

# THE GLENDALE NEWS

Daily Except Sunday  
DEVOTED TO THE INTERESTS OF GLENDALE

GLENDALE—  
The CITY of HOMES

GLENDALE (LOS ANGELES POSTOFFICE), LOS ANGELES COUNTY, CAL., TUESDAY, DECEMBER 1, 1914

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The presence of Emperor William at Field Marshal Von Hindenburg's headquarters is interpreted here as indicating that everything is thought to be going well. The emperor has conferred the order of merit on Gen. Mackenzen for his victory at Lovicz in the following telegram:

"The ninth army corps under your safe and tested leadership has again fought with unrivalled brilliancy in a hard but successful battle. Your achievements in the past days will stand in history as shining examples of fortitude, endurance and valor.

"Communicate this to our splendid troops with my imperial thanks, to which I wish to give tangible form by conferring upon you the order of merit. God be with you and our standards in the future."

Gen. Mackenzen, in an order of the day, issued when he had received the emperor's telegram, said:

"I am rejoiced to announce to my heroic troops this sign of appreciation, which belongs to the whole ninth army."

Gen. Mackenzen long has been regarded as one of the most brilliant of the German generals. He was the trusted adjutant of Field Marshal Count Von Schlieffen when he was chief of the general staff and instructed Emperor William in military history. The emperor later selected him as the immediate superior of the crown prince in the Danzig garrison. There is nothing new to report from the west front.

The facts, as gleaned from various messages of correspondents, appear to be that three semi-independent engagements are progressing between Thorn on the north and Cracow on the south, in which both combatants have achieved local successes, without a distinct victory for either arms.

Some of the British military experts believe that Field Marshal Von Hindenburg's forces have been split into three units, one of which certainly is almost completely enveloped while the Russians have driven a wedge between the German army and its Austrian ally in the region of Cracow. They declare that the Germans have consistently underestimated the qualities of their Muscovite opponents and have opposed them with a body composed almost wholly of second-line troops, but are now rushing heavy reinforcements from the western line to avert a Polish Sedan. They express the opinion that the issue depends on whether these arrive in time. Berlin reports the failure of the Russian attack on the fortifications east of Darkehmen in East Prussia, with heavy losses, while unofficial messages from Petrograd describe important Russian gains and the capture of ten miles of trenches to the northeast of Lodz.

Advices from Holland report that railway traffic, newspapers and posts in the Brussels region are entirely suspended, it is presumed for the purpose of suppressing news of a movement of German troops to the eastward.

The only development of the day in the western theater was the renewal of the British naval bombardment of the German base at Zebrugge.

England was surprised at the announcement that King George had left on a visit to the headquarters of the British forces in France, where he is certain of an enthusiastic reception from the soldiers.

The Dutch papers say that the Germans have imposed an indemnity of 35,000,000 francs (\$7,000,000) monthly on Belgium for the duration of the war for the maintenance of the troops, and in addition 375,000,000 francs (\$75,000,000) as a war levy for violations of neutrality.

Luxemburg reports that the Germans have paid a substantial sum for damages resulting from their occupation of the Grand Duchy.

Somebody plaintively asks for a suggestion of a strictly original Christmas gift. That's easy. Give a calendar for 1915. Nobody gave a 1915 calendar last year or in any previous year.

## MOVES

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## REPORTS TO TRUSTEES

### REV. EDMONDS OF RAILROAD COMMITTEE PRESENTS RE- PORT OF PROGRESS

Rev. W. E. Edmonds, as chairman of the Chamber of Commerce railroad committee, appeared before the board of trustees of the city of Glendale at Monday evening's meeting and reported the progress being made in the extension of the Pacific Electric railway east from Glendale avenue. He said the railroad company is waiting for final action on the part of the contributors and the city trustees, who are to widen certain portions of Broadway as far east as the Childs tract. Rev. Edmonds assured the city trustees that the railroad company, if allowed to go on with the work, would have P. E. cars running through to the Childs tract within sixty or ninety days.

He further stated that it is the intention of the committee to have the right-of-way as far south as Ninth street to turn over to the railroad company as soon as the company completes the line to the Childs tract.

Rev. Edmonds assured the trustees that he had taken great pleasure in furthering the cause of getting better transportation facilities in Glendale, and his interest is not at all confined to the eastern section of the city. He stands ready to assist in boosting for better transportation facilities in the western and northwestern portions of the city.

### STICK-TO-IT-IVENESS IN ADVERTISING

"Smith is a good sticker. He'll get there eventually." Have you ever heard this said of a friend of yours? There is no quality more admired in every quarter of the earth than that of stick-to-it-iveness. If a small boy wants to go to the circus and doesn't stop begging his mother for a quarter until he gets it, her surrender is mixed with secret pride because of his stubborn determination to get what he wanted.

The public's money is infinitely harder to get than one's mother's—so the seller of goods must be prepared to repeat his arguments ad infinitum. While a few will respond to the first advertisement, the only certain formula for winning is "persistence." By steady hammering the plowman sinks a pole three times its weight. By rhythmic trotting a little cat shakes a heavy bridge. So certainly have successful advertisers proved the principle of "persistence" that the wisest of them continue their advertising through what they know will inevitably be off-seasons.

### PRINT PAPER SHORTAGE

At the meeting of the Inland Daily Press association at Chicago on Sept. 15th, the topic of the scarcity of print paper was thoroughly discussed.

It was said to be probable that European newspapers within the war zone will all be forced to suspend publication in the near future because of being unable to secure paper.

According to the figures cited, the United States manufactures about 5,600 tons of print paper a day; Canada, 1,500 tons; Norway, Sweden, Russia, Germany and the United Kingdom, 5,000 tons. Practically all the plants of the last group with the exception of Sweden and Norway, have been closed. The supplies of South America, Australia and New Zealand formerly furnished by Europe will now have to come from the United States.

It is said that one Chicago firm recently had to decline an order from South America for 300 tons a month. European papers have already met the condition by reducing the size of papers from 24 pages to 4, or even 2, and are limiting their editions to one per day.

It is thought probable that prices per copy will go up, at least in Europe; also advertising rates.

### COUNTY AID RECOMMENDED

In a report filed with the supervisors Monday, the engineers of the board of flood control recommended that the city of Glendale be assisted to the extent of \$3500 to provide temporary protection against the flood waters of the Verdugo wash. The engineers estimate that \$250,000 will be required to permanently protect this section from storm waters.

The temporary protection proposed, the engineers say, will take care of only a fraction of the run-off of last year.

In the opinion of the board the most important element in causing damage, and the most serious menace, is the existence of the pile bridge across the Verdugo wash, and it is recommended that the engineers be authorized to institute proceedings before the state railroad commission to cause the removal of the trestles.

## HIGH SCHOOL NOTES

### SENIOR VAUDEVILLE ON FRIDAY NIGHT—CLUB DOINGS— OTHER NOTES

The senior class of the Glendale Union high school will stage a society vaudeville Friday, Dec. 4, at the high school auditorium. Ben Scovell of the Scovell school of dramatic art has charge of the program, which assures the local people of excellent talent. Other numbers will be furnished by the high school orchestra under the direction of Mrs. Dora L. Gibson. A large number of Eagle Rock and North Glendale people are arranging to attend this affair.

The German club (Deutschen Verein), composed of senior German pupils of Miss Darsie, have ordered pins of an appropriate nature for the members of their organization.

Monday morning when the pupils of the high school looked up at the clocks throughout the building they saw strange faces, for an entire new system of period timing had been installed during the Thanksgiving vacation, which will control the clocks in the two new buildings, as well as the old administration building.

The Spanish club (La Tertulia) is busy preparing a Christmas program which is to be presented Friday, Dec. 18th, under the direction of Miss Bessie L. Field, Spanish instructor.

In response to many inquiries, Prof. Howe announces that the Christmas vacation will begin Dec. 19 and that school will take up again on Jan. 2. This means a big, strong two-week vacation for the high.

The high school tennis team will play its first game of the league season next Saturday, when it meets Harvard military academy. The members of this year's team are: Morse Freeman, captain; Joe Fisher, Douglas Balthis and "Bill" Balthis.

The lightweight team, representing the high school, will not be formed this year, although a number of work-outs have been held. However, Glendale will be represented in A. A. U. by a lightweight team composed of those men who played on the last season champion team.

### JIM CROW LAW VALID

Oklahoma's Jim Crow law, requiring railroads to segregate white and negro passengers by providing separate coaches or compartments on trains and separate waiting rooms in stations, was declared valid by the United States supreme court when it affirmed an Oklahoma federal court decree which upheld the act.

### STATE VOTE FOR GOVERNOR

Gov. Hiram W. Johnson's plurality over Capt. Fredericks at the recent gubernatorial election was 186,961, and his plurality over Fredericks and Curtin combined was 72,308, according to totals compiled from the returns made to Secretary of State Jordan. Johnson's vote was 457,139; Fredericks, 270,178, and Curtin 114,653.

John M. Eshleman defeated Jos. V. Snyder (Dem.) by about 300,000. Eshleman's vote was 529,600, and Snyder's 229,920. The vote for the other state offices has not yet been compiled.

### WILL HELP CELEBRATE

The G. A. R. boys of the valley and of Eagle Rock are anticipating a happy time tomorrow, Dec. 2, from 2 to 4, when they will assist Chaplain C. R. Norton to celebrate his sixty-ninth birthday.

The J. O. C. class of the Methodist Sunday school, of which Comrade Norton is the teacher, will assist in entertaining and a jolly good time is anticipated.

All are requested to be present at 2 o'clock, as a program will be rendered, beginning at 2:10.

### DODGE CAR WILL SOON BE IN GLENDALE

The agency for Dodge Brothers' motor cars in Glendale, Tropic, Burbank and Eagle Rock has been secured by Hunchberger & McFadden, the local Buick and Cadillac dealers. A demonstrating car will be shown at their sales-room in about two weeks. Judging from the specifications of this car and the reputation of Dodge Brothers as manufacturers of the vital parts of automobiles for other automobile builders, this will truly be a marvelous car at a price within the reach of many who heretofore had considered such a car beyond their means.

## A YANKEE AFTERNOON

### SECOND OF SERIES FOR BENEFIT OF NEW CLUBHOUSE WEDNESDAY

A "Yankee afternoon" will be given Wednesday afternoon at the residence of Mrs. Clinton Booth, 1223 Lomita avenue, from 2:30 to 5, for the benefit of the building fund of the Tuesday Afternoon club.

This is the second of a series of afternoons being given by these ingenious ladies, and much enjoyment is derived, both in planning and carrying out these social events. They serve a two-fold purpose—the widening of acquaintanceship among members of the club and residents of Glendale, and at the same time neat little sums are turned into the building fund, as guests pay 25c or more at the door.

Every afternoon is planned by a different committee. Tomorrow the hostesses will be Mrs. Clinton Booth, Mrs. J. W. Usilton and Mrs. Warren Roberts, assisted by Mrs. W. E. Evans, Mrs. H. P. Goodwin, Mrs. Carrie Waite, Mrs. Walter Stamps, Mrs. H. Lee Clotworthy, Mrs. Frank Hester, Mrs. Nat Green, Mrs. Chester Kling, Mrs. E. W. Kinney and Master Fred Holland, dressed as John Alden, will act as page at the door. The hostesses will be gowned as northern dames and Puritan maids. Yankee pies, doughnuts and coffee will be served at the conclusion of the following program:

Vocal solo, Miss Hazel Wheatley, contralto.

Reading, selected, Mrs. Genevieve Goss.

Vocal solo, Mrs. Vera McKee Neighbors, soprano.

Reading, "Spinning Song," in Priscilla costume, Mrs. Cecil C. Evans.

Violin solo, Miss Dorothy Armstrong, accompanied by Miss Phoebe Armstrong.

Vocal solo, "Columbia," Mrs. A. H. Leighton, contralto.

### ZONE DIFFERENCES IN THE URBAN COMMUNITIES

As city planners in the United States take up their work here and there, they sooner or later come to see the futility of expecting to compass certain desirable ends so long as the community is subject to legal restrictions that deal with it as a unit and that make no allowances for district differences, present or future. Consequently opinion favorable to establishment of something like the German zone system is growing apace, and cities like Los Angeles and Minneapolis already have acted, while New York is planning to act, at least so far as concerns building regulations.

To execute a policy of differentiation as between areas within a city, and to say that one shall be residential, one merchandising and one industrial in its type, is extremely difficult under the best of circumstances; and the older and wealthier the city, the more imposing is the task. But once the absurdity of not making such divisions is seen, and once the ideal of law in connection with a city is conceived of as adapting itself to particular sectional and district needs, then a city has already begun to be renewed outwardly.

Steps can then be taken that will preserve worthy district types and characteristics. Skyscrapers can be kept from invading regions where conditions are semi-suburban. Factories can be massed in a region of their own. Building heights may vary with neighborhoods and structural uses. In short, construction of the external city can proceed along flexible lines marked out by good sense, and with consideration as well for esthetics and ethics.

It is this policy of differentiation that the New York commission to recommend building regulations will adopt and urge upon the legislature. Adopted, it will set a precedent which if imitated will check a trend not creditable to the national reputation for shrewdness. Cities young in years and still in a formative stage are in duty bound to plan for urban growth by providing definite and different forms of city expansion. They must have an ordered method, seek a goal, and follow a plan.

Time was when it would have been useless to expect toleration by the courts of legislation of this differentiating kind. The situation has somewhat changed. Decisions now begin to come asserting the right of the community to exercise this analytical power upon itself, to discriminate between sections and to define dominating regional activities. Individuals will be respected who oppose such a policy on the ground of theory. Those who dissent because personal fortunes will be impaired will be compensated for any real losses; but they will not be allowed to block the change solely on that personal and pecuniary ground.

## NEW THEATRE OPENED

### BEAUTIFUL PLAYHOUSE FILLED TO ITS CAPACITY ON OPENING NIGHT

Dedicated to the motion picture art, the magnificent new theater on Brand boulevard was formally opened to the public Monday night and local residents turned out en masse to look over this new home of the silent drama.

The production offered won applause and great praise from the enthusiastic spectators and the music equalled the photo-play in every particular. Miss May Orchid Brooke, director of the splendid orchestra, is well known in Glendale and the unusually pleasing musical program that she had arranged to accompany the film was cued perfectly to the pictures. Miss Jessica Dixon, the popular dramatic soprano, delighted the audience with her well-chosen selections. Altogether, the general atmosphere was of pleasing refinement throughout the evening. "Tess of the Storm Country" was the initial offering and with Mary Pickford, that most charming of all motion picture stars, in the title role, nothing is left to be desired. This five-part photo-play is a pictured version of Grace Miller White's greatest novel, and dainty Mary Pickford, as Tess, the ragged little squatter girl, renders a portrayal of inexhaustible fascination. The scenery is picturesque, the character types rich in variety and the vital heart interest so cleverly brought out with the irresistible charm of "little Mary" make this picture one of the most delightful ever produced.

This picture will be shown again tonight and all who failed to see this wonderful drama of woman's faith, written by a woman who knows her own sex, should avail themselves of this last opportunity. Tess with her quaint philosophy of life, at once humorous and pathetic, is one of the most powerful characterizations ever conceived and idealized by Mary Pickford. It mounts to the realm of art. This picture is a great treat for everyone.

The attraction booked at this playhouse for Wednesday and Thursday evenings, Dec. 3 and 4, is Jack London's "Valley of the Moon."

### NORTH GLENDALE

Mr. and Mrs. Montgomery, who for the past year have occupied a house on North Central avenue, have now moved to 1624 Dryden street, where they are very near Mrs. Montgomery's parents, Mr. and Mrs. C. Hill, making it very pleasant for the family.

Mr. and Mrs. LeRoy Bradley of 1100 San Rafael street are very happy over the arrival of the stork Monday afternoon, bringing to them a beautiful baby girl, and their many friends are rejoicing with them. This is the second child that has come to bless the happy home, the oldest being a beautiful boy two years old, and we are very glad to announce that the mother and little one are doing exceedingly well.

Quite a number of North Glendale people enjoyed the opening of the new theater on Brand boulevard on Monday evening, and were delighted with their popular favorite, Mary Pickford, in "Tess of the Storm Country."

Mrs. Margaret Glenn of 421 North Brand boulevard is the house guest of Mrs. C. H. McKeever of Crescent Heights boulevard, Hollywood, at the present time.

Mrs. Sophia Lyons of Hollywood returned home Monday after spending the week-end as the guest of her niece, Mrs. William Alston, of 1652 Ruth street.

Miss Leota Williamson of North Louise street entertained a party of friends very pleasantly last Saturday evening. Dancing and an informal good time was enjoyed by the following guests: The Misses Jane Snider, Mabel Eckles, Olive Pittman and Ruby Williamson and Messrs. Emerson Padelford, Merle Eckles and Earl Williamson.

Mr. and Mrs. Karl Mertens of 1102 North Louise street entertained at their house guests last Sunday Mr. Thomas Cantwell of Los Angeles, who is prominently associated with the Pacific Mutual Insurance company, and his charming bride-to-be, Miss Nibelung, who has just returned from an extensive European trip and who had many interesting things to tell of actualities of the present war conditions. The party enjoyed a mountain climb during the afternoon and were delighted with the scenic beauty of our immediate vicinity.

## SIXTY YEARS WED

### WEDDING AND BIRTHDAY ANNI- VERSARIES ARE CELEBRATED JOINTLY AT REED HOME

On Monday, November 30, at the home of Mr. and Mrs. C. E. Reed, 130 South Brand boulevard, there was a unique and happy social affair, the occasion being the sixtieth anniversary of the wedding of their parents, Mr. and Mrs. C. O. Reed of 217 Orange street, also the eighty-fourth birthday of Mr. Reed.

The living-room was profusely decorated with roses and ferns, the color scheme for the dining-room being yellow and white, beautiful autumn leaves and large yellow and white chrysanthemums being used.

Those seated at the table with the guests of honor and the host and hostess were Mr. George P. Sidener, Mr. and Mrs. N. R. Moore of Los Angeles and Mr. and Mrs. C. A. Weaver of Glendale, who were neighbors of Mr. and Mrs. Reed fifty years ago in Minnesota, and the friendship continuing there for twenty years was renewed when they became residents of California.

Congratulations were received from children, grandchildren, a great grandchild and from many friends.

Mr. and Mrs. Reed were married November 30, 1854, in Mansfield, Pa., where they lived until 1861, when they moved to Goodhue county, Minn. In 1882 they went to Frederick, Dakota territory, and in 1904 to Oakland, Cal., where they celebrated their golden wedding, moving to their present home in Glendale about five years ago.

Many Glendale friends, as well as those of longer standing, congratulate this fortunate couple on their sixtieth anniversary and rejoice with the groom of long ago on the passing of the eighty-fourth milestone on the journey of life.

### CIVIC BODIES IN EVIDENCE

The Glendale Chamber of Commerce, the Glendale Merchants' association and the board of trustees of the city of Glendale were represented at the opening of the Jensen theater building on Brand boulevard Monday evening.

Messrs. J. N. McGillis, president of the Chamber of Commerce; H. A. Wilson, secretary of the chamber; A. T. Cowan, president of the Merchants' association; W. H. Crane, secretary; T. W. Watson, city manager, and W. E. Evans, city attorney, occupied places on the stage at the opening of the evening's exercises, Mr. McGillis presiding.

Mr. Jensen's enterprise received hearty endorsement by the representatives of these civic bodies. Mr. Jensen with a few well chosen words thanked the citizens for their loyal support at the first entertainment and assured the audience that he was more of a builder than a speechmaker.

### GLENDALE HAIR SHOP MOVED

The Glendale hair shop, formerly located over Roberts & Echols' drug store, has moved to suite 30 of the Flower apartments, over the Broadway entrance of the Schilling dry goods store, where special rooms have been fitted up for massaging, hairdressing, violet ray treatments, electric baths and hair work, giving the ladies of Glendale toilet parlors equal to any in Los Angeles.

The specialists in charge of this shop are Miss Kathryn Corning, late of Boston, Mass., and Mrs. Bachman, late of New Orleans, both having varied experience in beauty shops of large cities.

### ADDITION TO CITY HALL

The public service department of the city is greatly in need of more office room since the water systems have been taken over, so plans are well under way to build an addition, 35x50 feet, two stories high, to the north end of the present city hall building.

The entire space on the lower floor will be used by the public service department, of which H. B. Lynch is the manager. The rooms in the second story of the building will not be finished at present.

### ARCADE STATION ABANDONED

One of the old landmarks of Los Angeles will disappear with the S. P. Arcade station, which will be razed at once. The new building is complete and is in use today for the first time. It is expected that the old building will be completely destroyed by Jan. 1, when the new station will be formally opened. The name Arcade, adopted on account of the architectural design of the old building, will not be appropriate for the new one.

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 A. T. Cowan, Publisher and Prop.  
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 One Week .10  
 Single Copy .02  
 Entered at the Postoffice at Los Angeles, Cal., as Second-Class Mail Matter

GLENDALE, CAL., DECEMBER 1.

**ARE CHURCHES EFFICIENT?**

Dr. Freeman of the Pasadena Presbyterian church recently read to his congregation a report of an investigation conducted by the San Francisco advertising association in regard to the church's efficiency. The partial report was as follows:

"Your records show that you have not enough customers for the size and expense of your establishments and those you do have on your books are only 8 to 27 per cent paying customers and less than that are repeaters."

"The gross sales, your total receipts from all sources, don't pay your running expenses, which proves conclusively that something certainly is wrong. They don't come back and bring a friend, which is the best kind of advertising, because you did not make good with your opportunities when you had them within your doors."

"From your own figures and the faithful investigations of this committee none of you are delivering the goods. You preach generalities of today or ancient theological doctrines."

**PRACTICE HARD THINKING**

Too many of us think too little. We live in such a strenuous rush and whirl that we do not take time for mature thought. Many a man has come to ruin in his affairs, not from over-working, but from under-thinking. It is no waste of time to devote a liberal fraction of it to hard thinking about what one contemplates doing. Many a success may be ascribed to careful deliberation before each action that led to the success.

**WILL LEAVE FARM FOR CITY**

The rural free delivery, the parcel post, good roads are splendid things if they simply make the ranch a better place to live and instead of making it easier to get away from it, keep the boys and girls at home. But if these good things are used to kill the home town, then they just shove the ranch so much farther away from neighborliness, sympathy and real personal intercourse. The backbone of American citizenship has been made up of the men who live on the land they own—not those who live on other people's land. When the ranches of this country ever come to be occupied by tenants, then both the land and our citizenship will decrease in value. Without the local centers that we call the country towns, farm life becomes isolated and lonesome in spite of all the modern advantages. And under such conditions boys and girls are going to leave the farm and go to the cities. If, on the other hand, these modern improvements help to build up the home town, making it a still better center for marketing and for the social and religious life, then there is some chance of holding the boys on the ranch so that the land will remain occupied by those who own it.

**SIMPLE BUSINESS GROWS WITH ADVERTISING**

Advertising problems grow as you get into them. Even an apparently simple business becomes, when it is exploited thoroughly, one of many ramifications. The promotion of the adding-machine takes you deeply into the study of accounting systems as well as into the work of the business colleges, for it is well worth while to send out business-school graduates as "missionaries," so to speak, for the product of the adding-machine manufacturer. Starting with an apparently simple appeal to farmers, the advertiser is likely soon to find himself obliged to consider the agricultural college, the county fair and maybe even the country public school. An agent proposition rapidly resolves itself into an everlasting problem of how good agents may be most readily secured and trained—a study of years in itself, as some who have tried it know. There are, few, if any, very simple advertising problems.

The Evening News classified columns bring results.

**Announcements**

The Priscilla club will meet on Thursday of this week at the home of Mrs. G. M. Johnson, 1470 Salem street.

The thank offering entertainment, which was to have been given tonight at the First Methodist church, has been postponed indefinitely on account of the inclement weather.

The General Richard Gridley chapter, D. A. R., will hold a special meeting at the home of Mrs. W. N. Rathburn, 1457 Sycamore avenue, at 2 p. m. Wednesday, Dec. 2, to sew for the All Night and Day hospital.

The home economic section of the Tuesday Afternoon club will meet this evening at the home of Mrs. A. D. McCoy, 127 East Third street. Mrs. McCoy will be in charge of the meeting as Miss Frank has been quite ill and is unable to attend. A full attendance is requested.

**BAZAAR AND DINNER**

The women of the Episcopal church will hold a bazaar at the Masonic temple on the afternoon and evening of Thursday, December 3. A 35-cent chicken dinner will be served from 6 until 8. Music and dancing in the evening. 86-87-90-92-93

An entertainment will be given by the N. P. Banks camp, Sons of Veterans, in the G. A. R. hall at Tenth and Glendale avenue in Tropic at 8 o'clock Thursday evening, Dec. 3. An interesting program, consisting of instrumental and vocal music, readings, etc., will be rendered, after which supper will be served in the banquet hall. No charge will be made and a hearty welcome is extended to all veterans, members of the Women's Relief Corps, all Sons of Veterans and their friends.

**P. T. A. TO MEET THURSDAY**

The regular monthly meeting of the Colorado boulevard Parent-Teacher association will be held at the school building Thursday, Dec. 3, at 3:15 p. m.

Mrs. E. A. Bayley, president of the association, will preside and Mrs. Thos. J. Atchley of Los Angeles will be the speaker for the afternoon. Refreshments will be served. Everyone interested in the school or Parent-Teacher work is cordially invited to attend. 912

**FREE PROGRAMS**

Friends of the Woman's Auxiliary of the First Congregational church are looking forward to the two programs that will be given Friday afternoon and evening of this week in connection with the annual bazaar and dinner to be given at the church. At 4 o'clock Mrs. E. Heinan will give several readings and Dr. MacLaren will render some of his Scotch dialect selections. At 7:30 p. m. Mrs. Coral Harrison Sloan will give a program of humorous readings.

Both of these programs are free and all members of the church and their friends are cordially invited to come and enjoy an hour of entertainment such as these well-known performers can furnish.

**NOTICE FOR PUBLICATION**

Department of the Interior, U. S. Land Office at Los Angeles, California, November 27, 1914.

Notice is hereby given that William H. Davis of Cornell, California, who, on Sept. 19, 1913, made homestead entry No. 020329 for Lots 1 and 2, Sec. 34; Lots 2, 4, 5 and 6, Sec. 35, Township 1 N., Range 18 W., S. B. Meridian, has filed notice of intention to make commutation proof to establish claim to the land above described before the Register and Receiver, U. S. Land Office, Los Angeles, California, at 9:00 a. m. on the 16th day of January, 1915.

Claimant names as witnesses: Nathan Wise, James W. Kenney, Frank T. Davis, Richard B. Carter, all of Cornell, California. (Non-Coal) JOHN D. ROCHE, Register. 88130

**TRADE DEPRESSION**

Buyer to traveler—"No, no; nothing at all, thanks. We're overstocked now."  
 Traveler—"Very well; but won't you just look at my samples?"  
 Buyer—"Not a bit of good. Too busy."

Traveler—"Well, then, look here! Do you mind if I take the blessed things out and look at 'em myself? I haven't seen 'em for three weeks."  
 —London Opinion.

Children must needs be told something about the great war. The possibilities of harm do not lie in telling them about war, but in how the telling is done. If war is described to them as it is, stripped of the glamour that some historians attempt to throw about it—if its horribleness and repulsiveness are pictured without the false glorification that often times is wrapped about things martial like a beautiful cloak over a ghastly collection of corpses—the child will not imbibe the war-like spirit.

Three weeks hence it will be too late to do your Christmas shopping early.

**FOR SALE OR TRADE**

One of the finest 10-acre ranches in Van Nuys, on Sherman Way; good modern 5-room house; pumping plant and 5 acres to peaches and apricots.

**E.H.KERKER**  
 Sunset 108 Second and Brand

**The NEWS Conducts a Quality Print Shop**

WE ARE in a position, from the standpoint of technical skill and superior mechanical equipment, to do almost any kind of printing in a manner to please you.

Put your printing problems up to the experts in charge of our Job Office. Relieve yourself of the irksome details. We should be glad to send one of our efficient men to consult with you on your next job.

Just phone Sunset 132 or Home 2401, and our representative will call.

**Glendale News Printery**

920 W. Broadway Glendale

**PROMOTING THE NATIONAL UTILITIES BUREAU**

The recent conference in Philadelphia, in which mayors of cities and students of urban administration and of public utility management participated, indorsed the recently organized and soon to be incorporated national utilities bureau. The aims of this organization we described and indorsed when it was taking form last spring. In a word, the institution has come into existence to introduce the co-operative method among cities in their campaigns for control of the utility corporations. Local conditions vary as to details, but not as to the larger issues involved; and it is to pool the expert opinion and practical experience of all cities and to put the results at the service of any one city that the bureau has been established, with an advisory board of some of the ablest lawyers, sociologists and students of domestic and foreign systems of government that there are in the United States.

As between municipal ownership of public utilities and state control of municipal corporations with private ownership retained, the conference declined to go on record. The differences of opinion are yet too distinct for any such definite verdict. Of course such a bureau, with a national field to work in, from which something like complete evidence can be gathered, in due time will be able to furnish subsequent conferences with facts that will go far toward shaping some definite expression of opinion on this vexed issue.

What the bureau now stands ready to do is to come in as an ally, with its advisory board acting as experts, whenever a reform administration sets about getting justice done and finds itself opposed by the corporations, with their able counsel and large financial resources. The fruits of experience, the collected information and the devices of litigation that have enabled cities to regain popular rights are to be made available for the community latest grappling with the problem. The organization is to have expert counsel that it might not be able to afford if dependent on its own treasury, but which will enable it to enter the courts on a more equal footing than often has been the case in the past.

Philadelphia is to be credited with initiating the movement. This is an interesting fact, since there also was held the first meeting of the National Municipal League. Local conditions no doubt have accounted for much of the deeper insight of civic reformers as to the seeming impossibility of getting desired results by strictly local action. The ramifications of the issue to be met are confined to local or even to state areas. Consequently the matter must be dealt with from the people's side as well as from the corporation's side, with something like the breadth of knowledge and organized power that the occasion demands. This kind of dealing the bureau has in view.—Christian Science Monitor.

A common and flagrant mistaken notion is that one may be at ease in a chronic state of idleness. The idle life is the hardest, most disagreeable life one can live.

**XMAS WILL BE** Just one day nearer tomorrow. Sit for Xmas Photos Today. S. C. MARANVILLE—The Photographer in your town.

**Classified Ads**

**CLASSIFIED ADVERTISEMENTS**

Five cents per line for the first insertion, with a minimum charge of 25 cents. For each succeeding insertion, three cents per line will be charged. Six words are counted one line. Cash must accompany all orders.

**FOR SALE**

FOR SALE—Rabbit; young doe; also hutch and feed; very cheap. 1455 Salem St. 912

FOR SALE—Baled alfalfa hay; cheap; good quality; any amount; delivered anywhere. W. W. Hartle, 126 Verdugo Ave., Burbank. 9013\*

A large assortment of fancy Xmas reading lamps at the Glendale Electric Co., 314 Brand Blvd. 912

FOR SALE—A limited amount of heavy wrapping paper; fine for packing, crating and wrapping heavy bundles. Inquire Glendale News office. 77tf

FOR SALE OR RENT—Electric vacuum cleaners; light in weight, therefore easy to run. Phone 242W. Mrs. G. Mills, 912 Broadway. 69tf

**FOR RENT**

FOR RENT—3-room furnished apt.; 2 beds; up-to-date; water paid; \$22.50. 1321 1/2 Hawthorne 9013\*

FOR RENT—3-room California house; furnished; in rear; \$12. 1434 W. Fifth St. Phone Glendale 1130W. 912

FOR RENT—Three unfurnished rooms with bath, cheap; water paid. 510 N. San Fernando road, Tropic, Cal. 886

FOR RENT FURNISHED—\$15. 2 sunny housekeeping rooms for adults. Very close in and in private house. 326 S. Louise St. 8913

FOR RENT—Five-room furnished cottage with good garage; close in. 422 S. Louise, Glendale. Phone 93W or call 323 E. Third St. 86tf

FOR RENT—Rooms with board and rooms for light housekeeping; reasonable rates. 209 E. First St. Sunset 972. 8510\*

FOR RENT—Rooms, furnished or unfurnished. 146 Orange St. 80tf

**WANTED**

WANTED—Woman for good plain cook and general housework; customary wages; call mornings at 823 N. Brand Blvd., near Dryden. Home phone 2021. 89tf

WANTED—Girl to board and room or will rent one room with housekeeping privileges to young lady employed or high school girl. Telephone 986M. 8913

WANTED—Girl to do housework for a couple of weeks. Apply at 429 Kenwood. 902\*

WANTED—Work, gardening by a German who understands the work and willing to do anything around the house; wages no object. 730 Glendale Ave., Glendale, Home phone 261. 8913

WANTED—To rent to some one furnished rooms with board. 118 E. Tenth St., Glendale. Phone 327W. 886

WANTED—Day's work by young colored laundress, with references. Bdwy. 7228. 1617 E. 9th St., L. A. 8616\*

WANTED—To rent a small Studebaker car for two weeks or more; immediately. Phone Sunset 114M. 86tf

**MISCELLANEOUS**

LOST—Between Casa Verdugo and Maple Ave., Sunday afternoon, possibly on street car, black leather hand bag. Finder please leave at News office and receive reward. 911

TO LOAN—\$400 on improved real estate, 8%. G. H. Jordan, 1439 W. 6th St. 9013\*

Xmas portables and reading lamps at the Glendale Electric Co., 314 Brand Blvd., at \$1.50 up. 912

MONEY TO LOAN on first-class security in Glendale; reasonable rate. H. A. Wilson, 912 West Broadway. Phone 242W. 130tf

A good book is the transmission of the rich blood of a great soul through the printed page into the souls of all who read understandingly and sympathetically. The best that is in the author appeals to the best that is in the reader.

**PROFESSIONAL CARDS**

Telephones: Residence Sunset 1004W Home 1523  
 Office Sunset 982J  
 Office Hours—10 to 12 a. m., 2 to 5 p. m.  
 Others by Appointment.

**Dr. E. F. Archer**  
 OSTEOPATH  
 California Apts., 4151-2 S. Brand Blvd. Glendale, California

**Dr. T. C. Young**  
 Osteopath, Physician and Surgeon  
 Office, Filger Bldg., 570 W. Broadway  
 Calls answered promptly night or day  
 Office Hours—8 to 10 a. m., 1 to 5 p. m.  
 Office Phone—Sunset 348. Residence  
 Phones—Sunset 348, Home 511

Residence 467 W. Fifth St., Glendale Home Glendale 1132, Sunset 1019

**H. C. Smith, M. D.**  
 PHYSICIAN & SURGEON  
 Office 594 West Broadway, Glendale. Phone Sunset Glendale 1019. Hours 2 to 5 p. m.

Phones: Office, Sunset 1091; Residence, Sunset 618W. Hours: 10 to 12 a. m. and 2 to 4 p. m. Sundays and evenings by appointment.

**A. W. Teel, M. D.**  
 Physician and Surgeon  
 Special Attention to Eye, Ear, Nose and Throat. Office, Suite 2, Rudy Bldg., 343 Cor. Brand and Broadway. Residence: 308 North Maryland Ave

Glendale office at residence, 218 S. Jackson St. Hours 9 to 11 a. m. Evenings by appointment.

**C. A. BURROWS, M. D.**  
 Eye, Ear, Nose and Throat.  
 Los Angeles office, 206 Consolidated Realty Bldg., Cor. 6th and Hill Streets  
 Phones: Broadway 1111; A1111

**Dr. Frank N. Arnold**  
 DENTIST  
 Bank of Glendale Building  
 Corner Broadway and Glendale Avenue  
 Hours—9 to 12; 1:30-5.  
 PHONE 458J

Phone Sunset 523W

**DR. C. R. LUSBY**  
 Dentist  
 Hours—9 to 12, 1 to 5. Evening Apointments if Desired  
 1110 1/2 W. Bdwy., T. A. Wright Bldg.

**TROPICO NURSERY**  
 Y. GOTO, Proprietor  
 Japanese, European and Home Plants  
 214 Park Avenue Tropic, Cal.  
 Sunset Phone 353W

**SECOND SEASON IN GLENDALE**

**Cannaday's School for Dancing**  
 Masonic Temple Hall  
 Every Saturday Afternoon and Evening  
 Private Lessons by Appointment 73-25

**RUTH MARSHALL WIDENHAM**  
 Teacher of Voice and Piano  
 Special Classes in Keyboard Harmony for Children. Studio, Tuesday Afternoons, Butler Hall. Residence 2636 Hoover St., Los Angeles. Phone 22036.

**MISS MARION HELM**  
 Teacher of Expression and Physical Culture  
 Special Classes Arranged for Children. Studio, Tuesday Afternoons, Butler Hall. Residence 1507 N. Lake Avenue, Pasadena. Phone Colorado 5454.

**O. H. JONES**  
 Notary Public and Lawyer  
 Member of Los Angeles County Bar.  
 General Practice  
 331 Glendale Ave. Sunset 637W  
 Glendale, Cal.

**NOTARY PUBLIC**

**CLARENCE E. KIMLIN,**  
 of Kimlin & Royce  
 Real Estate.  
 612 W. Broadway Tel. 20J

**FURNITURE**

If you want a Library Table, Dresser, Iron Beds, Springs, Mattresses, see

**GLENDALE FURNITURE CO.**  
 Phone 455J 548 W. Broadway

The United States is not preying upon the necessities of Europe in a ghoulish, dollar-grabbing spirit. Nor should any such spirit actuate us, as a people, in meeting the pressing, legitimate demands of foreign commerce.

**THE PLAYHOUSE 319**  
**NEW PLAYHOUSE Brand Blvd.**  
**TONIGHT ONLY**  
**MARY PICKFORD**  
 in "Tess of the Storm Country"  
**Coming Wednesday and Thursday, Dec. 2 & 3**  
**JACK LONDON'S**  
**"VALLEY OF THE MOON"**  
 With MYRTLE STEADMAN and JACK CONWAY  
 2—SHOWS—2 —PRICES— SATURDAY MAT.  
 NIGHTLY NIGHT —2:30 p. m.—  
 6:45 and 8:30 10c—15c—20c ALL SEATS 10c

**? HAVE YOU SUBMITTED A NAME FOR THIS BEAUTIFUL NEW THEATRE ?**

**Get Your Full Measure of Light**



If you wouldn't take 4 eggs for a dozen, why take only 4 candlepower from a carbon lamp, when you can have 12 candlepower from a National Sunbeam Mazda Lamp? Get them at

**SUPERIOR ELECTRIC CO.**  
 Sunset 240J. 541 W. Broadway Home 3003

**SCOVERN, LETTON, FREY CO.**  
**Funeral Directors and Morticians**  
 TEMPORARY PARLORS Tropic  
 120 W. Cypress  
 AUTO AMBULANCE FOR EMERGENCY CALLS Home 962  
 Phone Sunset 386R, 365W

**Xmas Lamps and Portables**  
 A Large Variety to Choose from. All Prices. Electrical Perculators, \$5.00; Toasters, \$3.50; Stoves, \$3.50; Radiators, \$3.00, 5 or 6 lb. Irons, \$3.50.  
**GLENDALE ELECTRIC CO.**  
 Phones 423J, 2532 Successor to Cherry Elec. Co. 314 S. Brand

**HAVE YOUR PICTURES FRAMED**  
 AT THE  
**GLENDALE PAINT & PAPER CO.**  
 419 BRAND BLVD. WE CALL AND DELIVER. SUNSET 855

# RAIN GOODS

We carry the largest line of waterproof garments in Glendale.

Rubber Coats, Rubber Hats, Rubber Boots, Rubber Pants, Rubbers and Rubbers  
Umbrellas from 75c to \$2.00  
Leggins 50c to 75c

Buy now while we have the big stock. We give S. & H. Green Stamps.

## CARNEY'S SHOE STORE

536 Bdwy Glendale  
THE RED FRONT

# 25% Off

ON JEWELRY FOR CHRISTMAS Buy Your Gifts Before Dec. 15 and Save One-fourth. Make Your Selections Now While the Stocks are Complete.

### Walker Jewelry Co.

Optical Dept. and Repairing  
1112 W. BDWY. GLENDALE

### A NECESSITY A Fountain Pen

We are agents for both the Waterman and Parker Fountain Pen companies and can give you anything you want.

### Glendale Book Store

576 West Broadway

### NOTHING TOO GOOD FOR YOU TO EAT

SAY

### Johnson & Lyons

QUALITY GROCERIES  
Opp. City Hall—Glendale

BOTH PHONES HOME 1441 SUNSET 1441

### Drug Wants

Phone Your Order to the  
Glendale Pharmacy  
Opp. City Hall—Broadway  
WE DELIVER ALL ORDERS PROMPTLY  
Phone Glendale 146  
We Give S. & H. Green Trading Stamps  
Glendale's Oldest Drug Store

### VIRGINIA'S SWEET SHOP

612 West Broadway  
Sunset 20-J  
CHRISTOPHER'S ICE CREAM  
Brick or Bulk  
Try Our 4-Flavor Brick  
Quarts, 50c Pints, 25c  
Phone Your Order Prompt Deliveries

### QUICK AUTO TRUCK SERVICE

We handle transfer work quickly and in an efficient manner. Speciality of Passenger Truck Service for Special Occasions.  
Home 1184—Sunset 647

### HARTFIELD HARDWARE CO.

916 W. Broadway

## PERSONALS

Mrs. and Miss Gibbons of the Egan school spent Thanksgiving with Mrs. E. C. Frank of Eagle Rock road.

Mr. and Mrs. R. W. Meeker and Miss Hardy called on Mrs. E. C. Frank of Eagle Rock road on Sunday.

Mr. T. W. Preston, 725 Adams street, reports that the rainfall for this storm up till 11 o'clock today was 1.02 inches.

Miss Olive Hudson of Milford street is entertaining some of her little friends this afternoon with a party, today being her birthday.

Mrs. J. F. Hearnshaw of 1458 Lomita avenue will entertain the sewing club of which she is a member on Wednesday at luncheon.

Miss Elizabeth Patterson of Berkeley is spending the winter with her sister, Mrs. Charles G. Hezmalhalch of 317 Belmont street.

Mr. and Mrs. Chas. L. Evans, 808 West Fifth street, took Sunday dinner with Mr. and Mrs. H. W. Grosse of West Twenty-third street, Los Angeles.

Mr. J. M. Osborn of Spokane, Wash., who is spending the winter in Los Angeles, was a guest at the William Hyatt home, 1634 West Broadway, on Sunday.

Mr. and Mrs. B. W. Richardson and children, Everett and Bertie, will leave about the fifteenth for Little Rock, Ark., to spend Christmas with Mrs. Richardson's people.

Nat E. Luce, editor of the "Poultrycraft," with offices in Los Angeles, is confined to his home, 326 North Maryland avenue, with typhoid fever. Dr. A. W. Teel is in attendance.

Miss Ellen Webber of the Hawthorne apartments and Miss Dorothy Hunt of 121 West Fifth street will be guests at a luncheon tomorrow at the home of Miss Edith Ewins of Los Angeles.

Word has been received in Glendale that Mrs. A. Fancher, formerly Miss Ruth Mitchell of North Glendale, has a little daughter. Mr. and Mrs. Fancher expect to spend Christmas with Mrs. George Mitchell.

Dr. D. W. Hunt and Mrs. Jack of this city will attend the funeral of Mr. A. C. Burt in Pasadena tomorrow morning. Mrs. Jack is a niece of Mrs. Burt and Dr. Hunt is an old friend, having known Mr. Burt for many years.

Mr. and Mrs. James A. Farrell, Mrs. A. L. Burson and Mrs. Fred Church went to Los Angeles Sunday afternoon, where they attended the lecture at the Shrine auditorium given by Mr. Bicknell Young, C. S. B. After the lecture the party enjoyed a long automobile ride.

Last Friday a party of high school girls, with their Latin teacher, Miss Darsie, went to Los Angeles, where they attended the play "Julius Caesar." Those in the party were Miss Darsie, Esther Schremp, Mary Wilkin, Juanita Emery, Dorothy Hunt and Evangeline Hunchberger.

Mr. and Mrs. C. W. McFadden, Mr. and Mrs. Alfonso Tower, Mr. and Mrs. Elmer Evans and Mr. and Mrs. John Hunchberger, formed a party that motored to Corona and Riverside on Thanksgiving day, leaving Glendale at 8:30 in the morning and returning about 9:00 the same evening.

Monday evening Mr. and Mrs. Warren Roberts, Mr. and Mrs. A. W. Tower, Mr. and Mrs. W. E. Evans and Mr. and Mrs. John G. Hunchberger made a party which attended the opening of the new theater, and afterwards went to the home of Mr. and Mrs. Hunchberger, where Five Hundred was played and supper was served.

### MUNICIPAL PUBLICITY

The following paragraphs are from a talk by Mr. F. L. Blanchard before the Hoboken board of trade:

"Dallas, Tex., advertised in four or five magazines for nine months, and as a result received 22,000 inquiries. The correspondence and personal interviews that followed brought to the city twenty-five new industries. A number of northern business concerns established branch offices in Dallas and over 2,000,000 acres of land in the vicinity were sold.

"Oakland, Cal., wanted to do something special to attract eastern settlers and capital to her doors and let some of the rest of the world know of the opportunities she had to offer. The Chamber of Commerce appropriated \$2400—not a very large sum you will admit—for an advertising campaign that resulted very satisfactorily.

"A profitable advertising campaign was conducted recently by Pensacola, Fla. Property owners raised \$100,000 to be expended in three years. Fifteen thousand dollars was spent the first three months, with the result that the price of city property advanced \$5 a foot, and nearby farms \$15 an acre.

"With an expenditure of \$20,000, Omaha secured sixty factories, with 2000 operatives employed; and Des Moines, \$14,000, twenty factories, with 600 workmen, and 1400 new buildings were erected.

"Kansas City expended \$16,000, got eighty factories with 3600 men. Cincinnati spent \$22,000 and obtained thirty factories and 900 men.

Memphis, during the first three months, expended \$2000 and got six factories.

"San Antonio expended \$17,000 and obtained eighteen factories and 1800 men. In two months Buffalo expended \$3000, and as a result obtained twelve factories and 750 men. Lynchburg in one month spent \$600, two factories and 400 men were the result."

### AVERSE TO V-SHAPED SIGNS

The members of the board of trustees of the city of Glendale spent twenty minutes at Monday evening's meeting discussing the ill appearance that the V-shaped signs give the sidewalks. These signs have a place at the curb in front of many of the business houses of this city, and it is the intention of the members of the board to discourage the placing of signs by merchants so far out on the walk.

There seems to be a feeling on the part of the merchants that business is not so brisk but what they are in need of every means of legitimate advertising, and while it may not really make much difference if these signs are removed, it will not be so considered by the merchant who uses these boards as his only means of advertising.

### ST. CLAIR ANDREWS BUYS E. B. GORRELL'S INTEREST IN GLENDALE PAINT & PAPER CO.

The painters and the painting public of this city and vicinity will be interested to learn that Mr. E. B. Gorrell, the senior partner of the Glendale Paint and Paper company, at 419 South Brand boulevard, will retire from the firm today, he having sold his half interest in the business to his nephew, Mr. St. Clair Andrews.

Mr. Andrews has heretofore been employed by the firm as its clerk, and by his geniality to all and his prompt adaptability to the intricacies of trade, has made many friends who will welcome him into the business world and will wish him well. His father, Dr. S. C. Andrews, was one of the best business men of Southern Illinois.

Mr. Andrews is also a brother-in-law of Mr. J. F. Kuntzner, the firm's enterprising and intelligent manager, who now becomes the senior partner and will remain the manager, thus insuring the firm's continued phenomenal and deserved success.

The Glendale Paint and Paper company store has within the past year grown to one of the city's leading and substantial mercantile houses and The News hastens to congratulate the new partners and to predict

## ROBINSON'S WEDNESDAY SPECIALS in Meats and Groceries

Sunset 778 Home 962

Pot Roasts, beef  
No. 1 steer beef . . . 15c

Lamb Stew  
from Milk Lamb . . . 10c

Pickled Pigs Feet, very, very  
choice, at  
per pound . . . . . 10c

Just opened a new barrel of  
Heinz Sauer Kraut,  
2 pounds for . . . . . 15c

The original Heinz Dill  
Pickles, large and extra appetizing. A new barrel this week for you to try.

10 lbs. Best Cane Sugar, with  
grocery order amounting to \$1 or more  
(bacon excepted) for . . . . . 60c

Twelve 5c Boxes of  
Matches for . . . . . 39c

25c bottle Libby's pure  
Tomato Catsup for . . . . . 21c

25c bottle La Estrella  
Olive Oil for . . . . . 22c

3 lbs. any 10c Cookies,  
will mix them, 3 lbs. . . . . 10c

Extra fancy Grape Fruit, try  
these and see how much better  
you will like them than the ordinary kind, at  
four for . . . . . 25c

Union Oil Gas Filling Station in  
front of this store. 12 1-2c  
Gas per gallon . . . . .

## ROBINSON BROS. Grocery & Market

"Better Meats and Groceries for Less Money"  
Cor. Park and Brand—Tropico  
Sunset 778 PHONE Home 962  
Auto Delivery Anywhere  
South of the Wash

# Park

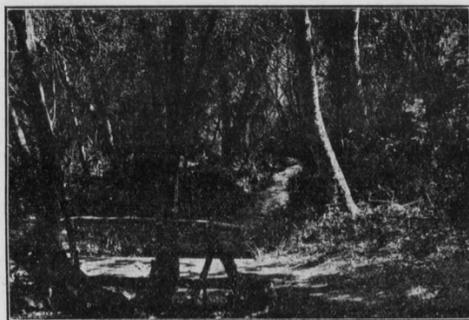
## Mass Meeting

### High School Auditorium

# TONIGHT

## 8 o'clock

### ASSESSMENT or BOND ISSUE WHICH? or Neither



If you favor a park come and vote for it---

If you oppose it come and vote against it.

## PUT YOURSELF ON RECORD!

for them a bright commercial future. Mr. Gorrell, the retiring member, has no present plans.

### PROMOTERS WHO NEED INVESTIGATING

Every shrewd observer knows that as soon as an object of wide popular interest appears, it attracts a motley assortment of exploiters and imitators, just as a moving army attracts a crew of camp followers. The moment the public attention becomes fixed on the high cost of living, or business efficiency, or social hygiene, or what not, we have a large crop of volunteers who are perfectly willing to form associations for the promotion of the desired object at so much per. Some of them are really inspired with a desire to promote a worthy object, and when their zeal is supported by sound reasoning, attain a considerable measure of success. Others—and these are unfortunately in the majority—are inspired with a passion for the main chance, and their success is measured by the total amount of annual dues they are able to collect. It is always necessary to distinguish the genuine from the counterfeit.

Just now the object of popular interest seems to be the "Made in U. S. A." movement. Harry Tipper, the president of the Association of National Advertisers, and a member of the executive committee of the "Made in U. S. A." Products association, says that he is being deluged with half-baked propositions to promote the movement. "I have on my desk

this morning," he writes, "no less than four requests to see me in regard to specially promoted ideas. It seems to me as though every man in the country who has been promoting in some line is trying to make a little money out of the temporary enthusiasm which has already been created." Of course the main feature in most of these schemes he refers to is the collection of fees from manufacturers, and whether the latter receives any return for his money or not, the promoter has for the time being created a job for himself.

We do not suppose there is a business man in the country who has not been repeatedly urged to join associations for the attainment of almost anything from a lower rate of postage to a higher tariff. Some are good, some are doubtful and many worthless; but most of them present the most beautiful credentials, and appear to have the confidence if not the actual backing of some very responsible business men. The latter are usually represented as an "advisory board," though sometimes their names may actually appear as officers or directors.

The first thing to be done is to find out what real connection those men have with the enterprise, and how far they are responsible for the acts of the promoters. It is unfortunate, but true, that American business men are too prone to lend the use of their names to enterprises whose only recommendation is that they contemplate a "worthy object." We know of one such enterprise whose letterhead is adorned with the names of

many business men of the most irreproachable integrity. Yet the secretary-manager of the association gave wide circulation to a piece of most abominable misrepresentation which was corrected only after repeated protests. The business men who allowed the use of their names would never have countenanced such a thing for a moment, if they had known it. But they knew nothing about it until the harm had been done.

The manufacturer who is asked to contribute, or to lend his name, or extend credit, to any association, no matter how worthy its avowed object, should examine it as he would examine any other business proposition. The sound proposition will stand the acid test, while the fake promoter will immediately find excuses for dodging the test altogether. —Printer's Ink.

### SHERMAN MENTIONED FOR PRESIDENT

Lawrence Y. Sherman, recently re-elected United States senator from Illinois, is mentioned as being a possible Republican candidate for the presidency in 1916.

This presidential timber talk was indulged in at the annual luncheon of the Hamilton club in Chicago. Senator Sherman is an enthusiastic advocate of a stronger army and navy.

A Massachusetts girl cut off her hair in her sleep. Most girls yank it off before they go to sleep.

**ORDINANCE NO. 253**

**AN ORDINANCE OF THE BOARD OF TRUSTEES OF THE CITY OF GLENDALE CHANGING AND ESTABLISHING THE GRADE ON A PORTION OF BRAND BOULEVARD IN SAID CITY.**

The Board of Trustees of the City of Glendale do ordain as follows: SECTION 1. That the grade on each of the roadways of Brand Boulevard from the South line of Colorado Street to the Southern boundary line of the City of Glendale be and the same are hereby changed and established in accordance with the following elevations, to-wit:

At the intersection with the South line of Colorado Street the grade shall be  
516.40 on the West line,  
517.07 on the West right-of-way line,  
517.37 on the East right-of-way line, and  
517.40 on the East line.

At the intersection with the North line of Seventh Street the grade shall be  
512.55 on the West line,  
513.22 on the West right-of-way line,

513.52 on the East right-of-way line, and  
513.55 on the East line.

At the intersection with the South line of Seventh Street the grade shall be  
511.75 on the West line,  
512.42 on the West right-of-way line,

512.72 on the East right-of-way line, and  
512.75 on the East line.

At the intersection with the North line of Lomita Avenue the grade shall be  
507.94 on the West line,  
508.63 on the West right-of-way line,

509.02 on the East right-of-way line, and  
509.16 on the East line.

At the intersection with the South line of Lomita Avenue the grade shall be  
507.15 on the West line,  
507.85 on the West right-of-way line,

508.24 on the East right-of-way line, and  
508.40 on the East line.

At the intersection with the North line of Chestnut Street the grade shall be  
502.62 on the West line,  
503.34 on the West right-of-way line,

503.74 on the East right-of-way line, and  
503.98 on the East line.

At the intersection with the South line of Chestnut Street the grade shall be  
501.81 on the West line,  
502.55 on the West right-of-way line,

502.94 on the East right-of-way line, and  
503.19 on the East line.

At the intersection with the North line of Maple Street the grade shall be  
498.07 on the West line,  
498.79 on the West right-of-way line,

499.15 on the East right-of-way line, and  
499.35 on the East line.

At the intersection with the South line of Maple Street the grade shall be  
497.43 on the West line,  
498.14 on the West right-of-way line,

498.49 on the East right-of-way line, and  
498.69 on the East line.

At the intersection of the East line with the North and South lines of Ninth Street the grade shall be respectively 494.38 and 493.80.

At the intersection of the West line with the North and South lines of Ninth Street the grade shall be respectively 491.61 and 491.07.

At the intersection with the Southern boundary line of the City of Glendale the grade shall be  
489.60 on the West line,  
490.22 on the West right-of-way line,

490.47 on the East right-of-way line, and  
490.50 on the East line.

That between these points the grade shall conform to straight lines joining those points on the same lines.

The grades given are in feet above the City Datum Plane and refer to the top of the curb.

The "West line" and the "East line" above referred to are lines drawn respectively 11 feet East from and parallel with the West property line of the West portion of Brand Boulevard, and 11 feet West from and parallel with the East property line of the East portion of Brand Boulevard.

The "West right-of-way line" and the "East right-of-way line" above referred to are respectively the most Westerly and most Easterly lines of the right-of-way of the Pacific Electric Railway Company, 40 feet in width, and lying in the center of Brand Boulevard.

The Profile of Brand Boulevard, designated and marked "Profile No. 380," on file in the office of the City Engineer of the City of Glendale, which more particularly exhibits the grade herein described, is hereby declared to be the official profile and to exhibit the established grade on said portion of Brand Boulevard.

SECTION 2. The City Clerk of the City of Glendale is hereby directed to publish this Ordinance by two insertions in the manner required by law in the Glendale Evening News, a daily newspaper of general circulation, published and circu-

lated in said City of Glendale. Adopted and approved this 30th day of November, 1914.

(Seal) O. A. LANE,  
President of the Board of Trustees of the City of Glendale.  
Attest: J. C. SHERER,  
City Clerk of the City of Glendale, STATE OF CALIFORNIA ) ss.

CITY OF GLENDALE )  
I, J. C. SHERER, City Clerk of the City of Glendale, do hereby certify that the foregoing Ordinance was duly adopted by the Board of Trustees of the City of Glendale, State of California, and signed by the President of said Board at a regular meeting thereof held on the 30th day of November, 1914, and that the same was passed by the following vote:

AYES—Grist, Lane, Thompson, Tower, Williams.  
NOES—None.  
ABSENT—None.  
J. C. SHERER,  
City Clerk of the City of Glendale. 9112

**ORDINANCE NO. 254**

**AN ORDINANCE DECLARING THE INTENTION OF THE BOARD OF TRUSTEES OF THE CITY OF GLENDALE TO ORDER THE LAYING OUT AND OPENING OF ORANGE STREET FROM THE NORTH LINE OF FIRST STREET TO THE SOUTH LINE OF MILFORD STREET IN SAID CITY.**

The Board of Trustees of the City of Glendale do ordain as follows:

SECTION 1. That the public interest and convenience require and it is the intention of the Board of Trustees of the City of Glendale to order the following improvement to be made, to-wit:

That Orange Street be laid out and opened from the North line of First Street to the South line of Milford Street.

SECTION 2. That the land necessary and convenient to be taken for the improvement described in Section 1 hereof is situated in the City of Glendale, County of Los Angeles, State of California, and is more particularly described as follows, to-wit:

A strip of land of a uniform width of sixty (60) feet, lying thirty (30) feet either side of, parallel and contiguous to the following described center line:

Beginning at a point on the North line of First Street and on the South line of Lot 5, block 11, of the Glendale Boulevard Tract, as per map recorded in book 5, page 167 of maps, records of Los Angeles County, California, distant N. 89 degrees 26 minutes E. 30 feet from the Southwest corner of said lot 5, said point being the point of beginning of a curve concave Westerly and having a radius of 1299.43 feet, a radial line to said point of beginning bearing N. 89 degrees 26 minutes E.; thence Northerly along said curve 185.72 feet to the point of beginning of a curve concave Easterly and having a radius of 1299.43 feet, a radial line to said point of beginning bearing S. 81 degrees 14 minutes 40 seconds W.; thence Northerly along said curve 185.72 feet to the South line of Milford Street.

SECTION 3. That the boundaries of the district in the City of Glendale to be benefited by said improvement and to be assessed to pay the expenses thereof and to be known as the assessment district, are hereby fixed as follows:

All that portion of the City of Glendale included within the following described exterior boundary line, to-wit:

Beginning at a point on the North line of Colorado Street 210 feet East from the East line of Central Avenue; thence North parallel with said East line of Central Avenue to the South line of Broadway; thence Northerly to a point on the North line of Broadway 200 feet East from the East line of Central Avenue; thence North parallel with said East line of Central Avenue to the South line of Burchett Street; thence East along said South line of Burchett Street to a point situated 164 feet West from the West line of Brand Boulevard; thence South parallel with said West line of Brand Boulevard to the North line of Colorado Street; thence West along said North line of Colorado Street to the point of beginning, excepting therefrom any portion of any public street or alley which may be included within the above described Assessment District.

SECTION 4. The proceedings for the aforesaid improvement shall be taken under the "Street Opening Act of 1903" and the Street Superintendent of the City of Glendale shall post and publish notices of said improvement in the manner and for the time required by said Act; and the Glendale Evening News, a daily newspaper of general circulation, published and circulated in said City of Glendale, is hereby designated as the newspaper in which said notice shall be published.

SECTION 5. The City Clerk shall certify to the passage of this Ordinance and shall cause the same to be published once in the Glendale Evening News, and thereupon and thereafter it shall take effect and be in full force.

Adopted and approved this 30th day of November, 1914.

(Seal) O. A. LANE,  
President of the Board of Trustees of the City of Glendale.  
Attest: J. C. SHERER,  
City Clerk of the City of Glendale, STATE OF CALIFORNIA ) ss.

CITY OF GLENDALE )

I, J. C. Sherer, City Clerk of the city of Glendale do hereby certify that the foregoing Ordinance was duly adopted by the Board of Trustees of the City of Glendale, State of California, and signed by the President of said Board at a regular meeting thereof held Nov. 30, 1914, by the following vote:  
AYES—Grist, Lane, Tower, Thompson, Williams.  
NOES—None.  
ABSENT—None.  
J. C. SHERER,  
City Clerk of the City of Glendale. 9111

**RESOLUTION OF INTENTION NO. 764**

**A RESOLUTION OF THE BOARD OF TRUSTEES OF THE CITY OF GLENDALE DECLARING ITS INTENTION TO IMPROVE A PORTION OF BURCHETT STREET IN SAID CITY.**

The Board of Trustees of the City of Glendale do resolve as follows:

SECTION 1. That the public interest and convenience require and it is the intention of the Board of Trustees of the City of Glendale, State of California, to order the following improvement to be made in said City, to-wit:

First: That Burchett Street from the Westerly line of Central Avenue to the Westerly line of Columbus Avenue, including all intersections of streets and alleys, be graded, oiled and macadamized in accordance with Map Number 183, Profile Number 67, and in further accordance with Specifications Number 21 for the paving with crushed rock, screenings and asphaltic oil of streets and avenues in the City of Glendale.

Second: That a cement curb be constructed along both lines of the roadway of Burchett Street from the Westerly line of Central Avenue to the Westerly line of Columbus Avenue, including returns at all street and alley intersections (excepting therefrom such portions of Burchett Street upon which a cement curb has already been constructed and now exists to the official line and grade), in accordance with Map Number 183, Profile Number 67, and in further accordance with Specifications Number 12 for the construction of cement curbs in the City of Glendale, said curb to be of the class designated as Class "B" curb in said specifications.

Third: That a cement sidewalk four (4) feet in width be constructed along both sides of Burchett Street from the Westerly line of Central Avenue to the Westerly line of Columbus Avenue (excepting along such portions of Burchett Street upon which a cement sidewalk four (4) feet or more in width has already been constructed and now exists to the official line and grade), in accordance with Map Number 183, Profile Number 67, and in further accordance with Specifications Number 11 for the construction of cement sidewalks in the City of Glendale.

SECTION 2. All plans and profiles referred to in this Resolution are on file in the office of the City Engineer of said City. All Specifications referred to in this Resolution are on file in the office of the City Clerk of said City. Said plans, profiles and specifications are hereby referred to for a more particular description of said work and made a part hereof.

SECTION 3. The Board of Trustees of the City of Glendale determines that serial bonds shall be issued to represent assessments of twenty-five dollars (\$25.00) or over for the cost of said work or improvement; said serial bonds shall extend over a period ending nine (9) years from and after the second day of January next succeeding the date of said bonds, and an even annual proportion of the principal sum thereof shall be payable by coupon on the second day of January every year after their date until the whole is paid; and the interest shall be payable semi-annually, by coupon, on the second day of January and July, respectively, of each year, at the rate of seven (7) per cent per annum on all sums unpaid, until the whole of said principal and interest are paid. Said bonds shall be issued in accordance with the provisions of an Act of the Legislature of the State of California entitled "An Act to provide a system of street improvement bonds to represent certain assessments for the cost of street work and improvements within municipalities, and also for the payment of such bonds," approved February 27, 1893, and of all acts supplementary thereto and amendatory thereof.

SECTION 4. The Glendale Evening News, a daily newspaper of general circulation, published and circulated in said City of Glendale, is hereby designated as the newspaper in which this Resolution of Intention and notice of the passage thereof shall be published in the manner and by the persons required by law.

SECTION 5. The Superintendent of Streets of said City of Glendale is hereby directed to post notices of the passage of this Resolution in the manner and in the form required by law, and to cause a similar notice to be published by two insertions in said newspaper in the manner required by law.

SECTION 6. The City Clerk of the City of Glendale is hereby directed to post this Resolution of Intention conspicuously for two days on or near the Chamber Door of the Board of Trustees, and to cause the same to be published by two insertions in the manner required by law in said newspaper, and also to mail to each property owner whose property is to be assessed to pay the costs and expenses of said improvement, a postal card containing notice of the passage of this Resolution, and calling atten-

tion to the fact that said property is to be assessed for said improvement.

Adopted and approved this 30th day of November, 1914.

(Seal) O. A. LANE,  
President of the Board of Trustees of the City of Glendale.  
Attest: J. C. SHERER,  
City Clerk of the City of Glendale, STATE OF CALIFORNIA ) ss.  
County of Los Angeles )  
CITY OF GLENDALE )

I, J. C. SHERER, City Clerk of the City of Glendale, do hereby certify that the foregoing Resolution was duly adopted by the Board of Trustees of the said City of Glendale, State of California, and signed by the President of said Board at a regular meeting thereof held on the 30th day of November, 1914, and that the same was passed by the following vote, to-wit:

AYES—Grist, Lane, Tower, Thompson, Williams.  
NOES—None.  
ABSENT—None.  
J. C. SHERER,  
City Clerk of the City of Glendale. 9112

**NOTICE OF AWARD OF CONTRACT**

Pursuant to Statute and to Resolution of Award of the Board of Trustees of the City of Glendale, California, adopted the 30th day of November, 1914, directing this notice, notice is hereby given that the said Board of Trustees, in open session, on the 23rd day of November, 1914, opened, examined and publicly declared all sealed proposals offered for the following improvement, to-wit:

The improvement of a portion of Canada Boulevard described in Resolution of Intention Number 746, to which said Resolution reference is hereby made for a description of said work.

The district to be assessed for the expenses of said work is described in Resolution of Intention Number 746, reference to which is hereby made.

The Board of Trustees of the City of Glendale determines that serial bonds shall be issued to represent assessments of twenty-five dollars (\$25.00) or over for the cost of said work or improvement; said serial bonds shall extend over a period ending nine (9) years from and after the second day of January next succeeding the date of said bonds, and an even annual proportion of the principal sum thereof shall be payable by coupon on the second day of January every year after their date until the whole is paid; and the interest shall be payable semi-annually by coupon on the second day of January and July, respectively, of each year, at the rate of seven (7) per cent per annum on all sums unpaid, until the whole of said principal and interest are paid. Said bonds shall be issued in accordance with the provisions of an Act of the Legislature of the State of California entitled "An Act to provide a system of street improvement bonds to represent certain assessments for the cost of street work and improvements within municipalities, and also for the payment of such bonds," approved February 27, 1893, and of all acts supplementary thereto and amendatory thereof.

And thereafter, to-wit: On the 30th day of November, 1914, awarded the contract for said work to the lowest regular responsible bidder, to-wit: To Peter L. Ferry, at the prices named for said improvement in his proposal on file for said improvement, to-wit:

Grading, per linear foot..... \$2.00  
Gutter, per square foot..... .16  
Paving, per square foot..... .10  
Curb, "Class B," per linear foot..... .25  
Sidewalk, per square foot..... .10  
Tile drain, complete, per linear foot, 6 in. and 8 in..... .40  
Lighting System, complete.....1100.00

And that said award has been approved by the President of the Board of Trustees of said City of Glendale, Clerk's Office, City of Glendale, California, 1st December, 1914.

J. C. SHERER,  
City Clerk and Ex-Officio Clerk of the Board of Trustees of the City of Glendale, California. 9112

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