumped back, to fall over the dam again.

The whole had the natural setting of rocks and ferns, flowers and trees. The float, which measured about ten feet by sixteen, was drawn by four black horses decorated with smilax and seventy-five poinsettias. From the bottom of the float to the ground hung screens buried out of sight in roses and flowers. The general effect



Miss Kendall and Master Jack Kendall

Councilman Braley's Handsome Entry

Ross Edminson's Dusty Miller Wonder

Fire Chief Clifford, Heading Department Turnout

Auto Dealers' Splendid Shell and Swan

saw. The whale spouted water, opened and closed its mouth, and wagged his tail and flippers.

The float was a life-size representation of a sperm whale and was composed entirely of magnolia leaves and carnations, for which Redondo Beach is famous. Every effort was made to have this model scientifically correct.

The cetacean was forty-one feet by twelve feet in diameter and weighed (with the automobile on which it was mounted) over three tons. The mouth was eight feet long, the fins six feet and the tail eleven feet from tip to tip. Over 10,000 carnations and 20,000 magnolia leaves were used. The tail and fins had a life-like motion, as though swimming while the moving disclosed in the roof of the mouth the well-known growth

**San Gabriel's Gateway**

Alhambra has a highly artistic float designed by and carried out under the supervision of John E. Wilson, Jr., and D. C. Swing, the pictorial decorations being the work of D. C. Swing, who has taken as his subject the "Gateway to the San Gabriel Valley." The center piece is a marvel of scene painting and showed in two pictures the road leading through the gateway to the foothills, with their fine residences and orange groves and snow-capped peaks beyond. The young women on the upper part of the float represent the old Spanish residents, and the more modern Anglo-Saxon, and at each corner was a figure of music, art, literature and agriculture. The floral decoration is carried out in roses, ivy and calla lilies.

but the twine which held them was invisible. The great orange was supported by two floral cornucopias, each pouring out more oranges. The surface of the float was covered with calla lilies.

**The Devil's Gate**

Real water falling over a dam, a magnificent reproduction of the Devil's Gate, the dam and its environment, made the float of the Pasadena Lake Vineyard Land and Water Company different from anything else in the parade. The whole showed the company's property, one of the most picturesque spots hereabouts and the one from which many Pasadenans get their drinking water.

There was a reproduction of the bridge at the Gate, and on each side of the float the dam was presented,

was a scene snatched from the Arroyo.

**Independent Order of Oddfellows**

Six fine horses harnessed to a handsome barge carrying members of the Independent Order of Oddfellows, was the entry of Crown City Lodge No. 305. The barge was shell-like in effect, done in greenery with roses and scarlet geraniums as the most prominent flowers used. The great floral links on each side of the barge beautifully presented the emblem of the order and a touch of humor was added by the presence of the lodge goat. Officers of "I Will" lodge of South Pasadena, representatives of Monrovia lodge and Pasadena lodge rode in the vehicle which was further honored by the presence of District Deputy Grand Master G. S. Robinson.



**Spanish War Veterans**

One of the particularly effective showings of the parade was that of the "Ensign Bagley Camp, Spanish

big pack train from Mount Wilson of mules and burros caused much surprise as it passed through the streets. The pack train consisted of five mules



Pasadena Board of Trade

War Veterans," of Pasadena, in conjunction with "Roosevelt Camp" of Los Angeles and "McKinley Camp" of Long Beach. Former sailors of the United States Navy proudly carried the flag which flew at the masthead of the Bennington when that craft blew up and each veteran was encircled with a wreath or blanket roll of red geraniums and roses. The uniform consisted of a campaign hat, a blue shirt, khaki trousers, leggings and black shoes. With over a hundred men in line under the command of Major L. D. Collins, P. C. MulQueeny, senior vice-commander for the day, and Floyd Thayer, junior vice-commander for the day, the veterans did splendidly.

**Modern Woodmen of America**

One of the best drilled marching teams of the pageant was the Pasadena lodge of the Modern Woodmen. Fresh from victory in four log rolling contests and ready to go to Peoria for the national drill next June, the team richly merited the applause which it received. The officers and men appearing in the floral parade were Captain Edward Pickering, in command; Harry Wolfe, first lieutenant; A. G. Barr, second lieutenant; J. S. Foster, P. L. Hatch, J. E. Ayres, J. Zimmerman, W. L. Spencer, Robert Slusser, C. S. Filmore, G. W. Slusser, George Preston, N. Nelson, John McLin, Fred L. Mason, Frank Preston, R. F. Tuthill.

**Company I Makes Showing**

The usual fine showing of Company I of Pasadena was made this time, and the boys in blue were liberally applauded for their drill work as they marched along the thronged streets. The boys turned out in goodly numbers for the parade and presented a very natty appearance.

**The Vaquero Club**

In charge of President Hutchinson, the Los Angeles Vaquero Club, over a hundred strong, made a splendid showing in the parade. An old-time stage coach in which rode a half dozen señoritas playing upon the Spanish musical instruments of the long-gone California, with the sturdy vaqueros grouped about them, made a novel picture. About a quarter hundred women, members of the club, rode. They were dressed in khaki suits with red shirt-waists, while the men were attired in blue shirts, "chaps" or in khaki.

**Mt. Wilson Pack Train**

Savoring of the mountains, the

and five burros, all heavily packed for a long trip. Smilax and other floral

walk right up to it and call the hello fairy and congratulate her.

It is perfectly designed and is more than five feet high. The stand and box are entirely of brilliantly scarlet geranium blooms, but the transmitter is made of white roses, excepting that there is a red one in the center of the mouth piece. The call bells are also of white roses. The receiver is of greenery and hangs on a wire of purple vine.

When the local manager was asked if he was guilty he replied: "No, y're honor; blame the wire chief. It's all his own design."

**Beautiful Single Entries**

One of the most attractive sections of the parade was that devoted to the one-horse entries.

Decked in a mass of smilax, bouganvillias and roses, the entry of George Brown, in which rode Mrs. Lillian Bangham and Miss Edith Sowersby, of Detroit, was a delight to the eye.

Mr. and Mrs. W. H. Reed drove in a vehicle covered with white roses, rare mountain ferns, bellfleurs and smilax. The canopy of the vehicle was flower-covered and the horse was harnessed with white harness.

Mr. and Mrs. James H. Gaut had a carriage in which oak leaves, white roses and ferns were used in profu-

Tyler Parker and Harry Garben rode in a vehicle which was decorated profusely with smilax and poinsettias. The harness was wound with red.

Mrs. C. A. Shead and Mrs. Jason Schmale occupied a vehicle decked with daisies, pepper branches and geraniums. The harness was wrapped with white and red ribbon.

Mr. and Mrs. F. T. Huggins had a classy rig in which geraniums, daisies, roses, ferns and smilax were used in profusion. A pink-wound harness completed the decoration.

Dr. H. L. M. de Biron accompanied by little Edna May Blanche, occupied a pretty buggy trimmed with poinsettias, smilax and callas. The wheels were back-grounded in solid yellow.

Messrs. A. A. Chubb and C. G. Benton drove in a vehicle decorated with smilax, bouganvillias and white roses.

**William Scripps Kellogg**

Master William Scripps Kellogg of Altadena had a cute display, with his pony and cart, which were gorgeous with smilax and sunflowers. He was applauded at every step of his pony.

**Councilman Ed. R. Braley**

Two of the children of Councilman Ed. R. Braley, in an electric runabout, almost hidden by bouganvillias, formed a much-applauded feature of the parade. The children were dressed in lemon-yellow costumes, the girl carrying a bouganvillias parasol. Great lemon-colored bows of ribbon tied here and there about the vehicle completed the artistic effect.

**Fritchle Electrics**

Two new Fritchle Electric machines, Stanhopes of 200-mile capacity, went tandem. The first was decorated with white and the other with pink and white.

**Master Jack Kendall**

A prettily decorated private vehicle was that of Master Jack Kendall. He rode in a Pope-Waverly, and it was most artistically hidden from view in an effective weaving together of geraniums, Stevia and smilax.

**Ross Edminson's Auto**

An effect, very beautiful and quite different from anything else in the parade, was achieved by Mr. Ross Edminson with his big auto car. The body of the vehicle was covered with sprays of dusty miller, the softness in color tone being especially pleasing. Contrast was secured by employing pink geraniums, which were used with great profusion and with a distinct idea of design. The centers of the wheels were stars of pink and this color ran through the dusty miller all over the machine.

**The Reeves Children**

A very pretty thing, gaily applaud-



Grant School, Third in Schools

decorations were much in evidence. The train was in charge of Manager Ross of the Mount Wilson Hotel.

**I. O. O. F. Makes Big Showing**

Marching clubs made a fine showing. The Uniform Rank in full dress of the Pasadena Canton, No. 37, P. N. of I. O. O. F., under Major Robert Sterrett, made a fine showing, their numbers counting for much.

Santa Canton, No. 18, of the same order, made a pleasing appearance, Captain Attley being in charge.

**Bands Do Excellently**

All of the five bands in the parade made an especially fine showing. The Crown City Band not only pleased all in the parade, but entertained the big crowd at the Park throughout the afternoon.

**A Novel Entry**

An immense wall telephone all made of flowers is the odd but entirely appropriate contribution to Tournament display made by the local exchange of the Pacific Telephone and Telegraph Company. It is so good that when you see it you want to

ion. A crown of white roses, typical of the "Crown City," graced the back of the buggy.



Bankers, Second in Six-in-Hands



ed at every step, was the entry of Owen and Marion Reeves. Their little chariot was drawn by almost the littlest pony ever, and it whinnied all the way. The miniature vehicle was buried under roses and ferns; and the pony could hardly see through its greenery.

**Goddess and Uncle Sam**

Edward Louchenclos' patriotic display, on an auto tricycle, was a success. On each side of the vehicle was a large American flag, the stars and stripes being done perfectly with flowers. The Goddess of Liberty rode in the front seat, an eagle perched above her and Uncle Sam guided the machine.

**"Sign of the Zodiac"**

Grant Orth and his wife entered a novel symbolical one-horse float representing the "Sign of the Zodiac." A crescent with a man's face upon it represented one of the signs of the times and at the back of the vehicle was a full moon. Roses were used in profusion in completing the design, the prevailing colors of which were blue and gold with stars dotting the entire float. Mr. and Mrs. Orth rode in the vehicle attired in blue costumes, which were liberally dotted with stars.

**Novelties and Saddle Horses**

George Mitchell, of Altadena—Representing a prospector's outfit. Two burros with geranium wreaths about their necks, worked in with smilax. Rider dressed in khaki.

Mrs. Lettie Dimmitt, No. 173 Tremont Street—Handsome black horse covered with red and white roses and asparagus plumosus tied with red ribbons. Rider wearing navy blue velveteen riding habit.

McAdam Brothers, No. 345 Scott Place—Representing "forty-niners." Two burros in sage brush and cactus with dog running under wagon. W. J. McAdam impersonating an aged pioneer and F. S. McAdam representing his young companion. Two demijohns decorated the outfit, one labeled "For Snake Bites," and the other "Hair Tonic."

Robert McAdam, Jr.—Mule hitched to racing cart and labeled "Greyhound." Trimmings red geraniums and asparagus plumosus.

Mrs. P. M. Greenley drove two shetland ponies, tandem, to a very pretty rig, decorated profusely in white roses. She was stunningly gowned and her attendant wore a Moroccan costume of white and gold.

Probably no more warmly contested class was entered during the day than that of the equestrians. The horses were all exceptionally fine and the decorations were never more extravagant.

Revel L. English, on his black high school horse, handsomely decorated with white roses and smilax, had one of the most pleasing entries of the

day. Lewis Schnieder was present with his fine horse "Zuni," well decorated in red geraniums. Allen Steele rode a fine high school horse, pleasingly decorated. Little Kathryn Shoemaker rode the "darlingest" brown shetland pony, which was decorated artistically in La France roses and asparagus plumosus.

A most artistic squad of riders was that of the Los Angeles Riding Academy, which have a large number of horses and well appointed riders. The animals were decorated in floral colors. Sweet peas or violets and other decorations adorned handsomely appointed animals. In this entry were: Paul E. Lepoids, Emile Quarse, Captain A. Rockenstroekly, Maurice De-groote and Miss Lillian Lepoids.

Lorenzo Malone rode a very attractively decorated horse. Countess Paul Von Neindorff, of Los Angeles, on a Kentucky animal, proved one of the most attractive riders in the parade. Violets were used with smilax in profusion.

The North Pasadena Cowboy Club rode animals with collars of red geraniums and smilax. Riding were: William Dillitt, Charles Barton, Edward Fraley, Ernest Thralls, John Thralls, Charles Basore, Charles Drew, Lester Dimmitt, William Pope, Jean Flournoy, Joe Whitney, Grover Beals, Clifford McFarren.

Miss Bernice Whipps had her handsome horses prettily covered by a rose blanket with a collar of maidenhair ferns.

Alfred Wagner's horse was decor-

broad red and white ribbons, reaching nearly to the ground.

**Pasadena Fire Department**

With patriotic pride in the city, the



**Hotel Green's Handsome Six-in-Hand**

ated in smilax with a white and pink rose blanket. Harry Heck's was cov-

fire department turned out its usual stunning entries. Five pieces of apparatus were entered, including Chief Clifford's automobile. This vehicle was very tastefully decorated, little Miss Edith Clifford riding in a tonneau of green smilax on the rear of the runabout. The letters "P. F. D." worked out in yellow marigolds, labeled the entry. The wheels were done in marigold stars and smilax and completed a very pretty effect.

The truck from the Dayton Street fire-house was done in red geraniums, a pleasing effect being gained by palm leaves on the wheels. Rose wreaths were worked in prettily about the whole entry. Fred Miller drove.

From the Villa Street house came the big steamer, tastefully decorated in smilax and red carnations, a fetching feature being little Miss Marguerite Tarrirer in a gown of white under a huge arch of geraniums.

The hose wagon was driven by Bert Epperson and was pleasingly festooned in smilax, red carnations and asparagus plumosus, the star design prevailing.

From Dakota Street Captain Holmes sent the new hose wagon, handsomely finished in a harmony of red geraniums, white roses and smilax. The flowers and greenery were worked out prettily on the most conspicuous parts of the vehicle.

**Grand Ball Marks Finale**

As a fitting conclusion to the most successful Tournament of Roses in the history of the Crown City, came the great ball in the evening at the Hotel Green. From the tip top of the hospitable house to the lowest floor all was gay with twinkling lights, flowers and ferns to do honor to the queen of the Tournament and her maids. The Tournament colors, red and white, were predominate in the decorations. The ball took place in the handsome colonial dining room of the hotel. The room is a very large one, with pillars of white. These were wreathed in smilax and red blossoms.

**Competing Store Fronts**

Both effective and elaborate was the display made by Mr. J. Herbert Hall, 32 East Colorado Street. A heavy frame-work was built across the sidewalk, so that one approached as through a bower of pepper leaves. The windows contained arches of bloom, with baskets of roses.

L. N. Merritt's store, in the Chamber of Commerce building, being a corner, lent itself readily to profuse display. The wide, long windows were a vista of red and white ribbons



**Franklin, Second in Kindergartens**

Sterling Talbot rode a horse decorated with marguerites. Fred Magnard rode a fine horse with red blanket trimmed with smilax.

Miss Marion Bisbee had a unique costume, her dress and hat being made entirely of red geraniums. Her horse was also attractively decorated.

ered by a smilax wreath and rose blanket. D. G. Baker's horse was caparisoned in a rose saddle blanket and wreath.

A. C. Tubbs entered a fine black, beautifully decorated in poinsettias and smilax.

Leslie Hicks drove a goat to a small wagon which was profusely decorated in poinsettias, smilax and carnations.

Gladys Grander, in a small buggy, drove a donkey, the turnout being trimmed in pepper boughs and poinsettias.

E. B. Gunther, a very little boy, rode a burro carrying floral pack, saddles and rustic decorations of minor's art.

Fred Hill's tandem made a striking appearance both because of the floral decorations and because of the beautiful training which the horses showed.

One of the striking entries was that made by M. S. Pashgian. His beautiful black horse was beautifully saddle-clothed with a sterling silver pad, while seventeen dozen carnations and a hundred feet of smilax was profusely used about the entry. Mr. Pashgian carried three dozen roses in his hand, wore a sash of flowers and the horse was liberally trimmed with



**Hotel Del Coronado, First in Two-Horse Vehicles**



in close array and alluring curves. There was no dearth of blossoms and color.

Mr. F. E. Twombly's store front, 102 East Colorado Street, was literally covered with a lattice of greenery and the windows were aflame with poinsettias. It was a fine display.

Different from anything else was the display made by the Union Savings Bank. With windows on both East Colorado Street and North Raymond Avenue, which were filled with

ed in the decoration of the Dorman Dry Goods Company, 18 East Colorado Street.

Different from anything else was the effect accomplished by Mrs. Chidester, 83 North Raymond Avenue. In windows festooned with red and white bunting there were wonderful hats, a la mode, but made of waxy geranium leaves and trimmed with roses and other blossoms.

Mr. J. S. Glasscock, 96 and 98 East Colorado Street, secured an unusually

The windows of the office of The Star were draped with red and white bunting and the front of the building was heavily draped with flags. Amid them hung a great floral star made of pepper boughs and white roses.

The wide front of the D. C. Casterline livery, 160 East Colorado Street, was tastefully covered with bunting in red and white, draped, looped, festooned, the national colors for a center.

The Racket, Chamber of Commerce building, had a window display that attracted much attention, because of its "human interest." Parade floats were represented, a mounted tennis racquet decorated and driven by a Teddy Bear, fire apparatus and many marching toy men.

Long palm branches were the feature in the decoration of the Philadelphia Shoe Store.

Many beautifully decorated store floats were not entered for the competitions.

#### Policing Was Excellent

Pasadena's police department made a fine showing in the parade. Chief of Police H. H. Favour had his men in full dress uniform for the occasion and, besides, on the street the force made a fine appearance every place.

Riding right in front of the parade with the herald came Officers Shultz and Abbott, clearing the way wherever eager spectators crowded the streets. Chief Favour followed on a fine animal in all his gala array of brass buttons, blue uniform and gold braid. Sergeant Reynolds with patrolmen O'Dell, Rice and Palmer rode in a platoon back of the chief, while Sergeant George Longley with special officers Snyder, Green and Beesley brought up the rear.

Much of the success of the policing of the city for the day was due to the excellent system of roping in the downtown district and to the cooperation of the Los Angeles police.

#### List of Prize Winners

Nobody envied the judges, who worked indefatigably in an effort to select the most meritorious of the many good things entered in the com-



Marion F. Bisbee, Second Prize



Wilson School, Second in Schools

red and white bunting, with festoons of greenery across, and here and there a crescent and star of flowers, the effect was most pleasing.

The Pasadena Hardware Company, East Colorado Street, made a striking use of pepper boughs, and with unique effect.

Red and white bunting predominat-

ed in the decoration of the Dorman Dry Goods Company, 18 East Colorado Street.

Mr. H. C. Hotaling, 50 East Colorado Street, had the front of his store covered with German ivy, yellow with bloom, and so arranged that in the windows on each side there was an open diamond space, in which hung large baskets of red and white roses.

petitions. People will always differ as to which was the most deserving, for there were so many superlatively good.

But the judges settled it, with the single exception that the awards have not been yet announced for the store fronts.

Prize awards were announced as follows:

Class A, 1st, Pasadena High School, \$100.

## Modern Woodmen of America

Pasadena Camp Team No. 7242, crack drill organization in Tournament of Roses, 1908, which proved prize winner and will go East for big Peoria drill

Pasadena Camp Team, M. W. A., has always made a remarkable showing wherever it has appeared. The team has won prizes at four Southern California Log Rollings, and is entered in the national drill contest of the Modern Woodmen of America, which will be held at Peoria, Illinois, in June of 1908.

#### Make Fine Showing in Parade

In the parade on New Year's Day, the team made a remarkable showing. In constant evolution, it won substantial recognition, not through the number of men in line but because of the truly wonderful manner in which they drilled. They acted as though merely the members of a cleverly perfected machine.

The members of the team are: Captain, Edward Pickering; Harry Wolf, first sergeant; A. G. Barr, quartermaster; R. F. Tuthill, J. S. Foster, P. L. Hatch, J. E. Ayres, J. Zimmerman, W. L. Spencer, Robert Slusser, G. W. Slusser, C. S. Fillmore, George M. Preston, N. Nelson, John McLin, Fred L. Mason, F. W. Preston.

Pasadena Camp No. 7242, which meets every Monday night in its quarters on the third floor at No. 22 West Colorado Street, has gained greatly in strength through the unusual success of its drill team.





Class B, 1st, Altadena school, \$100; second, Wilson school, \$75; third, Grant school, \$50; fourth, Madison school, \$35; fifth, Washington school, \$25.

Class C, kindergarten, first, Columbia school, \$50; second, Franklin school, \$35; third, Roosevelt school, \$25.

Class D, six-in-hand, first, Hotel Maryland, \$100; second, Pasadena bankers, \$75.

Class E, first, Pasadena Realty Board, \$75.

Class F, floats, first, Grocers' Association, \$75; Crown City lodge, I. O. O. F., \$50.

Class G, floats, historical or representative, first, Redondo, \$75; second, Redlands, \$50; third, Alhambra, \$25.

Class H, historical or representative character, first, John F. Godfrey Post, G. A. R., \$50; second, McAdam Brothers, forty-niners, \$25; third, J. S. Post, cow punchers, \$15.

Class I, historical or representative

Class T, saddle horses, women riders, first, Countess Paul Von Neindorff, \$15; second, Marion F. Bisbee, \$10; third, Bernice Whipps, \$5.

Class U, saddle horses, gentlemen riders, first, M. S. Pashgian, \$15; second, Louis Schneider, \$10; third, Dr. Arthur Ellis, \$5.

Class V, saddle pony, girl or boy, first, Alfred Wagner, \$10; second, Kathryn Shoemaker, \$5; third, Henry Heck, \$3.

Class W, automobiles, four or more persons, first, Ross W. Edminson, silver pitcher; second, Capt. E. F. Hess, silver cup; third, auto dealers, silver pitcher.

Class X, automobiles, two persons, first, E. R. Braley, cup; second and third T. C. Bruckman, cups.

Class Z, burros, first, E. E. Gunt- yer, \$10; second, Gladys Granger, \$5.

Class AA, marching clubs, first, Patriarch Militant, I. O. O. F., \$25; Modern Woodmen of America marching club, \$20.

**Formation of Big Parade**

**Formation of Parade**  
 Mounted Police.  
 H. H. Favour, Chief of Police.  
 Police Aides.  
 Crown City Band.

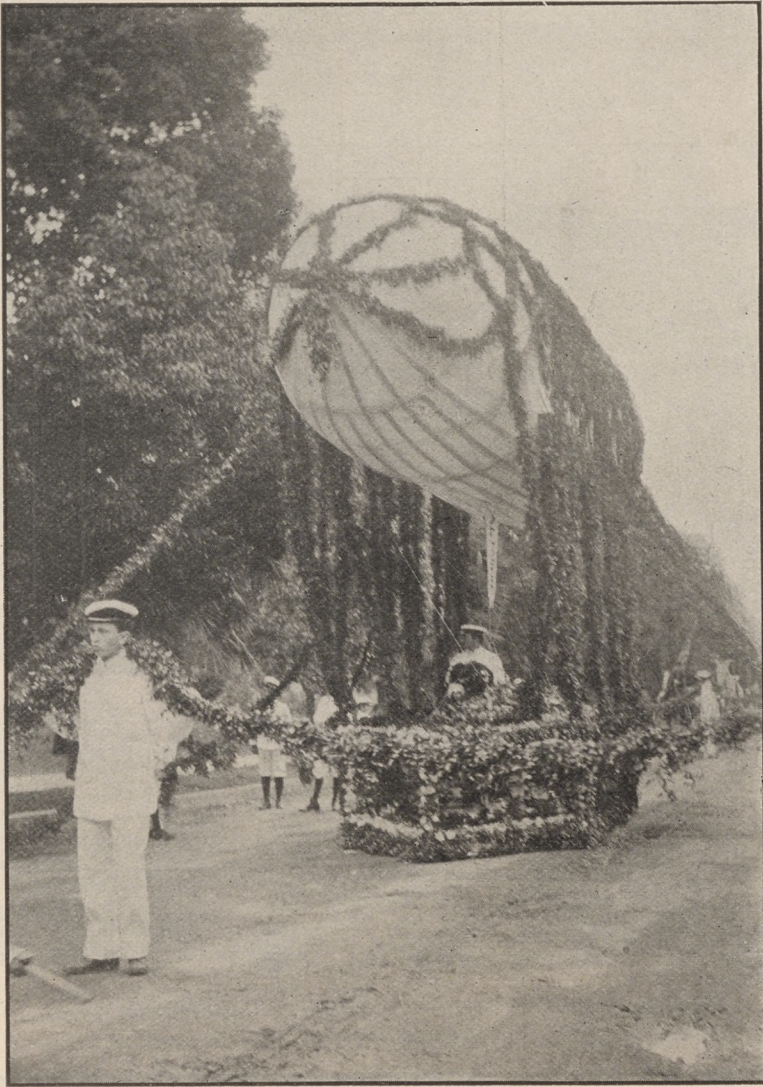
Aides: Edward Funke, Lloyd J. Killan John D. Holmes, Harold Roehrig.

Floats.  
 Two-Pony Vehicle.  
 One-Pony Vehicle.  
 Tandem Saddle Horses.  
 Tandem Saddle Ponies.

**Fourth Division.**  
 Los Angeles Y. M. C. A. Band.  
 Frank G. Long, Marshal.



Hotel Raymond's Novel Entry



Altadena School Air-ship, First

Dr. H. P. Skillen, Grand Marshal.  
 Aides to Grand Marshal: W. W. Freeman, W. C. Austin, J. Howard Patton, E. F. Kohler, Dr. W. H. Ballard, W. B. Gard, Thomas H. Nelmes.

Aides: E. J. Shelton, E. J. Ruddy, J. H. Booge, E. M. Hollander.

Six-in-hands.  
 Four-in-hands.  
 Historical or Representative Characters.

**First Division**

Mayor and City Council.  
 J. S. Hendrickson, Marshal.  
 Vaquero Club.  
 Directors.  
 Queen and Court.

**Fifth Division.**

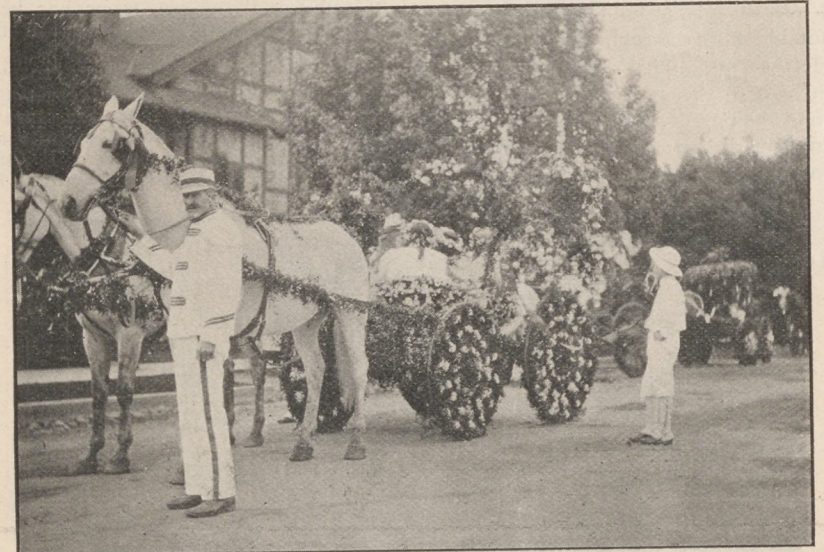
Dr. A. H. Savage, Marshal.  
 Aides: Frank Douglas, Dr. Lee C. Deming, Fred Emory.  
 Saddle Horses, Lady Riders.  
 Saddle Horses, Boy or Girl Riders.

**Second Division**

Chiaffarelli's Band.  
 S. C. Patterson, Marshal.  
 Aides: Victor Ward, W. J. Taylor, Winthrop Howland, Paul E. Stewart.  
 Schools.  
 Historical Representative Characters.  
 Two-horse Vehicle.

**Sixth Division**

Mexican National Military Band.  
 Myron Hunt, Marshal.  
 Aides: Ormsby Phillips, Dr. F. F. Rowland, Elmer Gray, Dr. E. C. Lockwood.  
 Marching Clubs.



Handsome McKinley School Entry

One-horse Vehicle.  
 Tandem Horse, Driving.  
 Tandem Ponies, Driving.

Novelties.  
 Burros.

**Third Division**

Seventh Regiment Band of Pomona.  
 I. N. Merritt, Marshal.

**Seventh Division.**  
 Auto Touring Cars.  
 Fire Department.  
 Police.

characters (individual), first, Vernice Hess, \$25; second, Richard Holdorff, \$15; third, Edward Talbot, \$10.

Class J, two-horse vehicle, first, Hotel Coronado, silver cup; second, furniture dealers and upholsterers, silver cup.

Class K, one-horse vehicle, first, Dr. L. H. M. de Biron, silver cup; second, Jas. H. Gaut, silver cup.

Class M, one pony vehicle, first, William Scripps Kellogg, \$10; second, Owen and Marion Reeves, \$5.

Class O, tandem ponies, driving, first, C. N. Leeson, \$25; second, P. M. Greenley, \$15.

Class P, tandem saddle horses, first, Fred Hill, silver cup.

Class Q, tandem ponies, first, La Cañada stage, \$20.

Class R, fire department, first, Pasadena Fire Department, \$50.

**U. S. Senator Perkins**

When I visited Pasadena and saw the many imposing churches, representing almost every religious denomination, your splendid fire-proof public school buildings, the free public library, containing over twenty thousand volumes, and the thousands of beautiful homes nestling in the midst of tropical plants and flowers, I could not keep from contrasting it with the Pasadena of twenty-five years before.

**General J. G. Martine**

Pasadena is but in her infancy as yet, and if she continues in the line of progress as she has in the past—not abreast, but in the van of her sister cities—great things may be expected of her in the next few years.



**Events at the Park**

One of the finest chariot races ever promised the patrons of the sport at Tournament Park was spoiled when C. C. West's splendid four collided with the running gear of the Michel chariot on the first turn of the final heat New Year's afternoon. It was the start for the grand prize of the day and with the crack of the whip both fours dashed away from the tape. West had the pole and Michel's team led by a good neck. It was seen that Michel's four were leading as they approached the first turn, and much to the surprise of everyone, he

Both drivers were at once called to the judges' stand and Michel offered to run the race over. West claimed that Michel had no right to cut in, and the judges stood by this contention, giving the heat and race to West, who thus won \$2000 through one day's chariot racing.

Those who saw the accident claim that Michel could not have kept to the course without cutting in and that it was his interest in the race that made him cut in on the turn. Mr. Michel claims that Mr. West did the same trick to Mr. Wiggins earlier in the day, but the judges say that West was the required three lengths ahead when he took the pole from Mr. Wiggins. The decision is final and

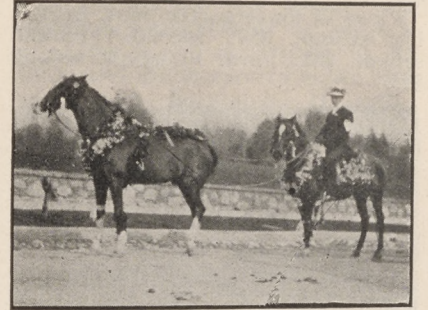
took the two heats successively in easy style, his horses outclassing those of Mr. Off. West's second victory over a different four was scored when he defeated Mr. Frank Williams in the first heat of the Roman chariot races in the remarkable time of 1:37½, breaking the track record.

Levengood and Michel were the next to face the starter, and a hot race ensued, the time being 1:42, Michel winning.

Williams had exceptional hard luck in being unable to control his team, and the animals ran away for a mile on two occasions, making the heat "no race." This took the fire out of them, and when they faced the starter in the last race with Levengood's fine racers, they were winded and took a poor last.

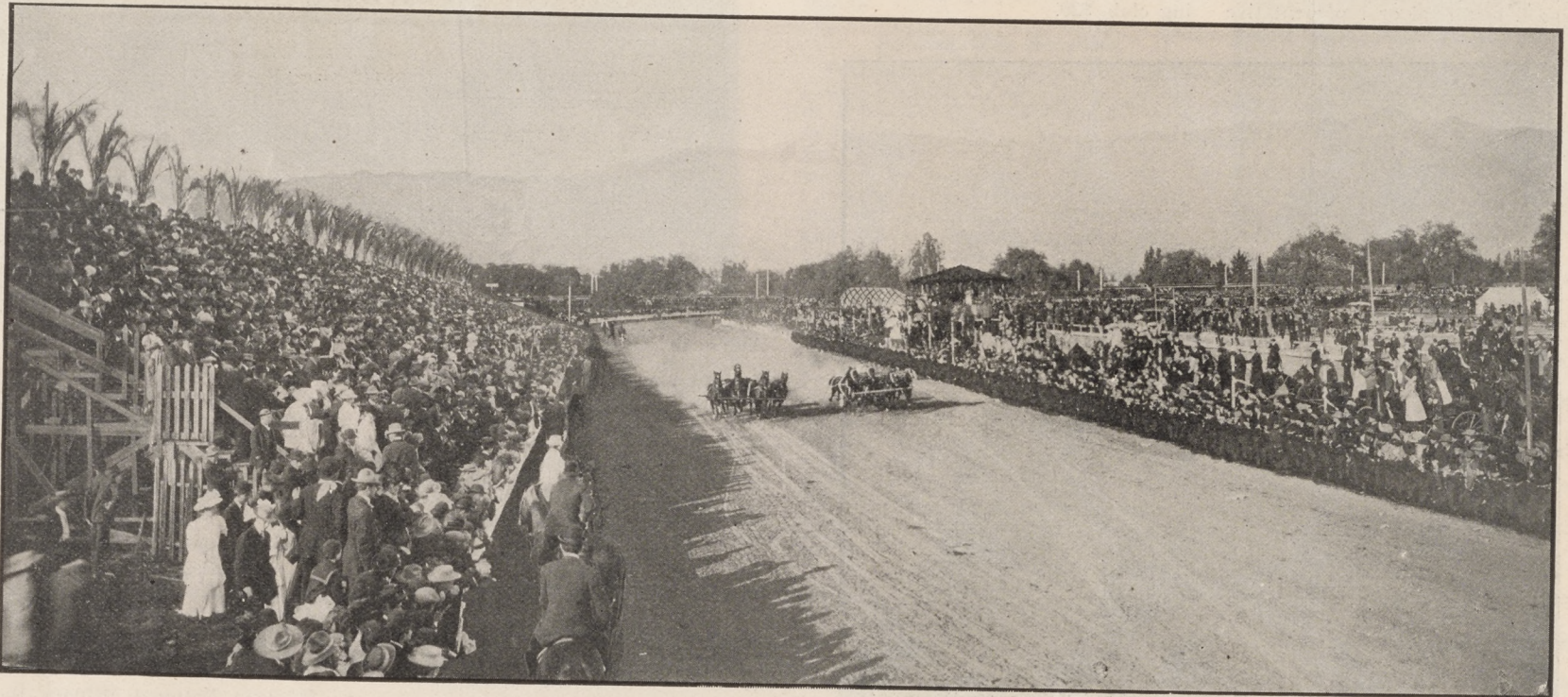
As the grand prize of the day was awarded to West, Michel took second prize, Levengood third and Williams

came down the track with outlaws on horseback in pursuit. One of the guards was shot in front of the grand



**Fred Hill's Prize Winners**

came down the track with outlaws on horseback in pursuit. One of the guards was shot in front of the grand



**Splendid Finish in Exciting Chariot Race**

began to cut in ahead of West's team on the curve. West would, naturally, have turned out but hoped to call Michel's attempt to gain the pole and drove sharply around the curve. His outside horse struck one of the singletrees on Michel's chariot, and was thrown to the ground, the rest of the four being dragged down. Michel continued, but stopped before he rounded the track.

The races were pleasing to the great crowd, although the result was hardly ever in doubt from the start of a race. C. C. West won the contested prize of \$1000 from Edward T. Off's four, Mr. Mac Wiggins driving. He

displeases Mr. Michel very much, as may be judged by the statement he makes that he will never enter another chariot race. This is unfortunate indeed for Pasadena, as he has been one of the truest sportsmen in the rough game.

The races were pleasing to the great crowd, although the result was hardly ever in doubt from the start of a race. C. C. West won the contested prize of \$1000 from Edward T. Off's four, Mr. Mac Wiggins driving. He

fourth. Money offered as prizes were as follows: \$750, first; \$500, second; \$300, third; and \$200, fourth prize.

The track was fast, but the banking on the curves is not sufficient for the chariots. This will be remedied by next year, when a special chariot track will be built on the lines of those in Rome, inside the new half-mile track that is proposed for Tournament Park.

**Realistic "Hold Up"**

As a diversion from the chariot

stand and fell from the coach to the ground. The driver surrendered and the express box was opened by shooting off the lock. A big bunch of imitation scrip was scattered about while the crowd cheered. Later the bandits were captured by a big band of cowboys, but later managed to make good their escape. Principals in the play were: Lewis Stone, of the Belasco Stock Company, guard; Jack Hendrickson, Hill and Johnson, outlaws.



**Independent Order of Oddfellows**



**Ensign Bagley Camp Spanish War Veterans and Comrades**



# History of Tournament

How has the Tournament of Roses grown? Many men there are today in Pasadena who were actually in at the start of this greatest of California winter carnivals, and so it is not difficult to trace the success of the Pasadena Tournament of Roses from the time it was first talked of in 1887 until the present day, when over half a hundred thousand people flock to

First inaugurated under the auspices of the Valley Hunt Club, the Tournament gradually assumed the form it now has taken, and in November of 1895, the management of the growingly great annual Tournament of Roses was assumed by the newly organized Tournament of Roses Association which has had charge of the big event ever since.



**TOURNAMENT OFFICERS AND DIRECTORS**

- |                        |                           |                 |
|------------------------|---------------------------|-----------------|
| Kingsley N. Stevens    | F. S. Allen, Vice-Pres.   | Ed T. Off       |
| Dr. Z. T. Malaby       | George P. Cary, President | Andrew S. Allen |
| Frank V. Rider, Treas. | Willis Johnson, Sec.      | Hugh Montgomery |
| D. M. Linnard          |                           | J. H. Holmes    |

the Crown City to witness the great pageant of flowers.

Talked of in 1887, the first actual Tournament of Roses was held on January 1, 1890, thus making the great display this year the nineteenth annual exhibition of Pasadena's glorious climate to an interested world.

Such men as Dr. F. F. Rowland and Dr. Charles Frederick Holder were among the first boomers for the proposed floral show, but in those days there was never the idea of the extent and scope which the annual Tournament of Roses would reach in so few years.

The first plan was to have a rose fete to celebrate the climate and the ripening of oranges very much as the eastern farmers have their annual Harvest Home. The first Tournament was very much of an impromptu affair so far as vehicles decorated with flowers were concerned and at the temporary grounds selected near San Pasqual Street, Indian sports helped to make the day delightful.

The second formal celebration took place at Devil's Gate Park, and the third annual Tournament of Roses was celebrated at the corner of Wilson Avenue and San Pasqual Street,

near which locality every subsequent Tournament parade has terminated.

To finance the great show it early became necessary to have features at a Tournament park, to see which admissions should be charged. To attract the thousands and entertain them the standard of these entertain-

several occasions. In 1900 General Shafter was the guest of honor of the day, and he reviewed the great parade. In 1902 a great football game was played between the champion team of the University of Michigan and the team of the Stanford Jr. University.

No more hearty or willing workers have ever labored for the civic good than have the officers of the Tourna-



Single Horse Entries in Line

ments has been constantly raised until today the park feature is scarcely second to the great parade itself, and thousands through the splendid park devoted to these features.

In 1904 chariot races such as the early Romans delighted in were instituted by then President C. D. Daggett of the Tournament Association. This feature proved immensely attractive, and has been maintained ever since. The races are for substantial prizes, first prize being \$1,000, and it is safe to say that there is not a more spectacular or exciting event in America than the wonderful contests when spirited and trained racing fours dash about the course hitched to light chariots.

There have been departures from the usual form of entertainment on

ment of Roses. It has always been a case of get down and dig to make each succeeding Tournament better than the one before, and it is due to the wonderful capacity of work on the part of past and present officers that each successive Tournament has been a bit bigger and more complete than the one before.

The presidents of the Association from its inception to date have been: Dr. Charles Frederick Holder, 1890; B. M. Wotkyns, 1891; Frank C. Bolt, 1892 and 1893; Charles D. Daggett, 1894 and 1895; Edwin Stearns, 1896 and 1897; Martin H. Weight, 1898 and 1899; Herman R. Hertel, 1900; F. B. Weatherby, 1901; J. Wagner, 1902; Charles Coleman, 1903; Charles D. Daggett, 1904 and 1905; Edwin D. Neff, 1906; E. T. Off, 1907; and George P. Cary, 1908. In each case the year mentioned is the year in which that particular Tournament was held.



LA CANADA AND LA CRESCENTA STAGE LINE

Running daily between Pasadena and La Cañada, via Devil's Gate. Experienced drivers, reliable horses and comfortable stages. Special trips and picnic parties, saddle horses and burros by appointment. Leave Pasadena from Car Barns at 9:15 a. m. and 5:45 p. m. Leave La Cañada Post Office at 7:30 a. m. and 4 p. m. Express, freight and baggage.

**BERGMANN BROS.**



## Pasadena—an Appreciation

By JOHN WILLIS BAER, LL. D., President of Occidental College

With lively enthusiasm I sing the praises of Southern California, and of Pasadena, its Crown City. Fortunate do I count myself to have become a citizen of this western empire bordering, as it does, upon the Pacific. It is but a little more than a year ago since I left my eastern home to begin life anew in this ideal city of homes. Indeed my lines are cast in pleasant places. Previous to this change I had visited this western coast several times at intervals of three to four years, and therefore its charms were not altogether unknown. Its "unusual" climate, its wealth of fruit and flowers had earlier made their impress upon my memory and I had long advertised this garden spot of the world as nature's greatest sanatorium. Like many others from the East and South, my earlier visits were always planned in winter to escape the Atlantic's sleet and snow. By



John Willis Baer, LL. D.

common consent, with thousands of others, Southern California was classed in my mind as the ideal winter resort of America. I had never taken the country very seriously and thought of it only as a winter playground, or a Mecca for those who in failing health must find some less rigorous climate in order to prolong life. And now, having lived here for one full year and more, hear me when I say that I have found the summer as attractive, if not more so, than the winter. My eastern friends, I hope that sentence will not cost me my reputation for truth and veracity. Cost what it will—I repeat it. The summers in Southern California equal its winters, and the "native son" has every right to brag of California's climate. For an all-year abiding place, free from excessive storms and where perpetual sunshine gladdens the head and heart, Southern California leads the world. Believe me, these are not

the idle words of a California real estate promoter, but the language which correctly represents the keen appreciation of a man who, after his first year as a resident of Pasadena, has realized more than his greatest expectations. During the past fifteen years my business has made me something of a wanderer over the map of the United States, and I know this country of ours first hand because of personal visitation, and I declare without reservation of any kind that Pasadena is the most beautiful city of homes in all our fair land. Her beauties, ever increasing, have become known around the world. The comfort of her modest bungalows, as well as the elegance of the palaces and grounds of her munificent millionaires, combine to place Pasadena first among the many beautiful home cities of Southern California.

But I would not have you ignorant of Southern California's resources and her future. America's greatest playground, 'tis true, at the same time, Southern California is another of America's splendid work shops. The millionaire brings his toys; the workman can as certainly use his tools.

I love Pasadena for its life—I love Pasadena for the chance it gives a man to make his life count among other men. The ever-changing map of the United States, its territorial expansion, its commercial invasion of the Orient, the transformation of the Pacific Ocean into an American lake, the open door in China, make this Pacific Coast peculiarly the theater for aggressive action, and the next thirty years will see a development rivaling the most successful history of any eastern state. California's climate will always attract the health seeker and tourist, but more surely will its advantages and resources invite the man in full health and strength who desires to invest his money and his best energy. It is with a fierce joy that I beckon my eastern friend to come into this newer land and build a bigger, a busier, a better country than he has ever known.

### Why Pasadena Wins

Edward Bok

Editor Ladies Home Journal

If I had leisure or wanted to do a big piece of work, or had to go somewhere for my health, I should choose of all places in America that I have seen, a certain beautiful bungalow on the heights of Altadena, which, to my mind, is about as beautiful a spot as I saw in all Southern California.

Rev. Robert J. Burdette

Pasadena has made herself attractive to homeseekers and home-lovers as much by the things she has not, as by the visible inducements she has to offer.

## Pasadena's Y. M. C. A.

One of Many Religious Organizations Blessed by Prosperity

Twenty-one years ago the Pasadena branch of the Young Men's Christian Association saw its birth, with a band of the choicest men at its head, Prof. C. M. Parker being its first President and one of the incorporators, with P. M. Green, Col. O. S. Picker, John W. Hugus, F. J. Culver, John Barns and G. A. Swartwout. At twenty-one, the Association stands in the community as an adult fact, strong in its Christian influence, vigorous in its consciousness of power to help men and boys to their most youthful maturity of greater influence and increased power in the future.

In January, 1903, a short, quick can-

of one and one-half acres of beautiful grounds, with the building shown in the cut, and a temporary gymnasium with all out-door features attached. December 1, 1906, the property purchased four years previous was sold for \$95,000. This gives the Association its present property clear of debt and \$41,500 on hand toward the new building to be built. The board of directors and executive force is as follows:

R. L. Metcalf, President; Dr. Henry Sherry, Vice-President; W. B. Gard, Recording Secretary; Kenyon Warren, Treasurer; Arthur L. Hamilton, Dr. Chas. Lee King, Dr. B. C. Atter-



vas was made to raise \$28,000 to buy the Auditorium Building. After this money was secured, two additional lots were secured, and with the equipment and addition the Association invested \$32,500, and did a strong work for manhood of that fast-growing city. In June, 1906, the Association secured the present property, consisting

bury, Wm. T. Davies, W. N. Van Nuys, W. S. Windham, J. Herbert Hall, Ira J. H. Sykes, John B. Johnson, E. F. Hahn, J. H. Young.

Executive Force—Eaton T. Sams, General Secretary, in his seventh year; C. M. Richmond, Boy's Work Director; George W. Braden, Physical Director.

## San Gabriel Valley Bank



Capital, \$100,000.

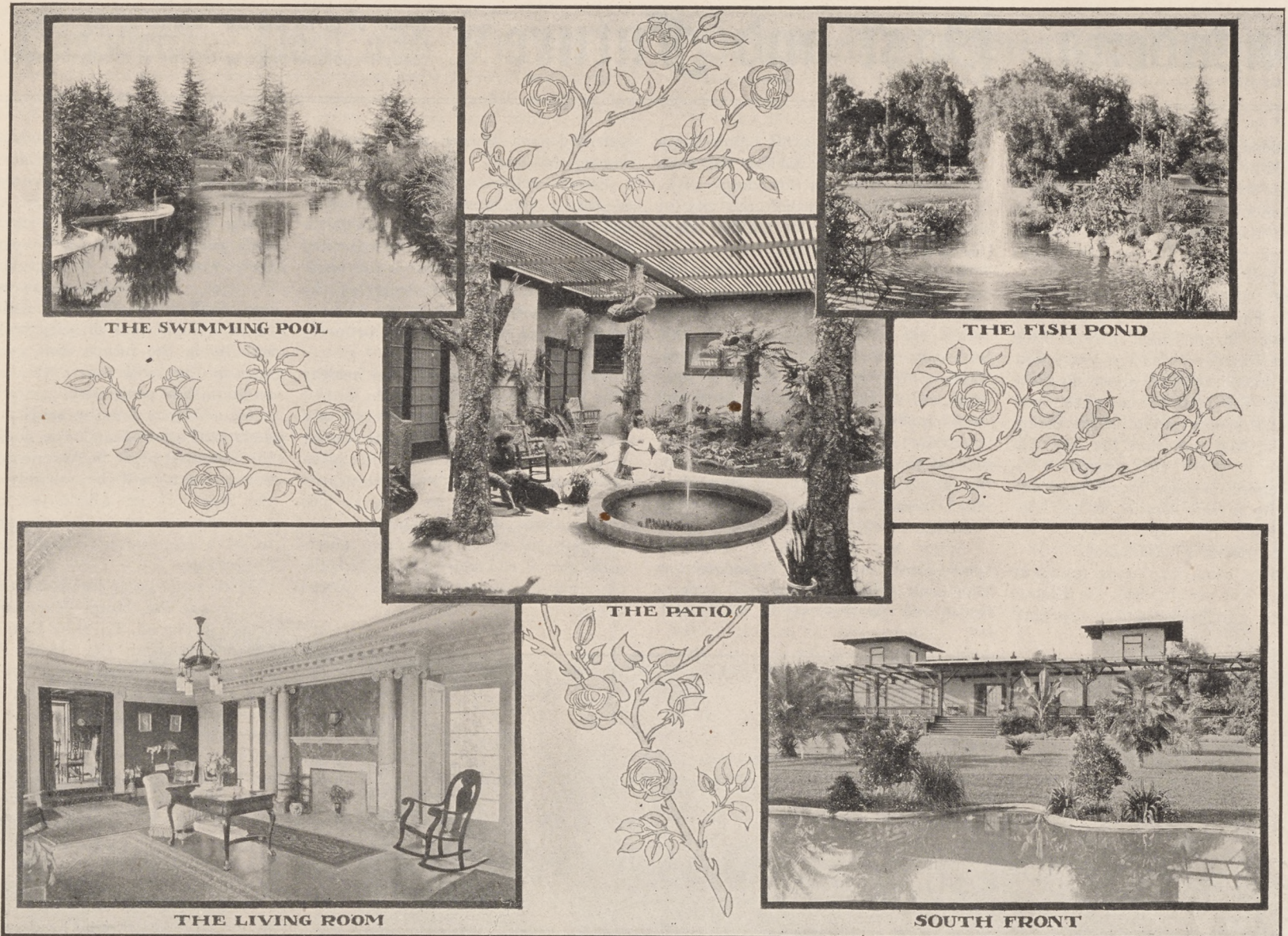
Officers—Frank C. Bolt, President; S. Washburn, Vice-President; C. J. Hall, Vice-President; Rollin H. Miller, Cashier; William H. Magee, Assistant Cashier.

Surplus and profits, \$150,000.

Directors—F. C. Bolt, H. M. Robinson, E. R. Braley, S. Washburn, J. H. Holmes, T. D. Wayne, John Earle Jardine, C. J. Hall.

The bank is located at Pasadena.





**Artistic Altadena Residence**—Of original type in architecture, the beautiful home of Mr. F. S. Allen is one of the many attractive places of Altadena. In type Mexican with classic interior, cozy patio and large grounds. It seems scarcely possible that this favored spot was but a vineyard three years ago. The people of Altadena have an abundant supply of pure mountain water, which they have secured by obtaining control of the waters of Rubio Cañon. At Mr. Allen's place the pressure is sufficient to throw a stream eighty feet high. There is no better advertisement of the wonderful growing possibilities of the climate of Altadena than this artistic and comfortable home.

## Highways Mean Millions

Commissioner C. D. Daggett tells what good roads will do for Southern California, in bringing residents of the best class and increasing the value of all property in the County

Southern California is a land of many attractions. Its climate is far famed. Its scenery is varied and beautiful. Its people are intelligent, progressive and wealthy. Its growth is phenomenal. The church edifices and school buildings rank with the best in the land. The average home, with its wealth of tree and floral growth, is attractive far beyond what is expected, measured by the money invested.

A few far-sighted members of the Pasadena Board of Trade took up the cudgels for good roads. They appealed to the Los Angeles Chamber of Commerce. That body did as requested, took the lead. They summoned the coöperation of all semi-civic bodies in the county, and every organization fell into line in the movement. The Good Roads Association of Los Angeles County was formed. The State Legislature was appealed to, and a law passed providing for the laying out, constructing, improving of main public highways in any county of the state; providing for the voting, issuing and selling bonds, and providing for a highway commission to have charge of such work and improvements.

The commissioners were appointed and the work was thus started. The Los Angeles County Good Roads Association contemplated the improve-

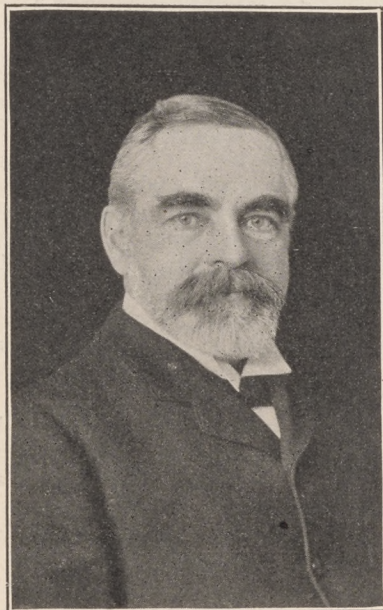


Photo by Kohler

Hon. C. D. Daggett

ment of at least 300 miles of roads, at an estimated cost of three million dollars—a big undertaking, said to be

the largest ever undertaken in any county in the United States. But Los Angeles County has an assessed valuation of over \$375,000,000, and practically no debt. The roads are needed now. They will add to the population and wealth of the county.

The work of the commission is fascinating in many ways. The magnitude commands respect. Its out-of-door life is attractive. It offers variety. It involves the traveling of thousands of miles by auto, the eating of multitudinous dinners, some in solemn state, others in company with the laborers in a rock quarry, coarse but wholesome fare, eaten from a rough board table, away up in some mountain cañon, or, perchance, a cold lunch from a basket, partaken beneath the shade of a live oak on the bank of some mountain streamlet.

It involves long study of maps and discussions with representatives of municipal or private interest, or the representatives of some semi-civic body, chamber of commerce or improvement association.

The law provides that all improvements constructed under its direction "shall be of a durable and lasting character, and not flimsy or temporary." This means solid rock roads, concrete culverts, steel or concrete bridges.

In every country roads are a source

of wealth or an expense and aggravation, according as they are good or bad. This is true in a two-fold sense in Southern California, because the country is frequented by sojourners for health and recreation. Men who come here for rest and pleasure, who are wont to ride in autos, who leave a large sum of money annually, who invest capital and become residents—in short, who are a special asset, whose value is limited only by the inducements offered for thus coming and long staying—to these people the best roads are indispensable.

Every ranch, vegetable garden, hotel, bank, store, manufactory, newspaper, church, school and piece of real estate has a direct, financial, personal interest in this scheme of good roads. All the money will be spent here in Southern California, paid out almost entirely for labor, to find its way directly into every channel of trade and industry.

The roads to Rome helped make its glory and fame. The roads built by Napoleon made possible his great victories. The roads of Europe today are sapping America of millions of dollars each year. Good roads in Southern California will increase her population, add to her wealth, and increase the annual income of every man living in the country. They cannot be had too soon.



# Pasadena—Past and Future

Proud of its record, the "Crown of the Valley" stands ready to hold its place as the city of ideally beautiful homes

Pasadena, pausing on the threshold of the New Year, looks backward and forward; backward with pride in past achievement; forward with calm assurance that the future has nothing but good in store for the city which most aptly typifies the home.

What will Pasadena be in ten years? This is a large question, and to answer it one must harken back to what Pasadena was ten years ago. Hardly would even the most sanguine "booster" expect in the next ten years as great a proportionate advancement as in the past, but that the city will continue to grow and prosper to a large degree, perhaps larger than any other city in this section, is the confident hope and expectation of the average informed Pasadenan.

Pasadena came into being for many reasons. The site is ideal, the climate ideal and man has builded in this ideal

sonal property but a bit below forty millions of dollars. All this has been accomplished within the comparatively brief period in which the city of ideal homes has been builded upon its magnificent plateau.

Ten years ago the assessed valuation of all property in Pasadena was \$8,289,449, so that within the past ten years the value of property in this city has increased nearly five times. This growth is one of the most phenomenal in the records of American municipalities. If it were possible to continue at the same rate, the assessed valuation of the property within the city of Pasadena in December, 1917, would be about two hundred millions of dollars.

What has Pasadena to offer to prospective residents? Pasadena has the ideal climate in the first place, a clean and beautiful city in the second,

splendid free library for home use during the year.

Exceptionally well policed and with a greatly improved fire department, the public safety is amply safeguarded. One of the finest and best located hospitals in the state cares for those who are ill, while the streets of the city are finely illuminated by a municipal electric light plant, the property of the city.

Pure water, the essential of healthy life, is provided in abundance, and it will not be long before the city will have in charge this important feature of civic life. For the future the great Owens River supply, which enterprising Los Angeles is to bring to this section, will give to Pasadena an opportunity to share in a great enterprise and at the same time insure the city ample water for any future growth.

field for future expansion must, in the nature of things, become more and more restricted. No one would dare to say that New York City will increase in population in the next hundred years as it has in the past, for there would not be the actual room for such a population. However, no one familiar with Pasadena will doubt for a moment that the city will grow steadily in the future with a healthy growth that will insure the future's undiminished prosperity.

As a Mecca for the tourist, Pasadena will stand then as it does now, the foremost place in America and its development will be steadily along the lines of an all-the-year-around residential center. This is growing to be a fact more certainly as time progresses.

With such great hotels as the Hotel Green, the Hotel Maryland, the Hotel Raymond, La Casa Grande, La Pintoresca, and the Hotel Wentworth, the thousands who flock during the mild winter to bask in the Southern California sunshine amid the flowers will find ample accommodation. The fame of the management of Pasadena's great hotels has been such that those who have achieved success here are eagerly sought until such a manager as D. M. Linnard, of the Hotel Maryland, has literally had thrust into his hands for management a string of hotels extending from far inland to the sea. The head center of all these hotels rests in Pasadena at the Hotel Maryland, and its smaller consort, La Casa Grande, and this is but another example of the past success which argues for the future of Pasadena.

In ten years Pasadena will be the hub-center of one of the finest boulevard systems in the United States. Already the first of the great boulevards is built, the Pasadena-Los Angeles roadway, and the new plan for boulevards throughout the country seems assured of hearty endorsement at the polls. From this it will be seen that the next ten years has great things in store for Pasadena as the center of a network of the finest roads buildable!

In ten years Throop Institute will be safely ensconced in a series of eight or ten fine buildings on its new site near Tournament Park, while opposite the great park will be a thing of beauty in its reconstructed completeness. This park will then be the playground of the people and on Tournament day the great concourse will be seated in a magnificent amphitheater, gay with bright colors and facing a great field of splendid green-sward and beautiful foliage.

"All aboard for Mount Lowe and Wilson's Peak." This will probably be the call of the electric train men ten years from now. The trip will be to Rubio, thence up the incline to Echo Mountain, where by that time a new hotel will grace the summit, and thence up the winding way to



Pasadena in 1878, Where is Now Builded a City

location an ideal city—clean, law-abiding, free from saloons, welcoming the best in American manhood and womanhood and always working for the general uplift. No city has cleaner streets, handsomer homes, finer hotels or more prosperous churches in proportion to its size and without boasting it is a very safe assurance that Pasadena has as high a type of citizenship as any city in the world.

Beautifully drained, finely paved, well lighted and with a car service second to none; the chosen home of the rich; the most choice spot for those of moderate circumstances; is it to be wondered that Pasadena stands with her eyes toward the future calmly certain that the growth of the city must be steady and always toward the best?

Roughly but conservatively estimated, Pasadena has a present population of thirty thousand. It has an assessed valuation of real and per-

an honest and economical government in the third and in addition to all else, a standard of citizenship unsurpassed. Last year there were but thirty-two cases of epidemic disease in all the city, and that includes chickenpox and mumps. There are over a hundred and fifty miles of streets and alleys in Pasadena, of which ten miles are paved with asphaltum and over twenty-two oiled and graveled, really macadamized.

There are about one hundred and fifty miles of cement sidewalks in the city and about two hundred and fifteen miles of cement curbs and gutters, while the city is splendidly sewered with over seventy miles of well-constructed piping for this branch of municipal improvement.

Pasadena as a city of culture always has taken a prominent stand and, therefore, it is no surprise to find that there were nearly a hundred and fifty thousand books loaned from the

Education of the best class has always been obtainable here. With twenty schools and kindergartens, Pasadena is amply equipped and there is no city anywhere where as large a per cent according to population attends the schools. Throop Polytechnic Institute is about to build a magnificent series of buildings for its expansion and in every way the city has the most modern and improved form of instruction.

Half a hundred churches of all denominations minister to the spiritual needs of the people, and there is no city where church going is more general. Some of the handsomest churches in all California are found in Pasadena.

What will Pasadena be like ten years from now? What has the future in store for the city which has prospered so abundantly in the past? All predictions should be based on the fact that as a city expands its



## Pasadena—Past and Future

Alpine Tavern, where, after a short pause, the trip will be continued over the new line to the top of the mountain and then to Wilson's Peak and the great observatory there. The famous discoveries made by the observatory staff in 1915 are still too fresh in the mind of the public to need recapitulation at this time.

Pasadena has for years been steadily developing as a center for art and culture, and in the ten years from 1907 to 1917 the expected continued development has made of the city one of the literary centers of the nation. Authors, painters and essayists in large numbers now call the city home. The mellow climate and beautiful scenery

going to a big band concert at Carmelita Garden, one of the many show places of the city. The Casino is justly considered one of the centers of civic life and about the handsome buildings which cluster in the beautiful gardens on any evening can be found the residents and visitors of Pasadena at play or recreation.

Ten years from now one almost continuously unbroken row of handsome residences extends from the city limits out eastward to the beautiful Santa Anita Rancho, and the drive down the spacious boulevard is one of the most interesting ones in the section.

Another favored show place of the



Chamber of Commerce Building

has continued to prove conducive of literary work and so the band of writers which first numbered such men of national note as Dr. Robert J. Burdette, Dr. Charles Frederick Holder and Prof. George Wharton James has become greatly augmented.

Ten years from now one of the beauty spots of the city will be the handsome new federal building which Congressman McLachlan has secured for Pasadena. The building, one of the finest in the state in a city the size of Pasadena, in 1917, is always well filled by busy people because of the growth of the city's postal business.

Of an evening the trend of the people is towards the west side of the city and an interested visitor asking why is informed that the people are

people is at Devil's Gate, where the municipal pumping plant for the city waterworks is located. This vast domain has been connected with the magnificent park and boulevard in the Arroyo Seco, the whole making a drive by way of South Pasadena to Los Angeles second to none in the state. This great natural park is one of the famous beauty spots of Pasadena.

But what improvement may not come to Pasadena in ten years? The eye can almost see many of the wonderful improvements and changes sure to be made. It is for this reason that Pasadena, the beautiful, looks forward with calm confidence in the future as she glances back with real pride in the achievements of the past ten years.

### Prof. Alfred F. Henry

Of the United States Weather Bureau

In the environment of Southern California lies the secret of its climate. Its equitable temperature is due to the control exercised by the boundless expanse of water on the west, and the protection afforded by the mountain ranges on the east and north.

### Former Governor Pardee

Southern California is a land of pleasant towns and attractive cities, but I know of none in which money has been expended with better results than in Pasadena, and none in which the stranger can come to pitch his tent with better assurance that all the conditions of life will be found agreeable.

## Pasadena's Educational Future

To treat the most fundamental and important feature in the life and growth of Pasadena in an article of five hundred words is impossible. Advertising, commercial enterprise, civic pride—all are essential, and when worthily directed are elements of uplift; but the education, from year to year, of the rising generation, is the matter of chief concern, looking toward perpetuity in the life of a city, state or nation. Pasadena long ago realized that unless the foundations of its educational system were laid broad and deep, a lasting superstructure could not be erected. It was recognized that with our natural and acquired advantages, a real, intensive and modern educational system would make all things possible here.

Our public schools are well to the fore. No city is justified in laying claim to possession of the finest school system in this country, but from the material side, the buildings, grounds and equipment of the Pasadena Public Schools could well be models in many respects; while the real test of efficiency—the quality of the teaching force—is far above the average, both in our own state or throughout the leading educational centers of the country. The kindergarten system, originally under the control of a local board before being taken over by the city, the grade schools, and a remarkably fine high school, of nearly seven hundred students, command a total teaching force of some one hundred and sixty. The advantages offered by these schools are attracting residents of a superior quality from every quarter of the country.

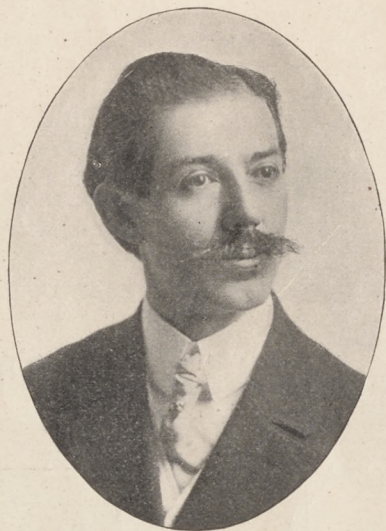
Pasadena is also well equipped with educational institutions of a private nature. There are kindergartens, primary and grammar schools, and schools of secondary grade. Owing to its modern methods and experimental features, the Polytechnic Elementary School is now attracting wide notice. Its spacious and beautiful campus, hygienic rooms and rational curriculum will place it in the very front rank. The Los Robles School, the Classical School for Girls and the Classical School for Boys have long ranked with the best secondary and fitting schools of the East.

"A Woman's College for Pasadena" has for some years been the cry. No more perfect environment than is here afforded could be found for a college for women. Some one will soon come forward to endow such an institution. The opportunity waits.

The latest and crowning feature of the educational facilities Pasadena has to offer is found in the College of Engineering which is now assured. Throop Polytechnic Institute, which for sixteen years has offered manual and technical education complete with the arts and sciences and a full curriculum of traditional subjects, from the entering grades to the granting of

a degree, has embarked upon a new policy. Within a short time Throop will begin the erection of the first of several new buildings upon its oak-covered campus of over twenty acres, situated in the southeast section of the city.

This great Pacific Southwest is without an engineering college, and the vast resources for power development, the structural enterprises and the varied mining operations offer here one of the richest fields for such a school. The beginning has been made and regular four-year courses leading to the B. S. degree are offered in electrical engineering. To the sciences and strictly engineering curricula will be added such of the humanities as to produce men, masters not only in their profession, but men,



Arthur Henry Chamberlain

Acting President Throop Polytechnic Institute; State Director N. E. A.

broad and cultured as well. This college of engineering, necessarily small in numbers at first, is demanding from the start the highest quality of work and will place its standards even with those of the best engineering college of the East.

Pasadena makes no pretensions to being a commercial center; it does not boast of industrial greatness, nor does it lay claim to being a manufacturing city. It is located too near Los Angeles for this. But as a center for learning, as an intellectual Mecca, a place where moral and ethical ideals are to be inculcated and standards of living raised, Pasadena stands preëminent. Here will be founded libraries and museums of art, beautiful homes for music and the drama; increased provision will be made for exhibits, Chautauquas and lecture courses, and every educational influence that enables and uplifts and makes far truer manhood and purer womanhood will here be thrown about our people.

Arthur H. Chamberlain,  
Acting President Throop  
Polytechnic Institute,



## Nearby Places

Surrounded by handsome environs, the "Crown of the Valley" rejoices in the best of neighbors, who have aided largely in advancing the section to the premier position which it now enjoys

Pasadena is surrounded by enterprising suburban settlements and towns which pay their mede of patronage to the larger city. There is a most cordial feeling of coöperation between Pasadena and these places which has largely aided in furthering work for mutual advancement.

An example of this is notable in the case of beautiful Sierra Madre. Through the efforts of Pasadena merchants, a telephone system connected directly with the Pasadena exchange, was constructed in Sierra Madre, and it was not long before a regular delivery route in the foothill town was maintained by the business men of the larger place. Connected directly by telephone so that a Sierra Madre subscriber may ring up any Pasadena 'phone user without toll charge, the two places are bound even more tightly together now than formerly.

Principal among the surrounding places coöperating actively with Pasadena in plans for betterment are South Pasadena, Lamanda Park, La Cañada, Linda Vista, Alhambra, San Gabriel and, perhaps foremost of all, beautiful Altadena, which is almost a part of Pasadena. There is not one of these places but what has always

stood ready and willing to do all possible for the mutual good of this section of Southern California.

South Pasadena is far the largest in population of the surrounding cities and it is so closely linked with Pasadena that there seems but slight doubt that some day the two cities, or, at least the greater portion of South Pasadena, will consolidate. South Pasadena has a notable school system and many business houses. Recently a Board of Trade has been formed to promote the city. Some of the most beautiful homes in this section are located here, and the ostrich farm, the pioneer of all, has helped to make the city famous.

South Pasadena and Pasadena are closely linked by car service, several lines connecting the two places. Both places share in the beauties of the Arroyo Seco and both are interested in a system of parks and a boulevard through that picturesque region.

Linked with the name Altadena is always some word indicative of beauty, for Altadena is easily one of the most beautiful settlements in Southern California. The little city is one of homes, and from its commanding position well up on the mesa of the

range one of the most magnificent views which it is given man to behold is spread before the gaze.

To the east of Pasadena is Lamanda Park, the hub center of the orange and lemon packing business of that section. Directly abutting on the city line of Pasadena, Lamanda Park is one of the Crown City's nearest neighbors and business is freely done between the two places. Lamanda Park is a considerable settlement with stores, business houses and a station of its own on the main line of the Santa Fe. Excellent schools and churches have materially aided in elevating the tone of the charming park.

Linda Vista, one of the most picturesque spots near Pasadena, is rejoicing in a rediscovered water supply at the present time amounting to about six miner's inches. This water will give the beautiful section of Linda Vista what it much needed and will aid in promoting its settlement.

One of the most charming foothill cities is Sierra Madre. It is but a few months since this pretty place has been reached by the electric cars, and the inauguration of the electric line has marked a new era in the prosperity of the town. Sierra Madre is not-

ably one of the most healthfully located of the nearby towns.

Alhambra, the gateway of the San Gabriel Valley, is one of the bustling little places near Pasadena. Directly adjoining Pasadena, Alhambra has a busy business center of its own, for it predominates the township of the same name in which it stands. Excellent car service connects it with Pasadena, and the fortunes of the two places are closely linked by common interests. Alhambra is the center of a rich district which is as productive as any in the state. It has prospered exceedingly as the spot chosen by many Los Angeles people for a country home.

Quaint and replete with historic interest, San Gabriel is one of the places with constant attraction for the tourist visitor. Undoubtedly its greatest attraction is the old mission, one of the best preserved in the entire state. The old mission is still used as a church and is freely open to the inspection of visitors. The bells of the San Gabriel are famous wherever there is interest in mission days.

Taken at large, few cities can boast of better environment than Pasadena. The city is exceedingly fortunate in its neighbors, as those who come to Pasadena to make their home will quickly learn.

## Pioneer Pasadena Hotel

The Raymond, which first brought the many attractions of this section to eastern attention and which has become one of the landmarks of the valley, standing as it does on a slightly eminence



The Raymond, "the Hotel that Made Pasadena Famous"

When the Hotel Raymond opened for the season this year on December 19, under the management of Mr. A. W. Hodgdon, the event really had a large significance to the people of Southern California and the East, for this is the hotel which really first introduced beautiful Pasadena to the attention of eastern winter visitors. Open from December until May, the Raymond, standing in Raymond Park and on the crown of one of the most beautiful hills in the world, presents varied attractions to the eye and, after a brief visit, to the mind and sensibilities of the visitor. Its site comprises seventy-five acres of beautifully cultivated land, with a magnificent golf course immediately adjoining the hotel, a rare combination. Everything is conducive to enjoyment and rest. Just far enough away from any city to escape the noise and bustle, the hotel is yet within easy reach of both Pasadena and Los Angeles by over 500 street cars a day.



# The Home City

Averaging higher in individual beauty than most cities, one of the most frequent comments made by visitors is that the ordinary Pasadena home has made of it the City Beautiful in the true sense.

Clustering about a busy business center notable for its many fine stores, the many handsome homes of Pasadena are, perhaps, the most notable feature of the city. Hardly a residential thoroughfare in the country can compare with either South Orange Grove or Grand Avenues, with their hundreds of magnificent houses, palatial and artistic homes of people of wealth, refinement and social standing. Few, indeed, are the prominent men and women of the nation who have not at some time visited Pasadena, and many of them have picked the city as the ideal home center.

In almost any city of size there is a section where the people of wealth have builded for themselves handsome

tinct type of architecture. These "bungalow" homes are both attractive as to exterior and comfortable as to interior. Built-in fixtures are common and many a home looks more cozy with scarcely any furniture within it than would an elaborately furnished house of stiff and formal style found so frequently in the East.

Back of the beautiful homes of the moderately well-to-do there is a reason for it all which, once understood, explains the general excellence so frequently commented upon. Casting about for the ideal home city in which to live, thousands have come to Pasadena. They have come after a moderate or greater success in the business affairs of life and, often, have

holder has then started in to beautify a bit on his own account, and in the end his example has been followed by still others, until, like wild-fire, the desire to improve has spread and now Pasadena is the city it is, the city with the highest average beauty in its homes in the land.

Along with the move for civic improvement has come the district improvement association. Nearly every one of the more popular residential thoroughfares has its individual association and, in turn, sections of the city have banded together for mutual property improvement. Uniform shade trees have been planted out under the direction of such associations along the parkings, sidewalks have

Pasadena is different from any city in the country, and in its differences is its strength. Free from saloons, dotted everywhere with fine homes, with palatial residences such as hardly another city of its size can boast, and a clean government, there is no better home city anywhere.

## Postal Receipts

Uncle Samuel is nothing if not accurate and so his figures are nothing if not reliable. For this reason cities are proud to boast of postal receipts which show the increase of business for in no other way is the growth of a city better typified.



Beautiful Gardens and Home of Dr. R. Schiffmann, on South Grand Avenue

homes, but there is scarcely a city anywhere where the average excellence from an architectural and artistic standard is so high. South Orange Grove is but one of the show streets of the city beautiful. In every section artistic homes abound, and even the modest cottage home, which in many cities is absolutely lacking in architectural beauty is, here, a joy to the eye.

Long ago the people learned that it is just as easy and cheap to build an attractively appearing home as it is to build one with an ugly exterior of equal size. The reason why the average Pasadena home is attractive is because it is being built by men and women of taste—men and women who love the beautiful and, better, they know how to produce what they desire.

Perhaps no feature of Pasadena as a city has been so freely commented on as the artistic feeling which has prevailed in the construction of its homes. That much abused word, "bungalow," has come to mean a dis-

for the first time the leisure to devote to the real planning of a home. Content to spend the balance of their lives in Pasadena, they have builded for themselves not houses to barter and sell, but homes in which to pass many pleasant years.

With the advent of the artistic home those who came after and decided to build had many object lessons in sight. Artistic homes were to be found on every hand, and what would be more natural than for the newcomer to go and build likewise? Individual taste was allowed full sway in many particulars, and so quaint as well as attractive effects abound. As an example, one woman came into a charming neighborhood and built a beautiful home. The type she chose was unusual, but in five years the whole neighborhood had adopted as its own this style of architecture. This is the way the house beautiful has spread throughout Pasadena.

Neighbor has seen neighbor beautify his place. Filled with a laudable desire not to be outdone, the house-

been laid, streets paved, macadamized or graded, and countless miles of gutters and curbs have been put in.

Lengthy debates have been held over the form which improvements should take, and in no city is the average citizen better informed as to civic matters than in Pasadena. It is this predominating interest in civic affairs which has created the high average of intelligence among the voters until it is found that no public matter of great importance can be railroaded through without thorough discussion, and this means the best of all things for the city—clean government.

As a shining example of what the climate of Pasadena will do in the way of aiding horticulture, the splendid home of Dr. R. Schiffmann, pictured on this page, may be cited. Last March the scene of this beautiful garden was but a blank and barren tennis court. All this verdure has grown since that time, and thus has been transformed by a benign nature what was an unsightly spot in one of the garden places of the globe.

Pasadena is proud of its growth, and as an index of this growth there is no better statement than the one obtainable from the books of the local post office. They show an increase in business of about ten per cent for the year 1907 over 1906. Not only do the figures show this fact, but they show a remarkable and steady growth for the city during the past ten years.

Postmaster John W. Wood has compiled for the Tournament issue the following statement of postal receipts from 1898 to 1908. These figures it must be remembered are for the fiscal year of the government, ending June 30 of each year, and not for the calendar year. The table showing a growth in postal receipts from \$24,059 to \$80,693 within the span of the past ten years, is as follows:

1898	\$24,059.00
1899	25,120.00
1900	26,853.00
1901	30,687.00
1902	37,580.00
1903	44,755.00
1904	54,843.00
1905	63,032.00
1906	73,910.00
1907	80,693.00



# The Magnet

One of the Chief Attractions of Pasadena to Strangers—Our Mountain Ranges. The Sierra Madre and its Charms

By CHARLES FREDERICK HOLDER, Author of "Big Game at Sea," "The Log of a Sea Angler," etc.

In one of the old Oriental tales, told by Sinbad, I think, a mountain is described that has the marvelous magnetic property of drawing vessels to it whenever they approach its "sphere of influence."

Southern California is such a magnet, and the tourist is the ship that is drawn with unresisting force to our shores, and it is not difficult to discover the reason that is not only attracting this great army of men and women every year, but holding them as permanent settlers. It is the beauty of the country, the remarkable open winter, the delightful summers, and the opportunity of life in a region where all the disagreeable things of life are reduced to a minimum.

These reasons are particularly in evidence at Pasadena. They have built up one of the most attractive, indeed beautiful places from a barley field thirty years ago to a city of 35,000 inhabitants today in winter, and one of the richest towns of its size in the world. It is said there are more men and women of great wealth in Pasadena than in any town of many times its size in this country or the world—a fact suggestive of the attractive power of Pasadena and Southern California; not that the very rich are to be desired over anyone else, but for this reason: The man or woman of extreme wealth has the power to travel the world over and select for himself or herself the choicest place for a home, and most people of large means do so, and the presence in Pasadena of so large an army of the world's rich men is a demonstration and a speaking one, that this city offers greater attractions than any other. We have the climate that can never change. We have the scenery, and that this is a potent attraction to the average man is well known. In a paper so limited it is impossible to even mention all the attractions about Pasadena, and I refer to but one—the splendid range of mountains, the Sierra Madre, which with its lateral ranges surrounds Pasadena and the San Gabriel Valley like a wall, and is at once a protection, an attraction and a fascination to all who enter its borders.

The Sierra Madre, from Santa Barbara on the Santa Inez to Mount San Antonio, that rears its snow cap ten thousand feet in air, call to mind the mountains along the Riviera that face the Mediterranean. They face the Pacific, now sending a spur down into it, as the Sierra Santa Monica Range that is washed by the sea; now skirting it with small and low coast ranges, as at San Juan, or appearing offshore as islands; but back of all, the splendid range rears itself from four to eleven thousand feet in air, capped here and there with snow, presenting a magnificent spectacle from almost every point of vantage.

It is not generally understood that Southern California is really an alpine country; that mountain ranges cut it

in many directions; that most of the towns and cities lie in valleys backed up against ranges or foothills, and that everywhere the eye is greeted with peaks and ranges of grand proportions. The level land in the state is on the desert or in the valleys, as the San Joaquin and San Gabriel, but these are surrounded by mountains.

From the valleys, as the San Gabriel, the range presents a grim and barren front. It has been swept by fires time and again, and the trees and forests have been burned until they stand rocks, bare and forbidding. To



Snow-Capped Peaks of the Sierra Madre

the stranger the distant view tells no story of their size or dimensions, and ten miles away they appear to be a single range five or six thousand feet high, with here and there peaks rising to nine and ten thousand feet. At a distance of five miles they appear so near that the actual distance is not appreciated, and the newcomer often attempts to walk to them and return in an hour, but shortly realizes the deception. A near view develops the fact that the range seen is but the front row of an interminable series which reaches away, rising higher and higher until they reach the desert thirty or forty miles distant.

The range is peculiar; it has an individuality, and bears no comparison to the mountains of the East. It is cut by countless cañons—rivers of green, which rise in the lofty regions of the range and wind down, cutting into the heart of the mountains and producing the most remarkable series of cañons and ravines in America.

It is only by entering these cañons that one may thoroughly understand the Sierra Madre and appreciate their size, beauty and grandeur. Opposite the San Gabriel Valley are many of these cañons, as Millard, Arroyo Seco, Santa Anita, Eaton and others, down which the winter rains pour, often forming a rushing torrent that sweeps

everything before it. No more attractive ravines than some of these cañons can be found; well wooded, with trees of many kinds—alders, willows, oaks, sycamores, manzanita, the fragrant bay, etc., up from which stretches away a growth of chaparral dense and almost impenetrable, the real covering of the mountains on the lower grades.

It is made up of adamestona—the greasewood of the Mexican, heteromeles—the so-called California holly, whose red berries blaze out at the holiday time, taking the place of the

corner. On the north side of all the parallel ranges are large trees—pines, oaks, and others—and thick growths of chaparral—the home of the bear, deer and mountain lion. Here is occasionally seen the great condor of California, now so rare. Bands of mountain quail, with nodding plumes, run through the brush, and the wild cat and coyote lurk in the thickets. Nowhere, in America at least, are there such steep and precipitous mountain peaks, peaks that rise so suddenly; and so vast is the range in Southern California that all the ranges of the East, the Adirondacks and Mount Washington, could be tossed into the series of ridges, cañons and ravines and the addition would not be noticed.

Possibly the most remarkable feature of the mountains is the close association of winter and summer. In January one can wander up the cañons, by the musical stream, amid ferns, brakes and flowers, then suddenly, if a rain has fallen, walk into snow that forms a distinct line of white, beginning at the thirty-five hundred feet level. Still more striking is the approach from the summit on Mount Lowe; one is carried up to the summit on an incline railroad. On the south side of the range, or that facing the sun, the mountain is rich in its coat of green, and standing in the chaparral, one can in a single step at places jump around a ledge and fall into a snowbank, and see range after range white with snow; semi-tropic summer and winter are face to face, yet the air in these heights is in no way suggestive of intense cold.

It is from the summits of the Sierra Madre that the most comprehensive and beautiful views are to be had. I once stood on the point of Mount Wilson, six thousand feet, overhanging the San Gabriel Valley, and was joined by a world-wide traveler. As we looked down into the cañon of the San Gabriel and off to the distant peaks of San Antonio, San Jacinto, and others seven to ten thousand feet in air, he told me that in all his wanderings he had never seen so beautiful, so striking a view.

At our feet was a gulch nearly five thousand feet deep as the stone drops, backed by a splendid wall of rock that hurled back every echo again and again. Over to the north a succession of ranges tumbled away to the Mojave Desert, while to the east, great mountain peaks hung in the air like diaphanous clouds of snow.

Turning the head, the eyes rested upon the garden spot of Pasadena, with its groves of orange, lemon, lime, its gardens where flowers bloom all winter, and over which can be seen the waters of the ocean twenty miles distant, and the islands, nearly fifty, floating in the dim haze like great cloud masses.

The San Gabriel Cañon is a famous trout stream in summer; and down

Eastern holly; then there is the wild lilac, with fragrant blossoms, and many more.

Along the stream bed as it winds upward, are banks of splendid ferns, tall brakes, in rich green tints, four or five feet high, and beneath the rocks and by their sides the gold and silver-back fern, with many more. Here the fragrant bay bends over the stream, and when its leaves are brushed the air is filled with fragrance. High on the side of this river of verdure rise the walls of the cañon; now straight, again broken, opening up vistas of other cañons and the mountains round about.

At night the wind comes down from the upper range, or seems to, at least, blowing in the direction of the sea; and during the day in summer it comes in from the sea in strong measure and the trees on the range sing and give out their rhythmic music. Winding up the arroyo the stream grows smaller and more winding; yet trout are in every pool, rainbows of the Sierras.

Higher winds the cañon until when ten miles in, the trail is a mere shelf along the side of the mountain and the stream ends in an abrupt fall down which the water rushes over masses of maiden-hair ferns which have found place in every nook and



## The Sierra Madres

the long line of the range cañons open out the gateways to the inner range. Following the Sierra Madre from the San Gabriel to the east, we come to the gateways of California—the Cajon and San Gorgonio passes. Through the first enters the A. T. and Santa Fe and Salt Lake Roads, and through the latter the Southern Pacific. No region in the world has a more menacing approach. One is reminded of the Arabian tales in which a terrible barren country had to be crossed to reach the beautiful land. It is so with Southern California; it is a fair oasis between the desert and the deep sea, and he who approaches it today, with all the comforts of modern invention, who is carried over the desert asleep in a Pullman, forms but little conception of the awful desert which had to be crossed on foot by the pioneers who entered Southern California by the Santa Fé trail route. I have crossed this desert at all times, at its hottest season, and while it may be disagreeable to some, the average

pass of San Gorgonio, one passes the famous Salton Sea, that now covers many miles, into which the entire volume of the Rio Colorado has flowed. Here one is 280 feet below the level of the Pacific, at the very portals of the Sierra Madre, that near here within five miles, rise in the most abrupt leap in the world of nearly two miles to the summit of San Jacinto, that towers over the desert—one of the splendid sentinels of the Sierra Madre.

At Indio, and Palm Springs palms are seen, then the approach is a gradual rise through the pass of San Gorgonio, which leads into the gardens of Southern California, but the traveler must cross the Sierra Madre to reach it, and in few places are the bleak and dread aspects of the desert shown as here.

The San Gorgonio Pass, a wide sand river, gradually narrows. As the train or pack train climbs upward, the huts of Mexican workers are seen weighted down with stone, suggestive of the wind which at times sweeps through the pass and carries all before it. No more threatening phase of nature can be imagined than this. On the right are the ghosts of mountains, divested of every green thing, mountains of rock that in midsummer become superheated. On the south rise splendid peaks, the lower portions bare of verdure as though the very heart had been burned out of the range, but on the summit a fringe of trees are seen telling of forests, meadows, trout streams and the upland garden of the Sierras. The divide is reached here, at least at about thirty-five hundred feet, the summit of the pass being at that altitude, from which you pitch down into Southern California and its gardens.

The Cajon Pass is quite as wonderful. The train steals and winds its way up from the desert over a vast desert, passes volcanic peaks as perfect as to be found anywhere, the lava overflow being traceable through the sand in great folds and waves for a long distance, seemingly having fought the billows and waves of sand successfully. This volcano, though not large, is extremely interesting, and as the only pronounced volcano in Southern California available from the railroad, it has a marked interest. The region in which this ancient crater stands is a vast sand river that seems to flow out and down from the Cajon Pass. As the summit is approached, the scenery grows grander and all about rise remarkable peaks of rock, piercing the very sky, scenery so wild and grand that one might well believe themselves on the lofty mountains of Asia.

Finally defiling in and about, the train reaches the summit and pitches down into the orange groves of Riverside, San Bernardino and Redlands—one of the most remarkable changes in so short a time in the world. In a space of two or three hours one passes from a veritable Sahara to a

semi-tropic region, and while in all probability the majority of tourists to the coast have no sympathy with the desert, it is regretted that all the railroads arrange their schedules to pass this place in the night. One of the most remarkable features of the Sierra Madre, the approach, is never or rarely seen, and the terms Cajon and Gorgonio Passes familiar to but a few who by chance are on belated trains.

I have traced the Sierra Madre to the south and its countless spurs wander off here and there. Leaving San Jacinto and its splendid reaches of

forest, you proceed to Mount Palomar in the Pala region, and then are led on into the Lower California country, where a great spur of these mountains extends down the peninsula, indeed forms it, the range rising into lofty peaks from which one can stand and see the Pacific on one side and the Gulf of California on the other, and far into the interior and over the great Colorado Desert. The Sierra Madre abounds in game—bear, mountain sheep, mountain lion, lynx, deer, and in the lowlands, antelope that in the great forest reserves have a range more or less protected.

## Pasadena Surpasses Italy and France

"After I had dallied two winters in Italy and the south of France, it dawned upon me that all I was in quest of I had left at home in Pasadena."

It is not easy to compare what is really incomparable, but as a reporter of the Star had asked a traveler to place the attractions of Pasadena and those of the winter resorts of Southern Europe in parallel columns, so to speak, the traveler, being a lady, endeavored to do so and introduced the chatty interview with the crisp sentence just quoted.

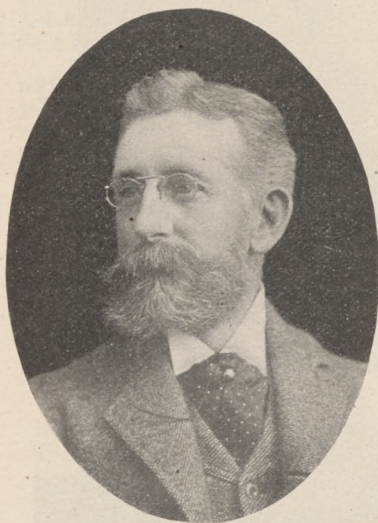
"I was one of the many lured from the Middle West," said Mrs. Ellen F. Gilmore, "by the fame of Pasadena as a delightful place in which to escape the rigors of a strenuous winter clime. Like many another, for a few years I was migratory, coming at autumn and away again in the spring. The inevitable happened. I am no longer a seasonal Pasadenan and a bird of passage. Here do I abide.

"Yet it was not until I had been two years abroad that the lure of Pasadena came upon me not to be denied. I took an inventory of the advantages at hand, the assets of the present, and compared them, item by item, with the features and friend-

ships of one Pasadena winter. And straightway, home I came.

"Italy—sunny Italy! A land to be spoken of with bated breath; the Mecca of the cultivated American! So I had always thought of it. But I am safely back again, and, like the little boy who ran away from home, I am so well cured that I shall never do it again. It is well for one to see and be satisfied, and now that I have been and have seen I am no longer in doubt. In all the wide, wide world there is but one Pasadena.

"There is a park in Naples that at midwinter reminds one of Pasadena, and, indeed, whenever one goes there are the eucalyptus, the peppers, palms, acacias, with olives and lemons and oranges—just as we have them in Pasadena. But then there are gales of wind off the sea such as we never experience in Pasadena. San Remo is perhaps the nearest resemblance to our Crown of the Valley, but yet, although it has the advantage of overlooking the Mediterranean, San Remo is not Pasadena. The winter nights of southern Italy are cooler, the rains are often heavier; the climate is not so healthful and—do I prefer Pasadena? Pray show me the American who, knowing, does not!"

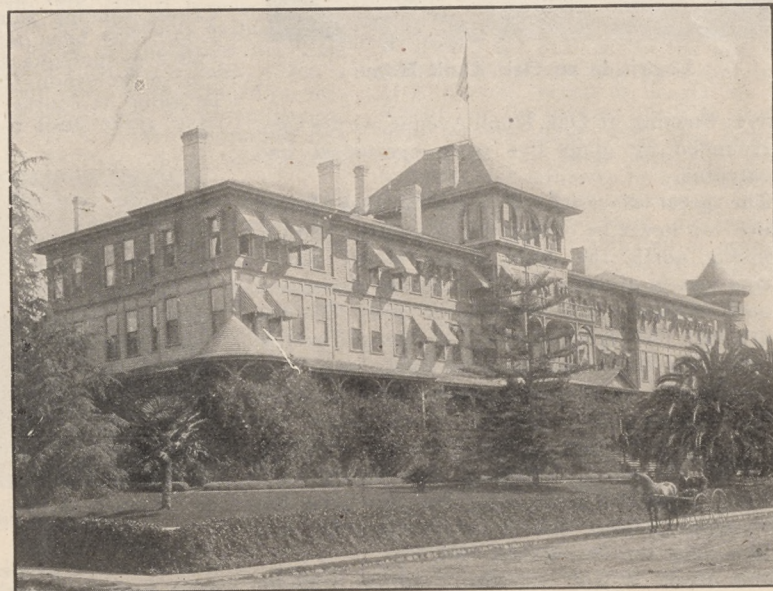


Charles Frederick Holder

traveler, alive to the wonders of nature, cannot fail to enjoy the absolute desert that is found between Yuma, or the Needles, and the gates of the Sierra Madre. It is like riding through Hades to reach Paradise. It is the ultima thula of deserts, absolute and complete, and in summer for the man without water, or lost, death, along the river of dreams which the mirage seems to create.

This is a pessimistic view. On the other hand, the wealth of color alone is worth the trip; and there is the satisfaction of finding out how hot the desert really is, and how one can endure 120° in the shade. But best of all, is to see the approach to the Sierra Madre and the great portals of the mountains that stand like a titanic wall of China, menacing and seemingly impassable.

I have seen many mountain ranges from the Sangre de Christo to Kathadin, but none rise so abruptly from the ground about them as do these splendid peaks. In approaching the



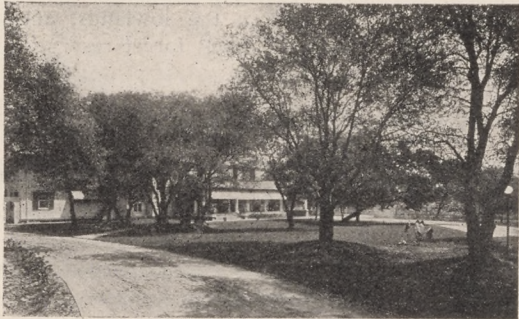
Hotel La Pintoresca (the Picturesque), M. D. Painter, Proprietor



# Beautiful Oak Knoll

Pasadena's aristocratic suburb, upon its slightly eminence, is one of the most beautiful of all residential centers in the world and has become the home of many people of taste

One of the show places of Pasadena, by reason of its natural beauty and the unique plan upon which it has been laid out for an exclusive residence section, is Oak Knoll. A district intended to supply a desire for high-class suburban homes must surely embrace all the conveniences of the city, combined with the advantages of living in



An Oak Knoll Home

the country, where the air is purest, the water of crystal clearness, the view of the mountains and valley unsurpassed; where situation and general environment is ideal. All of these and many more features are offered by Oak Knoll, situated in Pasadena.

Painstaking care in planning and laying out the many broad acres have made it most perfect as a community for homes.

Many retired business men, lawyers and merchants have, after carefully considering the making of their homes in Southern California, selected their building sites in Oak Knoll. The homes that are already built have cost from \$10,000 to \$75,000 each. A new electric road, part of the great Huntington System, has been built through this locality, making a direct line to Los Angeles.

Compared with the wealth of natural beauties, with which nature has enriched the Oak Knoll section, the work of man is small indeed. Follow us in imagination down the picturesque Cañon



Loggia in an Oak Knoll Home

Drive: Starting at Oak Knoll Avenue, we are soon surrounded by giant live oaks, sycamores and eucalyptus.

The great diversity of views in Oak Knoll, which can never be obstructed, is another feature. Looking north, the great Sierra Madre Range greets you in all its grandeur; Mount Lowe and Mount Wilson smile down upon you. To the northeast, you are reminded of eastern winter by the snow-capped peaks, "Old Baldy" and "San Bernardino"; to the east, distant one hundred miles, majestic San Jacinto. Just across the cañon the golf links of the Pasadena Country Club; to the south, Alhambra, San Gabriel, the Puente Hills, and on a clear day, the blue Pacific, with Catalina Island in the distance; and to the west, the San Rafael Heights.

Oak Knoll is laid out with beautiful winding streets eighty feet in width, paved by the ac-

knowledge best method for residence streets, the petrolithic pavement, dustless, noiseless, smooth and durable. Gutters and curbs are of best cement, parkings extra wide, from twelve to fifteen feet, planted with palm, oak, pepper, camphor and other rare shade trees. The sidewalks are six feet in width. Each building site is connected with Pasadena city outfall sewer. In fact, situated as it is within the city, Oak Knoll enjoys police and fire protection, gas, electricity and transportation.

The phenomenal growth of Pasadena and the great influx of wealthy men, who purchased the choice Orange Grove Avenue and Grand Avenue properties, finally warranted the builders of Oak Knoll in opening up the beautiful home spot. They realized that the time had come; they clearly perceived that the newcomer did not want a "building lot," but that "building sites" of from one to five acres were quickly snapped up, provided the general environment warranted expending thousands of dollars for a fine home.

A friendly spirit of rivalry exists with men who can afford to "play with millions," vieing



Cañon Drive

with each other as to who has the handsomest homes, striving to surpass in beauty, if possible, the places already famous for spaciousness of grounds, brightness of flowers and greenness of lawns.

A strong company was formed and successful negotiations resulted in acquiring control of the original Oak Knoll Ranch, and the gigantic task of converting a California ranch into a high-class residential section to surpass in beauty even Orange Grove Avenue was completed. In surveying the "ranch" the "building lot" idea was studiously avoided, the intention being to make only large sites from about one acre in size up to ten and twelve acres, each villa site with an individuality of its own, no two being exactly alike.

The beautiful little cañon, known as Kewen Cañon, running along the east boundary of Oak Knoll, has been left intact, with the exception that a picturesque drive was built along the bottom of the cañon, following a natural little brooklet along its course, and gradually climbing by an easy grade until it reaches the top, connecting



Looking East from Oak Knoll

with the very properly named street called Hillcrest Avenue. A drive or horseback ride, or ramble on foot, through this cañon is very enjoyable,

the heavily wooded vistas ever changing, bringing new delights to the eyes of the visitor with every step, bringing one, indeed, in close touch with Mother Nature, and rest and quiet to tired nerves, away from the maddening rush of the upper world.

Oak Knoll has become quite the vogue among the aristocratic set, and the Oak Knoll idea has



An Oak Knoll Home

been a success from the start, and has led on and on to greater things. Oak Knoll sounds as if it might be a great way off somewhere in the country, but as a matter of fact, it is but a mile and a half southwest from the center of the town.

In order to fully control the surroundings, the Oak Knoll builders have purchased all the surrounding country within a large radius, including another famous ranch known as "Allendale," which is embodied in the general scheme of Oak Knoll.

Several magnificent homes already adorn this beautiful subdivision. High on the bluff at the southern end of the tract overlooking the entire San Gabriel Valley and embracing about fifteen acres in grounds, stands the new country home of H. E. Huntington. On the adjoining lot of about thirteen acres, is the new home of Gilbert E. Perkins, Mr. Henry E. Huntington's son-in-law, while Mr. Perkins' father, Judge George G. Perkins, will shortly commence an Oak Knoll home on Hillcrest Avenue. On a beautiful villa site of over five acres, Mr. R. R. Blacker has built a palatial Italian villa, costing over \$100,000. Close by Mr. Blacker's lot stands the handsome home,



Hill Crest Avenue, Oak Knoll

in a pure Mission type, of Mr. Carl F. Lunkenheimer, of Cincinnati. His name is known throughout the country as a manufacturer of brass goods and valves.

Mr. L. V. Harkness, the Standard Oil magnate, has just completed a magnificent Mission house of many rooms, costing \$50,000.

Mr. C. M. Henderson's Oak Knoll home is now finished and is much admired.

Mr. A. Kingsley Macomber has also purchased a lot, containing about twelve acres, with the intention of building, and in a comparatively short time the evolution of a California ranch into a community of wealthy people, enjoying to the fullest the out-of-door life and sunny, warm climate in their imposing houses, with every known modern convenience and luxury at hand, was completed.

This unexcelled property has been placed upon the market by a firm who have had much experience in handling large tracts, the Wm. R. Staats Company, being one of the oldest established firms in Pasadena, with offices at No. 65 South Raymond Avenue.



## Pasadena's Public Schools

Some of the most interesting problems of the present time are the problems of the public school. Strange that there should be such problems at all. It would seem that all questions should have been answered long ago in an institution so precious to the interests of the children and to the home, and so valuable to this republic in the making of citizens. The public school has been perfecting through many decades, but to the interested educator a vision comes of the many things that must yet be done before an ideal shall be approximately realized. Just what it is to educate; by what process it may be most successfully accomplished; how the very best product may be turned out with the least possible loss of time and energy, and in spite of environment and other negative influences, are some of the interesting questions.

Pasadena is an ideal place in which to help work out some of these problems. Its people are intelligent and

erly speaking. It will also provide rooms for the commercial subjects and for domestic science and domestic art. It will also provide a library and reference room and an adequate assembly hall. The remaining manual lines—wood work, forging and machine work—must soon be added. This will give to Pasadena a high-grade, well-organized manual training high school, of which any city might well be proud. This at least is our aim.

A department of health inspection has lately been created, with an educator and competent physician at its head, and this work will be encouraged to the end that each parent in this city shall be made acquainted with conditions which affect or menace the health of his children, if such conditions exist.

Special study rooms are being opened for the grammar grades, that the many pupils who need special direction may receive it and that their courses of study may be made more



Prof. A. L. Hamilton

generous, its teachers are open-minded and progressive, and conditions seem right for success. The total enrollment of pupils at the present time is 4667, divided as follows: Kindergartens, 323; grammar and primary grades, 3627; high school, 717. The annual increase in number of pupils is from 250 to 300—enough to almost fill one new eight-room building each year. New buildings were added last year, but already the accommodations are becoming again too small. Ten large buildings and two smaller ones now are in use, besides four special kindergarten buildings and the high school. An addition of two or more large buildings for grammar schools and an addition to the present high school building are planned for the near future. The addition to the high school will provide suitable laboratories and lecture rooms for the science subjects—physics, chemistry, physical geography and biology, which subjects at present have no laboratories, prop-

in accordance with their needs. This will, if carried far enough, break up grade lines and remove one of the most serious objections to the public schools as now generally organized.

The course of study in the grammar schools includes card-board construction and kindred work for the primary grades, including fifth and sixth grade boys; sewing for fifth and sixth grade girls. The boys of the seventh and eighth grades have wood work, and the girls have cooking in both these grades.

There are 30 teachers in the high school, 20 kindergartners, 10 special teachers, and 100 in primary and grammar grades, a total of 160 for the school department. The school year is nine months. Salaries paid teachers are as follows: kindergarten directors, \$675; assistants in kindergartens, \$585; primary and grammar schools, \$900; high school, for first year, \$1000; second, \$1100; third, \$1200; fourth and after, \$1300.

Arthur L. Hamilton.

## "Crown City's" Trade Board

No story of Pasadena would be complete without a word of the city's biggest civic organization, its Board of Trade. Since its founding in 1888, the organization has ever been foremost in promoting plans for civic welfare and, in fact, there is scarcely a great civic improvement which has since been carried out but which has had its inception in the Board of Trade and certainly none which has not been largely aided by the organization.

At this time the Board numbers about 800 members, practically all of the active business and professional men of the city. The great annual banquet is one of the great events of the year, and with the cooperation of the Pasadena Merchants' Association, the power for good of the body is scarcely to be overestimated.

Since the day when W. U. Masters became the first president of the Board of Trade, until the present time when that office is considered as being only second to that of mayor in point of importance, many of the most successful men of the city have given freely of their time and means

to promote the welfare of the organization. To recapitulate the things which the Board of Trade has accomplished or inaugurated would be to catalogue practically all of the big improvements of the past twenty years. The Board has always been non-partisan in its political holdings, and because of its power an endorsement by it of a project has always been an important matter. Such an endorsement has been cheerfully given to all worthy movements and as carefully withheld from unworthy ones.

Municipal water has long been one of the slogans of the organization, and better lighted streets have been worked for steadily until, with the aid of the Merchants' Association, the present beautiful cluster lights were installed. The Carmelita Garden project had its start with the Board, and the Board members are still working on the Arroyo Park. In fact and in brief, the history of the Pasadena Board of Trade has been coincident and, in a large measure, a part of the growth and advancement of the city.

## Crown City Bank

The Crown City Bank of Pasadena was organized and opened for business at East Pasadena a little more than a year ago.

In March of the present year a controlling interest in the bank was purchased by Mr. J. B. Coulston, who is President of the Covina National and United States Savings Banks at Covina, and of the Colton National and Colton Savings Banks at Colton, and who is largely interested in several other Southern California banks.

Soon after acquiring control of the Crown City Bank, Mr. Coulston purchased as its future home the Brockway Block, at the corner of Colorado and Marengo Streets, the work of remodeling the building for bank purposes was immediately begun, and on November 18th the bank moved to its finely equipped new quarters.

Especially care was taken in building the vaults for the bank; over thirty tons of steel rail was used in its construction, and in addition to this, the vaults are equipped with a complete Automatic Electric Burglar Alarm Outfit.

Mr. J. O. Isaacson is cashier of the bank, and Mr. Albert Mercer and A. B. Palmer are assistant cashiers, Mr. Palmer being in charge of the East Pasadena branch of the bank, which is maintained at its former location, corner of Colorado and Michigan Streets.

When Mr. Coulston purchased this bank, its paid-up capital was \$12,500 and its deposits \$21,000.

The paid-up capital was increased to \$25,000 soon after, and when the bank moved down town, its deposits had increased to \$35,000.

The authorized capital was subsequently increased to \$100,000, and the published statement of condition at close of business on December 3rd showed paid-up capital of \$32,600 and deposits of \$51,500, with available cash on hand of over 40% of its deposits.

That this bank enjoys the absolute confidence of the people is shown by the fact that its deposits are steadily increasing and new accounts are opened every day.

The paid-up capital is to be increased as business warrants, until its authorized capital of \$100,000 is fully paid.

At the time of moving to its new

location, the stockholders of the Crown City Bank organized the Crown City Savings Bank under the Savings Bank laws of the state to care for that branch of its business. A unique feature of the Crown City Savings Bank is that it has set aside five hundred shares of its stock to be sold in small lots on a payment of ten dollars per share in cash, and the balance in monthly payments of one dollar per month. No person is allowed to subscribe for more than twenty-five shares of this stock, and an endeavor is made to hold the subscription down to ten shares or less.

The Crown City Savings Bank also makes a specialty of small loans payable on monthly installments, at a fixed rate of interest, thus making borrowers a decided saving over the usual Building and Loan Association rates.

Mr. Coulston, who is President of both banks, is known as one of the best-posted and most conservative bankers of Southern California.

Generally admitted that the business expansion of the city is toward the east, and the fact that the Methodist Church and Guiralda Hotel just east of it, set well back from the street, makes the bank's location very prominent.

The Crown City Bank and Crown City Savings Bank announced, when it opened for business in the new location, that it was not their ambition (for several years at least) to be known as the largest bank in Pasadena or the bank with the largest capital or the bank with the most deposits, but rather to be known at all times and by all persons as an absolute safe and sound bank, and that no business would be solicited or accepted involving any element of risk outside of the well-recognized fundamental principles of sound banking.

Conducted along these lines, that the Crown City Bank and Crown City Savings Bank will build up a large and successful business is assured.

### Dr. David Starr Jordan

The delightful climate, the charming surroundings, the sublime scenery and the freshness and freshness of Western life—all these will attract students from the ends of the earth to a school with the best of teachers and high standards of work, for women in Pasadena.



# Told to Santa

Peculiar, pathetic, odd and amusing letters which have passed through Pasadena's postoffice this year, tell tales of childish hopes and longings for Christmastide and make an interesting story, as told by J. W. Wood, postmaster

"Mr. Santa Claus, North Pole.  
"Dear Mr. Santa Claus:

"I am a little girl 7 years old. My father is sick and hasent much money and mother hasent time to ask you to come and see us on Christmas. So will you be so kind to send me a teddy bear a box of toys a dolly who shuts and opens her eyes and makes a noise in her stummik when you squeeze it. When you come dont make any noise to wake father as the doctor says not to. That is all from your loving

"Dolly S——"

Thank goodness! all have not grown into pessimists, agnostics and egoists. In spite of the determination of some foolish people who would root out all the enthralling illusions of our confiding childhood, there are some children left who still look forward once a year to the coming of the benevolent and beneficent Santa Claus; who lie awake into the solitary hour of the night to harken to the jingle of the auspicious sleigh bells, the crunching of the snow on the roof as the reindeer step nimbly upon it, the breathless interval when old Santa Claus with his burden of splendid gifts slides cautiously down the chimney. Then, the merry clatter of pounding feet, as away sped the sleigh and its merry old man on his happy journey over the whole land, and the little boys and girls sink snugly into slumber happy in their morning anticipations. For down in the kitchen or dining room hangs a row of stockings temptingly displayed just where Santa Claus couldn't overlook them if he wanted to; but, bless you, he don't want to overlook any good little boy or girl. And so for years and years to the innocent and unsophisticated child Santa Claus stood as the embodiment of good deeds and practical benevolence. Oh, happy and sweet the illusions of childhood! Why should the gloomy and cruel materialist destroy these delightful illusions! For some years Uncle Sam's mail

box has been the depository of many confidences, and every postmaster whose heart was not fossilized has felt the desire to personate Santa Claus by proxy and give heed to the confidential requests that have fallen into his hands addressed to Santa Claus. The little child who thus confidently put his trust in Uncle Sam's mail system has heretofore been disappointed in the exact nature of his requests probably, for these poor little letters must perforce find their way of all "dead" mail and be burned in that vast depository of unclaimed mail at Washington.

True, some of the writers go so far as to enclose small sums of money, a dime or a nickel or even a penny, possibly to insure Santa Claus' personal attention. In such cases, of course, the money goes back to the probably much surprised sender.

But this year it will be different. Santa Claus will have a proxy in Washington, who, possessing a hearty sympathy with the children's confidences, directs all such mail to be given into the care of some generous organization whose care will be to see these missives properly cared for and the little one made vastly happy at the wonderful manner in which Santa Claus answered his letter.

The Postmaster General will for all time endear himself to the children of the land, though they may not know just why. The question is, Will he be overwhelmed for his benevolence and will the mail bag be the means of intercommunication between the boys and girls and Santa Claus?

Hereafter tell not the child whose letter to Santa Claus has been so literally if not mysteriously answered that Santa Claus is a myth. Myth indeed, with this proof in hand.

The Dead Letter Office can give happy examples of the standing of the child's Patron Saint by thousands, and I have also culled from personal experience a few of my own which it has been my good fortune to see.

I hope the curmudgeons aforementioned will read them.

For instance, here is one from a little lass, a modest one, too, in her desires:

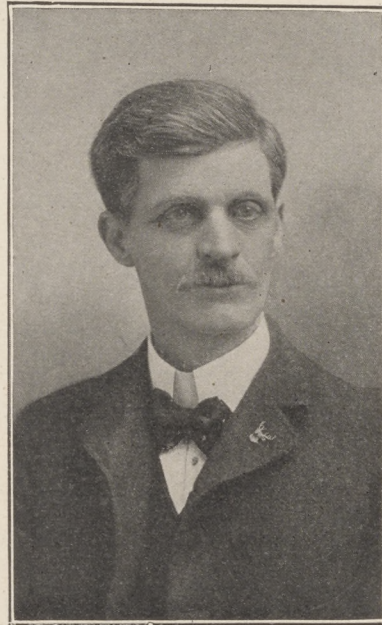


Photo by Kohler

Postmaster J. W. Wood

"Dear Santa Claus:

"I am only 7 years old and want some toys and a dolly with curls. I want a teddy bare a white one and a pare of shoes father is sick so dont make much noise when you come so not to worry mother.

"Affectionately Dolly S——"

Or this:

"Mr. Santa Claws North pole

"I would like a teddy bear what squeeks a sweater for him on cold days Some ribbens a nice Dolly with blue eyes who shuts her eyes and a harp and a woolly dog and a elephant Please dont forget the place.

"Mabel T. —— Street."

"Dear Saunta Claws

"I am 5 years old and I will tel You what to bring me box of paints a air rifle and a pare of skates and i will be good. "lovingly Roy H."

Boys may not have the faith in Santa that girls have, at least it is not shown by the number of their letters, but here is one from one of the old-fashioned kind:

"Dear Santa Claus

"Papa told me to ask you for some things for Christmas so I want a pair of roller skates good ones to I want a bicikle but I gess thats to expensive this year papa said the finanshel stenosity was to extensif but maybe you have one left over Annyhow I thank you not to forget me.

"respectfully Charlie S."

Perhaps this would move Santa Claus to do his best:

"Dear Santa C—this year ples come to our hous last year you forget me maybe becaus we moved into a cheaper hous but mama was reel sick and could not tell you about it Anyhow if you can find me bring me a dolly with curls and really blue eyes that shets when she goes to sleep.

"God bye good Santa

"Molly C——"

Another boy:

"Dear Santa Claus

"I live at —— St. and I hope you will bring me a whole lot of things this year. I want a hobby horse a box of tools a box of paints a nice book with animals and things in it a express waggin and a automobile— look out for the dog when you come.

"Yours Johnny B."

Just one more. It speaks for itself:

"Dear Santa CIAUS

"I want a boAT a liTTle live BaBy and a Trane of Kars

"Minnie S.,

"—— Street."

Perhaps she longed for a brother or a sister to share her hopes with.

These are samples of the mail for Santa Claus, and which will hereafter receive proper attention.



## THE BEST WAY TO PASADENA

Or from Pasadena to the East is over the Northwestern, Union Pacific and Salt Lake Route, through Omaha and Salt Lake City in "**The Los Angeles Limited**"—a truly palatial train for particular people. It runs every day and takes only three days between Pasadena, Los Angeles and Chicago. ☐ Your patronage is solicited for this superb train, concerning which please consult

M. DE BRABANT, General Agent  
290 Broadway, NEW YORK

GEO. M. SARGENT, General Agent  
202 Clark St., CHICAGO

RUSSELL BALL, City Pass. Agent  
47 E. Colorado St., PASADENA

or T. F. BOWES, Dist. Pass. Agent  
601 S. Spring St., LOS ANGELES

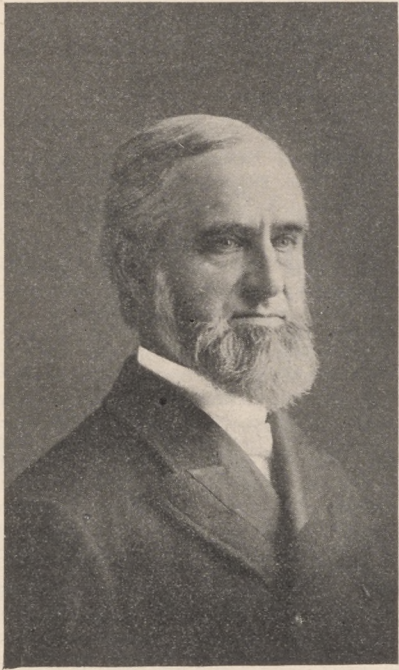


# Pasadena Humane Society

Novel organization in which education and not punishment is the plan, and which in four years of existence has done a wonderful work for good

The Pasadena Humane Society is one of the youngest, although not the least in importance and usefulness of the forces organized to further the best interests of our whole community. It has earned the right in four short years to be counted a part of the civic life of the city.

Ella Wheeler Wilcox furnished



Dr. E. L. Conger  
President Pasadena Humane Society

much inspiration and encouragement to the few who took the initiative in this important work. At a reception in her honor, at the Stickney Memorial Hall, given by the Shakespeare Club, early in 1903, she spoke some

brave words for the defenceless and urged us to organize against the cruelties practiced or tolerated in Christian communities. She also contributed a poem, "I Am the Voice of the Voiceless," which was read at the reception by Mrs. W. D. Turner in her charming way. It has since been published in the leading journals of the country.

The following July a little volunteer band of humane workers organized, with no legal existence, for the reason that the law permitted only one such society in each county, and that one was incorporated a dozen years before in Los Angeles. Our prosecutions and our legal work, therefore, have all been done through the parent society, which has heartily co-operated and rendered all possible aid. But prosecutions have not been our principal business. Our motto from the first has been, "Education! Education!! Education!!!" If we could teach men and women, boys and girls, to apply the Golden Rule to every creature that shares this glad earth with them, cruelty and suffering would be mighty scarce. Our records prove this. Of the 838 cases examined the past year, involving 1153 animals, we were obliged to make only 62 arrests. And seven of these were not for cruelty, but—shall I say meanness?—in refusing to pay the \$1.50 license on their dog.

This new method of work has driven out the cruel "dog catcher" and the barbarous "dog pound," and with such happy results that the people are wondering how they ever tolerated such inhuman things.

The educational work with the schools is still more satisfactory. The teachers have responded heartily, have called for humane literature, and distributed it freely. The children are already fighting the battles of their dumb neighbors. A squad of school children on Marengo Avenue tried to stop a man who was beating his poor horse that had fallen trying to pull an over-load. The scamp only

defied and cursed them. They kept their distance, but peppered him with stones and sticks until he was glad to surrender. Many, many visitors at the office and calls from the phone are the children, who are alert to defend their defenceless friends.

I might recite with equal pride, if there was space, our efforts to protect children and bring peace to

The pastors this year made "Mercy Sunday" unanimous in Pasadena. When an animal ambulance was needed, the money was forthcoming from generous friends, and is now in bank, save \$100—and the order is waiting to go forward.

But the last, if not the best approval of our methods, is the endorsement of the Society with permanent



Fountain for Man and Beast Presented Pasadena in Consideration of Work

troubled homes, without invoking the rigors of the law. We probably settle fifty cases with friendly help and advice where one is punished.

This policy of helping rather than fighting has made our work abundant and easy. We have never wanted for friends or money. The clubs have discussed the Humane Gospel, and the churches have carried the message of man's obligations to God's other creatures to their waiting congregations.

A friend wished to leave us a legacy. We could not receive it for we had no legal existence. But in our search for a way, we discovered that the humane laws had been made a part of the code, under which a given number of citizens could incorporate. This we proceeded to do at once, and accepted the proffered property, which the Society holds as the beginning of a larger and more enduring work.

## The Hotel Green

Absolutely fireproof, and one of the largest hostleries in the State. The Green is always liberally patronized by tourists



Year by year the popularity of the Hotel Green, of which Col. G. G. Green is the proprietor and Mr. J. H. Holmes the manager, has increased until from a very small beginning the hotel has grown and grown, until today it represents an investment of a million and a half dollars as it stands embowered in a veritable paradise of flowers and foliage. It is conducted on both the American and European plans, with a magnificent grill run in connection. It contains 500 bedrooms, of which 375 have private baths. Architecturally and in perfection of management, the Hotel Green is conceded to be one of the best in existence.



# The City of Churches

Over half a hundred congregations worship, in nearly as many faiths, in the religious "Crown of the Valley," and the City is famous for its many magnificent church buildings

On a Saturday the Star carries announcement of the church services to take place the following Sunday, and in a recent issue there were the announcements of forty-two churches of almost as many denominations. As a matter of fact, there are well over half a hundred churches in Pasadena, thus giving the city a fairly just claim to be considered as the City of Churches.

Every standard church of Christianity is represented in Pasadena by one or more congregations. Not only are the various faiths of Christianity represented by large congregations, but exceptionally beautiful church buildings also help to add beauty to the architecture of the municipality. Sans saloons and with over fifty churches, Pasadena stands foremost for social cleanliness. It is a God-fearing, law-abiding city and it is proud of being the church city it is.

Pasadena has half a dozen church buildings as fine as anything of their kind in the state. Notable in the list is the new First Presbyterian church, just completed; the First Christian church, even newer than the First Presbyterian; the First Methodist church, one of the most beautiful and costly in this section; the First Baptist church of handsome pressed brick and stone; All Saints Episcopal church, one of the architectural gems of the municipality; the First Congregational church; the Universalist church; the two fine churches on the North Side; the West Side Congregational; the Lake Avenue Congregational church; the Lake Avenue Methodist church, another of the very new buildings; the Lincoln Avenue Methodist church; St. Andrew's Catholic, one of the older but still attractive church buildings of the city; the United Presbyterian church; and, without which no mention would be complete, the exceedingly beautiful St. James Episcopal church of South Pasadena, but newly completed.

Coincident with the founding of the city came the church, and in prosperity and importance the church has kept pace with the growth of Pas-

adena. All denominations have prospered, as the magnificent church buildings amply testify, until today the churches wield a power for good which is one of the most potent things for civic advancement.

near Pasadena by the Pasadena churches. There is a mission for the Chinese which has proven one of the most successful, and the spiritual wants of the Japanese are also considered.

a rich and liberal Pasadena congregation for material aid in maintaining the church work. In the city itself there have been many instances where the parent church of a denomination has given thousands of dollars to aid a struggling congregation in another section of the city. This feeling of religious fraternalism is beautifully amplified in the union services conducted by the ministers of the various denominations in a spirit of Christian harmony.

The first religious service in Pasadena was held on August 30, 1874, the Rev. W. C. Mosher, a Presbyterian clergyman, presiding. The Rev. Mr. Mosher was, therefore, the first pastor in Pasadena.

Within a short time a Sunday school was organized, with William T. Clapp, a Congregationalist, and Daniel H. Pike, a Methodist, in charge. When the first colony school-house was completed, the prayer meetings and Sunday school meetings were held in the new building.

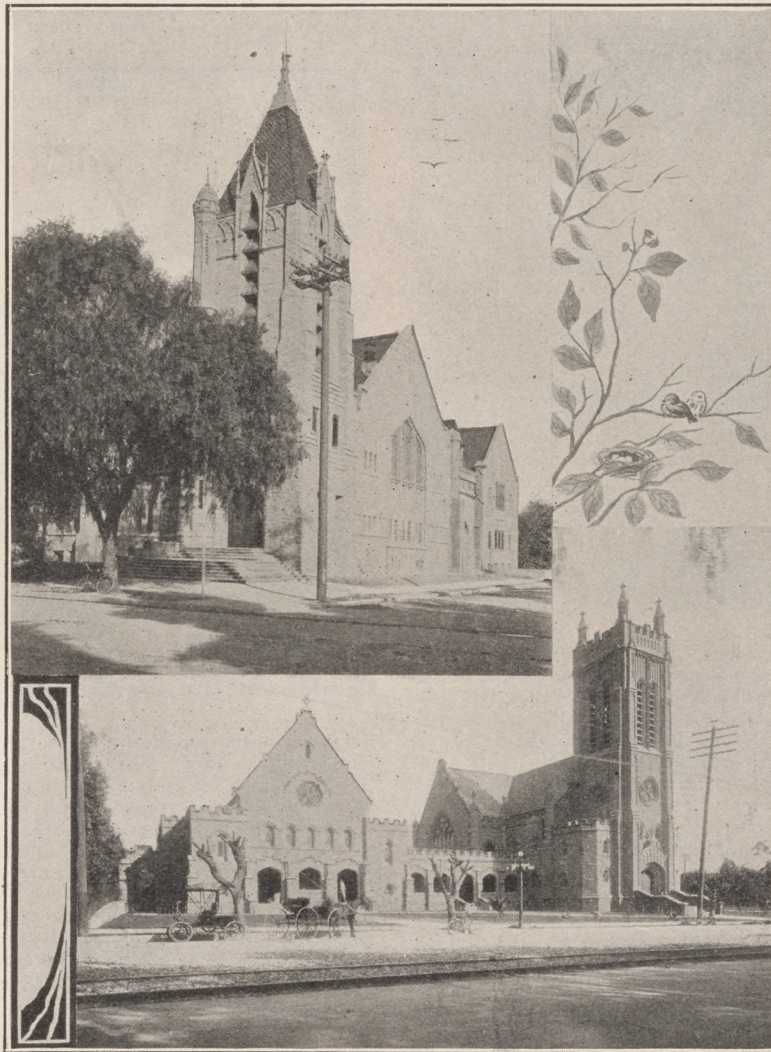
From the start the union congregation prospered, and in the school-house on South Orange Grove Avenue, below California Street, many meetings were held. The first sermon ever preached in Pasadena was that delivered by the Rev. Mr. Mosher on Sunday, February 7, 1875.

With this start the First Presbyterian church or, more exactly, the Pasadena Presbyterian church, was organized formally March 21, 1875, with Mr. Mosher as pastor. In July of 1876, Mr. Mosher resigned his charge after the first church building had been completed under his direction.

It is interesting to trace the foundation of the other leading churches of the early days. The First Methodist church was organized in 1875, thus making it a close second to the First Presbyterian.

The First Baptist church was organized in 1883, and the Episcopal denomination had its start in Pasadena in 1884. In that same year the First Christian church was organized, and the next year the First Congregational church came into being. The Catholics had a congregation in Pasadena in 1886, and that same year the Universalists entered the field. The Friends started a series of meetings in Pasadena in 1882, and the German Methodists had meetings here the same year.

This, in brief, is the history of the start of the pioneer congregations in Pasadena. Practically all did well and practically all are in existence today.



TWO HANDSOME NEW CHURCHES  
Upper picture, First Christian Church  
Lower picture, Pasadena (First) Presbyterian Church

Mission work has always been favored in Pasadena, and it will surprise even residents of the city to learn that there are more than half a dozen missions maintained in and

For foreign missionary work and for church extension in other cities, Pasadena has long stood well to the front. Many a struggling church in another part of the country can thank

## UNION SAVINGS BANK PASADENA, CAL.

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SURPLUS AND PROFITS, \$100,000.00

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# The Feminine Aspect

Artistic women have always aided in moulding the Tournament, more this year than during the past several years. By ISABEL BATES WINSLOW.

That the women of Pasadena should be more interested in the Tournament of Roses in its spectacular effects than in its advertising and commercial advantages is but natural.

If they are, for the most part, magnificently indifferent to its success other than as a pleasing and creditable pageant, it is not astonishing, since the feminine mind is ever more alert to the esthetic and decorative than to the practical and remunerative side of things.

And it is largely in the ornamental aspects of this annual festival that the women of Pasadena have always lent themselves.

In those earliest Rose Tournaments women played a more important part than they do today, if less conspicuously decorative. It was in the fertile feminine brain that the most novel and artistic designs for floats, coaches and private entries originated. In the days before there was such a thing as a permanent Rose Tournament organization; when the Valley Hunt Club looked upon this yearly pageant as but one—if the greatest—of the club's many festivities, the men did the practical work, but the women put on the frills. And in those days the frills played by far the most important part.

The entries may not have been so splendid as they are now, but they were finer—finer as indications of originality, ingenuity, personal interest and individual taste. They afforded occasions for artistic expression; opportunity for that exhibition of millinery effect—with attendant friendly rivalries—so dear to the feminine heart.

Because the elaborate creations of the florist and decorator were an impossibility when Pasadena was just

merging from her colony days, clever brains and deft fingers were necessary to the success of the fete, and the pressing into active service of scores of women in the actual preparations for the New Year's festival aroused an interest which was a vital and personal thing—something which furnished atmosphere and soul animated

which were as typical as they were remarkable.

All sorts and conditions of men, women, vehicles and decorations were found in those motley processions, and the homelike "county fair" provincial aspect of the immense gathering of friends and neighbors under the old oak trees upon the out-

florid posters, no advertising agent would be needed to attract public attention to it.

When with the growth and consequent broadening interests in Pasadena, the Rose Tournament began to assume such overwhelming proportions that it became necessary to handle it upon a grand scale, to make it a city fete rather than a country club gala day, woman's part in it was allowed to become less active, but more purely ornamental. From being an originator and decorator in an amateur way, she appeared in decorative costume in decorated coaches.

No pageant which was not graced by the youthful loveliness of Pasadena's pretty girls would be worthy of mention, and there have been none when some of her fairest maidens have not only added luster to its splendor by their beauty and costuming, but have also loyally given time, strength and skill in making effectively beautiful entries in the tournament parade.

Still it cannot be denied that brilliant and beautiful, gorgeous and glittering as all of these yearly fetes have been, with a more hearty cooperation and enthusiastic interest on the part of all the women of Pasadena, these spectacles might be made more characteristic, more conspicuously artistic, more distinctively representative of life in Southern California.

The falling off of women's interest lies doubtless in the fact that with women the personal note is most frequently dominant. It has often been said that women are lacking in civic pride, but it has never been hinted that when it came to a question of personal ambition or personal enthusiasm over a matter near to their hearts that they lacked any measure of pride which would interfere with their throwing their whole souls into making the thing a success.

It is possible also that civic pride is not aroused in women by the contemplation of an exhibition such as the Rose Tournament, but there is no doubt that if once again woman played an important part in its management, her influence would be beneficially felt.



San Gabriel Valley, from Oak Knoll

those fetes with a spirit which has been conspicuously lacking in later years.

This making of the Rose Tournament an intimate festivity rather than a vast advertising scheme gave it a character which was peculiarly distinctive. Everybody was in line for the work and the contagion of interest spread through all circles and each coterie, making those first pageants living pictures of life here, spectacles

skirts of the town was not the least of the charm of the fete.

While just that sort of festivity in Pasadena today would be as impossible as it would be grotesque and ludicrous, the spirit which went to produce it, if now active here, would make possible a floral procession of such stupendous proportions, a display of such originality and artistic embellishment, historic interest and general brilliance that no herald, no

CAPITAL, \$200,000.00

SURPLUS AND PROFITS, \$175,000.00

## Pasadena National Bank

PASADENA, CALIFORNIA

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## In Womanly Eyes

It is probably with some sub-conscious realization of this fact that those who have been working for two years towards making the annual tournament a success have attempted to bring a feminine element more conspicuously into the festivities by the introduction of a tournament queen, a royal court and a fashionable ball.

That this feature last year was the piece de resistance of the whole grand affair is well known, and the tournament queen, with her attendant maids this year proved even more acceptable to the large majority in Pasadena than the beautiful queen of 1907.

Probably no more popular choice could have been made than of Miss May Sutton, who with her unaffected manners, girlish simplicity and youthful beauty gave this year's fete more of a summer-like, May-day character than that of a regal pageant.

As all the outlook of social life has changed in Pasadena since the days when the Rose Tournament was young, so the picture has changed and the social side of the annual fete is represented by a gorgeous ball, where in times gone by it was shown in a fete champetre.

Under sunny skies, on verdure-clad slopes, dotted with gnarled live oaks, in days gone by family groups gathered and made merry over picnic lunch baskets or in snowy tents erected for the day's pleasure—a pretty, pastoral scene. Here they enjoyed old Spanish sports and cowboy exhibitions of horsemanship, all of the most impromptu and unpretentious character.

Now under brilliant electric lights, a vaulted ceiling, amid hot-house flowers and heavy perfume of laces and foreign stuffs, rich and rare, the social side of the Rose Tournament makes its glittering spectacle. Chariot races have taken the place of

Mexican games, and bleachers and private boxes play their part in the afternoon's program.

But again in the introduction of the grand closing ball, women are coming to the front. Again their interest is being awakened in the esthetic, decorative side of the festivity, a phase which has not outgrown their handling, and again with their personal charm, their cleverness and artistic taste it is made possible for the women of Pasadena to play their part and do their share in making the Tournament the beautiful and characteristic thing it was meant to be.

It is first given to each queen to place the royal stamp of individuality upon the court ceremonies of the day. To her it is given to select her fair attendants, her lords and ladies in waiting, and to make the evening spectacle largely a thing of her own good pleasure.

Thus feminine taste is again given prominence in this annual festivity and as the royal pageant and attendant ceremonies differed this year from those of last, so each succeeding year the tournament queen will make history and leave her own personal impress upon this long line of wonderful fetes. Although her reign is brief, the artistic picture of her butterfly hour left in the memory will be lasting.

The personnel of her court, the atmosphere surrounding the festivities in her honor will not be forgotten, and as these mile stones become more numerous and queen after queen is chosen, there will arise a spirit of interest among women which will tend to make each successor to the throne more desirous of making her short day so bright, so beautiful, so thoroughly in accord with the intention of the New Year's fete that the climax of the day's glories will outshine all else.

The renewed interest displayed this year by society women, as represented by the Valley Hunt Club, is most encouraging for the future of the Tournament. Their smart appearance in reserved boxes added eclat to the fete and the marque erected by them for club headquarters and the serving of lunch, was the center for

such social gaiety as was at least a pleasant reminder of the informal neighborliness and good comradeship of earlier days.

The remark of a blunt man which may or may not be considered complimentary to Pasadena, holds a grain of truth at least which makes it worth quoting.

Noting an unusual number of representatives of Pasadena's smart set yesterday at Tournament Park, he said: "When a thing's fashionable in Pasadena it goes; if it aint—you might as well bury it."

If this is in the least true, it should be remembered that women set the fashions.

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The REASON?

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are

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and THEY

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SUCCESS

and BECAUSE—

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and HOME

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## Pioneer Water Developers

Keenly abreast of the times the largest of the companies supplying Pasadena with its wonderfully pure mountain water—the Pasadena Lake Vineyard Land & Water Company—has left no stone unturned in its effort to increase the supply of this necessary fluid. Owning seven-tenths of the waters of the Arroyo at Devil's Gate district, the Lake Vineyard Company, as it is popularly known, has spent many thousands of dollars in work beneath the ground, in miles of piping and tunnels, that the peo-

ple of a thirsty land and the land itself might drink. has this pump been uncovered or enough water pumped to exhaust the supply in the main shaft and call upon the water in the casings. This is true in spite of the fact that the plant has been operated for several consecutive days of twenty-four hours each, pumping all the time 2000 gallons per minute. A larger pump would probably produce half again as much water, but the advisability of a larger pump is doubted.

Within the past two years the company has done a wonderful amount of work in the line of betterments. New pipe has been laid by the mile, and another reservoir of 7,000,000



Devil's Gate, Looking Down the Flood

ple of a thirsty land and the land itself might drink.

One of the greatest and most successful developments of the company has been the surprisingly successful Copelin well. This well has far exceeded expectations in point of the amount of water developed. It is estimated that by this well the company has increased the actual water supply of Pasadena by 2000 gallons per minute when it becomes necessary to use the well.

The pump or runner at the Copelin well is submerged when the plant is not in operation, to a depth of fifteen feet. At no time during the year past

gallons capacity has been placed in service. This reservoir adds much to the efficiency of the system, for it both enables the company to more frequently clean its reservoirs and, in addition, gives a greater water storage and enables the company to make a better distribution of the water.

Of recent years the improvements put in have been of the most substantial class, for Pasadena and the far-sighted directors of the water company appreciate that only the best equipment pays in the long run. Heavier and larger has been the piping and stronger have been the pumping engines, until the Lake Vineyard Company has placed itself in the van with the water organizations of the larger and more successful class.

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PASADENA



## A Word About Climate

Back in the East they do not capitalize climate, for the very excellent reason that the game would prove a failure. In Southern California the residents are sure that they have "the finest climate on earth," and so they are willing for all beholders to know of their claims, come and investigate and be convinced.

Figures back up the claims of Southern California in a most complete manner. They show that there is but slight change between the winter and summer range of temperature, that there are no excessively hot summer days, that the sunstroke is unknown and that Pasadena is ideal so far as all the year around climatic conditions are concerned.

Over a series of years the official figures of the federal government show 104 above as the very warmest and 28 degrees above zero as the very coldest temperatures recorded. Even such moderate extremes have only been reached during one year.

Fact is, Pasadena has one of the model climates of the world. A climate is a thing apparent to everyone all the time. It is something you have to live with every day and suffer or prosper by, and so thousands of people, tired of the extremes of other places, have come to Southern California, where the climate is as nearly perfect all the year as it is possible to find. They have argued that since it is just as cheap and twice as satisfying to live in a comfortable climate, why not do so?

Day after day clouds are hardly seen, and when here is such a remarkable display of cloud effects as to attract attention, the photographer eagerly takes advantage of the opportunity to add an artistic sky line to his collection. It rains at infrequent intervals in winter, perhaps averaging three or four times each one of the winter months. It sometimes rains hard, but not for long, and the average rainfall is probably hardly a tenth of that of the moist East.

OFFICERS—Hubert F. Ives, President; Kenyon Warren, Vice-President and Treasurer; Lewis H. Salisbury, Secretary.

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# The Raisin is King of all Wealth Producers

**C**ALIFORNIA, the golden, has for many years been connected in the public mind with the growth of the grape, and from the agricultural standpoint no sections have prospered more than those which have continued to link their fortunes to the vine. Grapes for wines and raisins have netted the past year fabulous prices. Raisins have brought as high as six and a half cents a pound, meaning a fortune to those fortunate enough to be growing them, and, coupled with even this high price, the California crop has been large, a combination spelling fortunes to many.



Part of our vineyard. Income this year, \$175.00 per acre

**GOLDEN MONEY IN GLORIOUS FRUIT** What would a farmer of the prosperous Middle West think of a crop which would net him as high as \$150 an acre? In the first place he would not believe the thing were true, for he had never heard of such a crop. Yet this is a return made possible by an acre of bearing vines, a net return which many have made. From \$50 to three times that amount is made per acre on raisins, and nearly as great a sum can be netted from table grapes. In fact, the grower of grapes has two means of disposal for his crop. He can either dry for raisins or else sell for table grape, whichever will bring him the best price. Los Angeles, in the latter case, affords a ready market.

**SIMPLE AND EASY IS RAISIN WORK** One of the simplest forms of horticulture is the growing of grapes. It was a favorite form of culture with the good padres, because it was easy, and it has grown no harder through the centuries. Failures among the growers of raisins under the proper climatic conditions are almost unknown, and the few there are can be traced to attempts made to grow vines on patches of improper soil. The third year, grape vines will commence bearing, and they live practically forever. Without exaggeration, there is a fortune in the raising of the raisin grape. M. Theo. Kearney never speculated and started with almost no capital to raise raisin grapes. From the money made with his raisin crops, Kearney continued to buy more land and set out more vines. In twenty years he was lifted from the ranks of the poor to those of the millionaires, and every dollar was made by the growing of grapes.

**WONDERFUL SECTION FOR GROWING GRAPES** One of the most wonderful grape sections in all golden California is that known as the Etiwanda-Cucamonga district. If one is going into grape culture, there is just a single danger to avoid after finding out that the proposed venture is to have the proper setting of climate and soil, and that danger is the one of fruit blight or fruit disease. The Etiwanda-Cucamonga district is absolutely free from blight or disease. There is in this district a vineyard fifty years old which has not a single crop failure to be charged against it. Raisin grapes are nowhere more successfully grown than in this district.

**BUSINESS CHANCE OF A LIFETIME** In the year 1906 there was organized under the laws of California the Arrowhead Realty Corporation. This company has acquired 3,800 acres of the finest raisin grape land obtainable. This land is located in the San Bernardino Valley between Ontario and San Bernardino, with the Santa Fe main line running right through the tract and with the Salt Lake station within five miles and the Southern Pacific station but three miles away. This land is forty-eight miles east of Los Angeles and twelve miles west of San Bernardino, and a right of way for an electric line through the tract has been asked already. From this it can be seen that the shipper has the choice of three routes with easy access to town or city activities and life. Schools, secondary and collegiate, are at hand. Claremont, the home of Pomona College, is but a dozen miles away. Here the best school facilities are obtainable.

**FLANKED BY MAJESTIC RANGE OF SIERRAS** And the scenery and climate! Flanked on three sides by the magnificent Sierras, fanned during the day by ocean breezes, while the breath of the mountains cools the summer nights, warmed in winter by the Southern California sun, life is indeed worth the living in this favored region. The variations in temperature between winter and summer are slight, and the majestic mountains always afford a beautiful background for a glorious country.

**SOIL AND WATER BOTH EXCELLENT** In this favored section there is an abundance of both pure mountain water and splendid soil, fit to grow the finest grapes, and reaching to a depth of one hundred feet. On the Arrowhead land grapes—Muscats, king of table and raisin grapes—will grow and are growing. In the Arrowhead holdings are included some of the best vineyards in the section, vineyards now over fourteen years old and producing great crops every year. Raisins are staple and they have one great advantage over every other growing fruit—they can be stored and kept without ice until the market is right. There is no rushing to sell because the crop will spoil; no having to accept prevailing prices of a day. The grower can hold and dispose of his crop when the best price is obtainable. In four years after planting, Muscat vines will produce from three-fourths of a ton to one and three-fourths tons of raisins per acre. Just figure it out for yourself at five cents a pound. The older the vineyard, the larger the crop, and occasionally as much as \$200 is cleared from an acre.

**HOW AND WHERE TO BECOME INFORMED** The proposition which the Arrowhead Realty Company has to offer is one for which we court the most thorough investigation. If it is not right, we cannot hope to succeed, but we know that it is right, for we have gone into every phase of the question. This land which in four years will produce from \$50 to \$150 an acre profit, we are selling at only \$200 an acre and on terms at that. We have for sale but a thousand acres, for the principal business of the corporation is the handling of its own vineyards. Twenty acres bought in the Arrowhead tract and planted to raisin grapes will assure the owner a splendid income so long as he or she may live. We sell the land in five, ten, twenty-acre tracts or larger, plant the land to raisin grapes and bring it to good bearing without further expense to the purchaser than the price of \$200 an acre.

The Arrowhead Realty Corporation offers its land on terms of \$25 per acre in cash, with the balance in monthly, quarterly or semi-annual payments.

**A SUGGESTION** For a limited time those unable to make such a large down payment as this, and desirous of making monthly payments, can begin paying for a five-acre tract with as little as \$25 down and \$12.50 a month, including interest. Do not delay, as this advertisement appears in twenty thousand books similar to this. With only 200 such tracts to offer, it is evident that some must be disappointed. We would suggest that you send first payment on any sized tract desired to the First National Bank of Pasadena with instructions to the bank to hold the money until the bank can advise you as to the reliability of the Arrowhead Corporation and its ability to carry out its contract. Advise us of your action, and we will see that the tract is reserved for you until the bank has advised you of our reliability and you have instructed the bank to pay us the money.



Curing Raisins

**AID ABSENT OWNERS** To those who do not desire to live upon the land even when the vines are in bearing, the Arrowhead Corporation makes an especially attractive offer. We, of course, bring the vines to full bearing without further expense than the original purchase price. After three years, if the owner desires, the corporation will continue to care for the tract and crops at the actual expense of so doing.

Will you not let us send you a handsome booklet telling all about the land, the country and our proposition?

**ARROWHEAD REALTY CORPORATION**  
Capital Stock, \$200,000  
Offices: 72 North Raymond Avenue  
PASADENA, CALIFORNIA



ERNEST H. MAY, President

A. E. EDWARDS, Cashier

S. F. JOHNSON, Ass't Cashier

A. K. McQUILLING, Vice-President

H. A. DOTY, Ass't Cashier

# The First National Bank of Pasadena

UNITED STATES DEPOSITARY

Capital, \$100,000

Surplus and Profits, \$162,000

Deposits, \$1,407,000

## DIRECTORS

A. K. McQUILLING

ERNEST H. MAY

R. I. ROGERS

T. EARLEY

H. C. HOTALING

WM. H. VEDDER

C. M. PARKER

DON C. PORTER

JOHN McDONALD

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# Pasadena Savings and Trust Company

PASADENA  
CALIFORNIA

Capital, \$100,000

Surplus, \$50,000

Deposits, \$1,500,000

Interest Paid on Term Deposits

Safe Deposit Boxes for Rent

Money to Loan on Real Estate Security

## OFFICERS

ERNEST H. MAY, President

WM. H. VEDDER, Treasurer

JOHN McDONALD, Vice President

F. N. THOMAS, Asst. Treasurer

## DIRECTORS

ERNEST H. MAY

JOHN McDONALD

A. K. McQUILLING

A. E. EDWARDS

WILLIAM H. VEDDER