

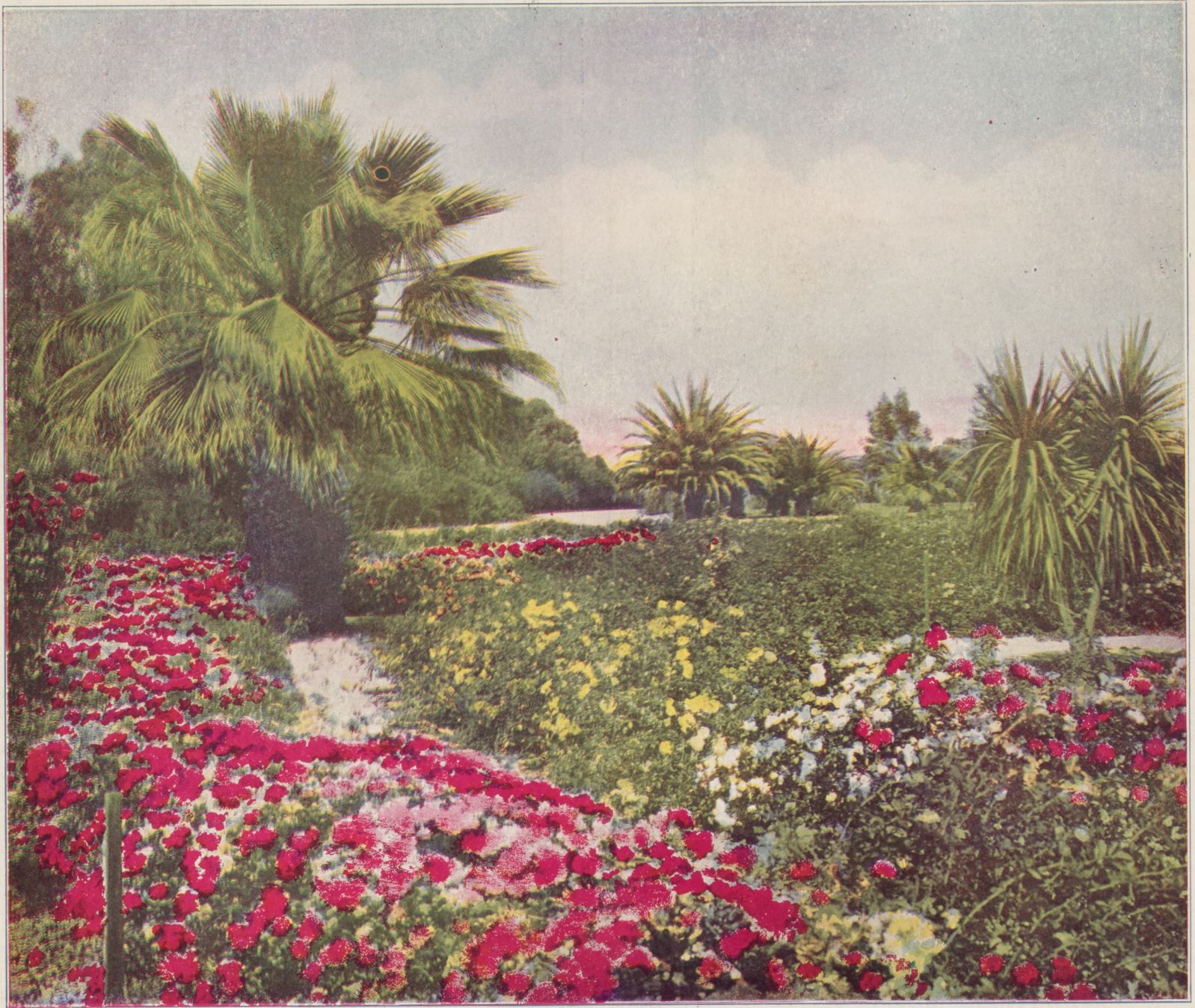
NOVEMBER, 1919

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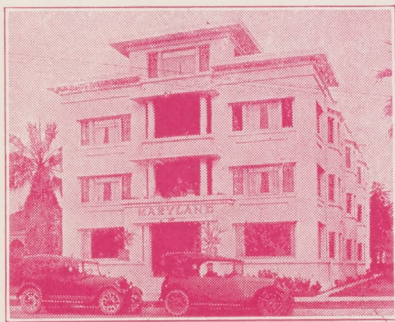
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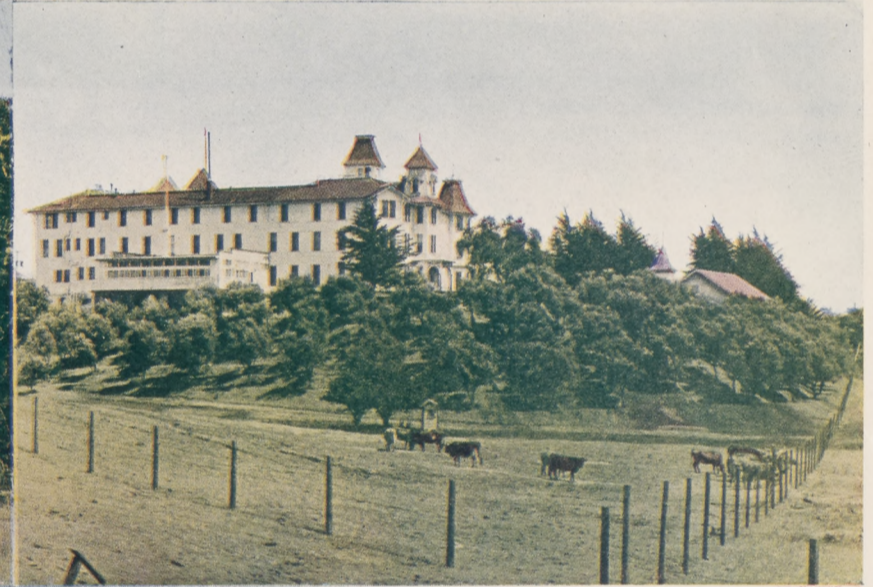
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contains sixty cozy, comfortable sunny, outside rooms with restful, homelike Christian atmosphere.

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HOW TO REACH THE SANITARIUM

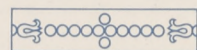
The Paradise Valley Sanitarium is situated about six miles from San Diego and one and one-half miles from the business center of National City.



Approach to Paradise Valley Sanitarium



LEMON GROVE



Located eight miles east of San Diego on the Imperial Valley Boulevard. This section presents to those seeking a delightful climate an ideal place for a home, surrounded as it is by low-lying hills on three sides and with the air tempered by the sea breezes from the west, the fear of frosts or hot winds are not known. Here the lemon or orange grove has no fear of "Jack Frost" and smudge pots in the groves are not needed here. Many acres of productive fruit trees will be found in this section. A large up-to-date packing house with all the latest equipment for the handling of citrus fruits is located here and many carloads of fruit are prepared for eastern markets and the careful packing and shipping of this fruit provides employment for many workers of both sexes. Here are also found many large and profitable chicken ranches. The water here is brought from the Cuyamaca Mountains and is clear, sparkling and cool. Within a few minutes' drive are many locations for beautiful homes that command a grand view of mountains, valleys and ocean. A number of beautiful homes are built in this beautiful spot—some of which are shown on this page. Lemon Grove has good churches, school, public library and social clubs, frequent and rapid train service. Home seekers seeking locations will receive all information desired by addressing the Lemon Grove Chamber of Commerce, Lemon Grove, Cal.



Residence of Arthur Hay



(1) Residence of H. S. McLean. (2 and 3) Residence of Mrs. H. S. Miles. (4) Residence of Col. T. J. Bryan.

**STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC.,
REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912**

Of Semi-Tropic California published monthly at Los Angeles, Cal., for April, 1919.

STATE OF CALIFORNIA,
COUNTY OF LOS ANGELES—ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared F. Weber Benton, who, having been duly sworn according to law, deposes and says that he is the Editor of the Semi-Tropic California, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publishers, F. Weber Benton and J. P. Leonard, Los Angeles, Cal.

Editor, F. Weber Benton, Los Angeles, Cal.

Managing Editor, F. Weber Benton, Los Angeles, Cal.

Business Managers, J. P. Leonard, Los Angeles, Cal.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.)

F. Weber Benton, Los Angeles, Cal.

J. P. Leonard, Los Angeles, Cal.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustee, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

F. WEBER BENTON, Editor.

Sworn to and subscribed before me this 2nd day of August, 1919.

(SEAL)

(My commission expires Jany. 27, 1923.)

GEO. POMEROY.

Semi-Tropic California for December

The December number of Semi-Tropic California will be a specially elaborate one and might justly be referred to as a de luxe edition. Among other special features will be an exhaustive and beautifully illustrated article on Santa Catalina, the "Isle of Magic," together with a description of the so-called "Orange Empire Trip," presenting views and facts of the several cities, orange groves and scenic charms of the famous orange belt lying to the Southeast of Los Angeles. Other matter will include an interesting and instructive paper on the artistry of Landscaping in Southern California by Frank Meline, an authority on the subject and an expert in the art. A dissertation on Aviation by Capt. G. B. Flebbe will also prove of interest. Captain Flebbe is commander of the De Mille Aviation field and also an expert in his line. The Kinema Digest department will carry its usual complement of motion picture matter, including an article appropriate to the subject by R. L. Brunton of the Brunton Studios. The Steering Wheel, or Automobile department, will be more elaborate than usual and amongst the interesting melange will appear the usual instructive contribution by Standish L. Mitchell, Secretary of the Automobile Club of Southern California. A liberal and carefully prepared offering of fiction, miscellany and editorial matter will complete this exceptional number.

U. S. Grant Hotel, San Diego

Amongst the many famous institutions of which Southern California may well be proud is the U. S. Grant Hotel, known the world over and synonymous with the name of San Diego. As conducted by James H. Holmes it has been a whirlwind success from its first day. Mr. Holmes is not only a great hotel general but he has gathered to his staff the most capable of aides. Of these O. L. Chaffin, Asst. Manager and room clerk for the past eight years was formerly for eight years with Hiram Ricker & Sons, Poland Springs, Maine, working in all the different departments, the last three years as room clerk, three years with Hotel Green, Pasadena, as room clerk, and two years, Palace Hotel, San Francisco, as room clerk.

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PUBLISHERS OF

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THE WORLD'S ONLY ALL-COLOR MAGAZINE

Books and Art Brochures, Folders, Announcements, Periodicals and all kinds of Art and Commercial Work at reasonable prices. Mail orders given prompt attention.

THE VISION OF THE SAVAGE TIRE

By Ray Clarke Rose

It was said, by one full of wisdom, in ancient days, "Where there is no vision, the people perish," and the same has proven true numberless times of business enterprises.

The Savage Tire Corporation has caught the vision of a perfect automobile tire; always bearing in mind that "Our Best Asset is the Satisfied Customer."

Boldly it has declared "We aim to excel," and then proceeds to make the ambitious promise a practical business achievement. As a result the Trail of the Savage Tire reaches from San Diego straight to the heights of Success, along the even highway of Service, de luxe in quality.

It was natural that the Savage symbol of tire supremacy, that ingratiating young Indian "Little Heap," soon should stand out pre-eminently, pointing the way to proper tire service along the trail.

Many an automobilist has paused to study with admiration one of Maynard Dixon's remarkable pictures, representing the "noble savage" in his natural environment, and has been not at all displeased by the fact that he also was scanning a typical Savage advertising sign.

The discriminating quickly learned to look for these Savage signs as sure indication of something just a little better in publicity to correspond with the superiority of the product which they heralded.

You see, the Savage Tire Corporation has the Vision. Knowing that the public are entitled to prompt and characteristic information regarding the ideal of resiliency and durability expressed in the Savage Tire, this institution tells its story in pictures of dignity and distinction that find a fitting setting along the wonder trails of the West.

The Savage Tire Corporation is too wise to hide its light under a bushel. So it concentrates its advertising appropriation on striking signs at important points where those who run in automobiles may read of the near approach to Savage Tire service. Hence, the de luxe Savage Tire sign is the welcome harbinger of coming civilization and comfort to the road wise and often weary "man in the car."

Thus, the Trail of the Savage Tire, after all, is the lengthened shadow of a vision of service; the honest purpose to give value received; to deal only in the best; to make the dream of the perfect tire come true.

The ideal savage was built by nature and environment to endure; to respond to every stress with resistance that might bend but would not break. The Savage Tire of today has been made to fulfil the ancient tradition of savage power of endurance combined with grace and elegance of design.

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Three doors from Brack Shops

Only a Heart.

Only a heart that is bleeding, only
a pang and a pain;

Only a love lost forever, never
returning again.

Only a memory remaining of days
that were blissful and bright,
And the shadows that ever are lying
in the wake of the sunset light.

Only two hearts that are parted, but
only one heart that will give
A love all true, and a love all constant
so long as that heart may live.
And the days pass gloomily on and on
and there's many a sigh and tear,
For the heart that has truly loved never
forgets till the cold, grim grave is here.



THE WORLD'S ONLY ALL-COLOR MAGAZINE
OF GENERAL LITERATURE

F. Weber Benton.....Managing Editor

J. P. Leonard.....General Manager

Entered in the Post Office at Los Angeles, Cal., as second class matter

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VOL. VIII

NOVEMBER, 1919

NO. 6



HAIL TO THE CHIEF

The visit of President Wilson to California was an historical event and may well be considered in the light of especial honor to our citizenry, who, in return can feel that in according him sincerest greeting and highest hospitality were but executing a duty regardless of individual party affiliations and political tendencies. Casting, therefore, aside all political prejudice and party bias it was right and patriotic that the whole people did welcome with warmest hospitality and good will the nation's chief executive who has safely steered our ship of state thru the troubled waters of a world of war to a condition of universal peace and prosperity which it is his earnest endeavor to perpetuate thru the creation of his life's greatest achievement in the League of Nations.

How to Run a Magazine

An editor perhaps is the recipient of more advice and suggestions as to how to conduct his publication than is accorded to the management of any other business or profession. There are very few persons who cannot tell the editor just the most proper thing to do and what he ought not to do. "Experience is not necessary." Common sense is all that is required, and yet there are so many conflicting opinions in this line of endeavor that if the editor was guided by the advice of one he would antagonize others. One intelligent mechanic objects to poetry. "Give us more poetry" says another. "Eliminate the love stories" wails a prosaic person, "every paper and magazine has them in abundance." "Be neutral in politics" advises a cautious critic, while someone else thinks you ought to be fearless and state your political tendencies. Comes then a misanthrope and begs you to banish humor just after you have been told by the man with a soul that "there is no part of your publication which I enjoy more than your page of wit and humor," called "squirrel food" and foolish stuff by some.

"Now if you would only leave out the advertisements" preaches the wisacre, "you would have more room for reading matter" and we wonder why we never thought of that before. And come to think of it if some able bodied human being would only "start" a publication and run it to suit everybody he would run it—well—for one consecutive issue at least, to a "finish."

Back Numbers

It was once considered an insult to be called a "back number" but to-day the term has a new significance. In other words old things, old people, books and periodicals "out of date, were that best consigned to oblivion, but to-day it is different.

The majority of the young people of the present age lack the stability and worth of those of former times, this is an age of unwholesome pleasures and frivolities, when the serious things of life are neglected in consequence. Hence youth may now claim only exuberance of spirit and physical superiority, attributes of little value to the world in comparison with the mental qualities of those of maturer years, where wisdom, experience and appreciation of the necessities and realities of life, socially, professionally, commercially and politically are rated as essential to the betterment of mankind.

Old books there are in unspeakable numbers which far excel in erudition and literary merit much of the shallow literature of the present time.

And now come the literary periodicals, especially those of a general character and not what is known as "current" but like books that are in season at any time, and as wine that improves with age.

When books get out of print—or nearly so they increase greatly in value, especially if they have especial merit, and the fewer copies of an edition the greater their intrinsic worth.

It is for this reason therefore that many magazines of a general literary character and not devoted to any extent to current topics are making an extra charge for copies ante-dating the current issue one month or more. In accord with this custom Semi-Tropic California takes occasion to announce that all numbers of this magazine more than two months old will be charged for at 35 cents per copy, and all numbers six months or more old at 50 cents each. This is justifiable for the reason of the possible scarcity of these numbers and the clerical trouble and expense of supplying them. Copies of Semi-Tropic California will be more valuable one year hence than they are to-day.

"Thou Shalt Not Covet"

There never has been a time and there probably never will be when capital and labor dwelt or will dwell together in peace, notwithstanding that their antagonism of each other is disastrous not only to them both but to the masses, particularly to those who have no part in their differences, and who invariably are the greatest sufferers from the battles waged by them.

In the general labor strike which has brought such calamity, suffering and hardships to the people of Los Angeles in particular and California in general a condition here has resulted more disastrous in many respects than those incidental to the recent world war which is most regrettable. Just or unjust the demands of labor in this instance are most untimely and in aftertimes the aggression of Labor will react upon it and in a measure defeat the object for which it contended.

Selfish instinct, however, is responsible for these conditions and tends to obscure reason, and while man is commanded to covet not yet that he ever will, and he who has less than others envies others and covets of their chattels of which, however, it is not lawful to partake.

Heaven Is Here

Now that rum is banished from the face of the earth there are a lot of busybodies who are not satisfied but exert themselves to banish other evils, real and imagined, among which is the use of tobacco, a harmless and beneficial product. If these over-devout, misguided mortals would utilize what little influence they possess toward the elimination of the almost absolute nudity of men and women in public, especially practiced under the cloak of surf bathing, art, etc., they might accomplish a real service in the interest of morality. However, this old world on the whole is a pretty good place under favorable conditions just as it is. Let's postpone the Heaven period a little longer.

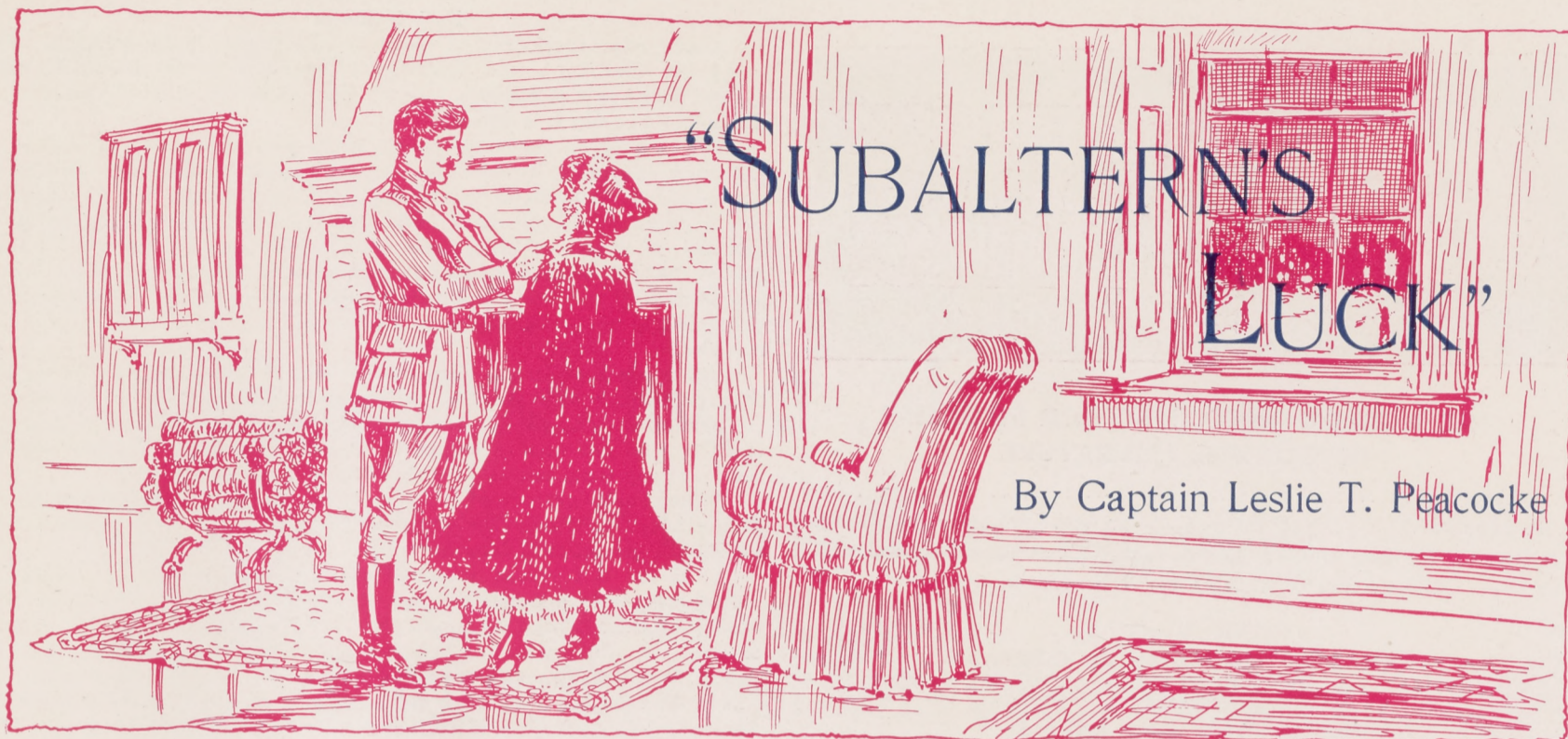
"Nothing New Under the Sun"

Mayor Snyder of Los Angeles recently propounded a project for beautifying the unsightly Los Angeles river and he is to be commended for his enterprising spirit. We trust, however, that his plan will not "die a bornin'" since the identical proposition was presented editorially by the editor of *Semi-Tropic California*, in its predecessor *Scenic America* in the issue of July, 1909, just ten years ago, and yet this noisome stream, the receptacle of refuse and an eyesore of a city of magnificence and beauty, still exists to the shame and detriment of the best interests of the municipality.

Strange as it may seem the Mayor's plans are practically a replica of those outlined in the editorial of a decade past, even to the dams, the chain of lakes, boulevards and parks bordering the stream(?) Verily great minds run in the same channel, hence the Mayor should feel himself complimented.

Republican senators have struggled nobly to hatch up flaws in the President and the administration but if they could only discover a real blemish they might aid their own cause instead of injuring it by weak political trickery.

On Labor day Capital meekly bowed to Labor and shut up shop. Now why not give Christmas a chance?



"Oh, Gerald, I'm so frightened! Do you think anybody could have seen me come in?" Mrs. Godson murmured breathlessly, as the subaltern closed the door, having spoken a few hurried words to the sergeant of the guard and listened for a few moments to the clatter of his accoutrements as he descended the stone stairs leading to the men's guard-room, and then turned to the beautiful, cloaked figure and drew the hooded cloak tenderly from the bare shoulders, revealing the Major's wife in all the glory of gorgeous décolleté.

"No, everything's perfectly safe," the young officer assured her, directing her attention to the open window thru which the thrum-thrum of a rhythmic waltz tune came floating distinctly from the Throne Room, filling the upper castle yard with melody and lending a cadence to the steps of the sentry dutifully crunching the hardened snow beneath the windows of the guard-house which commanded the ponderous wrought iron gates of Dublin Castle.

It was Christmas Eve and His Excellency, the Lord Lieutenant of Ireland, was entertaining the fashionables of Irish society, which is always largely composed of the military element; and every window of that historic pile, Dublin Castle, was ablaze with light.

"Except some coachman or footman recognized you leaving the castle and entering the guardhouse," Gerald Pritchard continued. "You didn't come out by the main entrance?"

"Oh, no, I ran thru that hallway beside the aid-de-camps' quarters and out thru that little side door. I kept the hood of my cloak well over my face, so I don't see how anyone could have recognized me. Still it's awfully risky, Gerald."

"Not now, that you're here. This is absolutely safe," the subaltern reassured her, and led her to the one comfortable armchair the guardroom boasted and wheeled her close to the open fire place. He threw a goodly log onto the already blazing embers and sinking to the rug at her feet, caressed her dainty satin slippers. "I'm so afraid these dear little feet must have got wet. I should never forgive myself if you catch cold; you know the courtyard is covered with snow. No, I think they're all right," he continued tenderly, deftly drawing the slippers from both feet and tentatively rubbing the silk-clad extremities between his palms, as one would those of a much loved child. "You know it's awfully dear of you to have risked it, Inez. How did you ever manage to slip away?"

"Oh, I worked it beautifully," gurgled the Major's wife, cuddling back into the capacious chair and withdrawing her once more slipped feet from the loving clasp and running her jewelled fingers through the curly head resting at her knee. "I made furious love to old Lord Brixton and begged him to show me over the private quarters and when he hobbled off to get the key to the doors of some inner sanctum I gave my cloak check to one of the pages and when he brought it I darted down the aid-de-camps' stairway and I was at the guardhouse in less than a minute. Poor old Lord Brixton must think I flew thru the windows."

"And did you come all alone?"

"Yes, Robert tried to insist on my giving the Walker-Leigh girls a lift, but I pleaded that three in the machine, in full war paint, were too many, and you know how those Walker-Leigh girls spread themselves. However, Robert was home for lunch and didn't say anything more about it, so I gathered that he knew that you were on guard and wouldn't be at the ball. Of course you know he is acting field officer of the day?"

"Yes, he turned the guard out this morning," replied the young lieutenant, his brow contracting at the remembrance of the surly attitude of the visiting garrison field officer when he inspected the castle guard that morning, as all majors are in turn in duty bound, to inspect the garrison guard-house once by day and once at night, between the hours of ten o'clock and daybreak. In Dublin these guard-houses, where subaltern officers are in command, are four in number; Dublin Castle, where dwells the Viceroy during the winter season; the Bank of Ireland; Mountjoy Prison, and the powder magazine in Phoenix Park. On the day in question Major Robert Godson was taking his turn as garrison field officer, and as the hour was now past midnight his advent at the castle gates might at any moment be expected. He was inordinately jealous of his wife, who was quite many years his junior, and the watchful eye of a jealous husband sees a disturber of his peace in every male object who causes his wife's eye to brighten or the color to mantle pleurably in her cheeks.

He had been present with his wife at several recent dances and had noted with growing disfavor the intimacy that had suddenly sprung up between her and the young subaltern of the Hampshire Fusiliers, and the frequency on her dance programs of the initials G. P. had called forth more than one remonstrance, which had been met with the unsatisfying assurance that her preference for dancing with Gerald Pritchard was "because their steps were so admirably suited."

The Major had been agreeably surprised that morning to find the subaltern on duty at the castle guard, as that fact precluded his attendance at the ball, and tho within a stone's throw of the gaily dancing throng, he might as well have been many miles distant, the confines of the guard-house claiming him for the space of twenty-four hours, except for the stated intervals in which he might issue forth to visit the sentries.

Major Godson, however, had overlooked the contingency of the mountain seeking Mahomet and had not considered sufficiently the time honored adage which gives honorable mention of a Will and a Way.

"And did he come up here after he had inspected the guard?" the young wife queried anxiously. "Most field officers do, I know."

"No I asked him to come up and have a drink, of course, but he refused me rather stiffly, and rode off looking as black as thunder. He doesn't like me, I'm afraid."

"He's most dreadfully jealous, and it isn't only of you, Gerald. Every man I dance with or make myself the least bit pleasant to, he goes on about, and ever since the other night at Lady Ripton's he has carried on dreadfully. He said I danced with you six times, Gerald, and we only danced four."

"We sat out two," the subaltern reminded her, raising himself from off the rug and assuming a more commanding position on the arm of the chair. "And then besides we spent quite a time in the supper room. I noticed that he looked rather surly when I offered to help you on with your cloak and snatched it out of my hand in a manner that I should have resented if it hadn't been for you, Inez." The Major's wife rubbed her cheek against the hand thrown caressingly around her shoulder.

"You dear boy," she murmured and would have added something further, no doubt, had not the young lieutenant smothered her futile attempts at utterance with his ardent lips.

All too quickly the minutes sped and thru the open window the melody of waltz succeeding quadrille or polka warned them that the program was being gradually worked thru and Viceregal entertainments are not unduly prolonged. All the time, too, their ears were eagerly alert for the sound of trotting hoof beats which would presage the turning out of the guard for night inspection by the field officer of the day.

"He must have started pretty late on his rounds," Pritchard ventured at last, consulting his watch. "It's after one now."

"Well, you see he was dining at Judge Madden's and he told me that it was a men's dinner and whist afterwards. He'd be there in evening dress, so of course he had to change into uniform to make the visiting-rounds, and that is what has made him late. Are you sure that there's no chance of his coming up here, Gerald? If I thought there was I'd slip out this minute and run the chance of meeting him as I went out. Anything would be better than being caught in this room. You know if he suspected that I was here, he'd search the whole guard-house from top to bottom, and he's frightfully suspicious, Gerald. You never know what extraordinary notions he may get into his head. He's got some silly ideas about you and me, now, and I wouldn't be surprised at anything he might do."

"No, no, no, dear, you needn't be afraid," the subaltern soothingly assured her. "He'll merely take a look at the guard like he did this morning and then ride off. He won't want to come up here and have a drink with me, even if I ask him, and you may be sure that I won't do that. Listen! Here he comes now, I think!" and Pritchard looked anxiously from the window. "No, it's a jaunting car, and—and by Jove, your husband is getting down from it outside the gates! It **must** be the field officer because I can see his sword."

"Oh, Gerald, I feel terrified!" Mrs. Godson cried in an affrighted whisper, tremblingly clutching the subaltern's arm, as in confirmation of his observations from the window a stentorian shout of "guard turn out!" issued from the lips of the challenging sentry and the rush of men with jingling accoutrements bustling into line beneath the window eased them

of all doubt. The clanking of the Major's sword approaching thru the gates struck further terror to her heart.

"Or, Gerald, you won't let him come up here, will you?" she implored, as he seized his helmet and gloves and made hurriedly for the door.

"You silly little woman, of course I won't," he whispered assuringly, detaching her tremulous fingers from his gold braided arm and imprinting a kiss upon them ere he released them. "Keep quite still and don't go near the window. I'll be back in no time," and seizing his sword belt he adjusted it as he ran clattering down the stairs and arrived with his sword drawn and at "the carry," just in time to receive his superior officer and tender to him the customary salute.

The Major gravely made his inspection and the subaltern dismissed his guard and sheathing his sword made to follow the men back into the guard-house when the field officer's voice arrested him.

"Er—I—er—I beg your pardon," he called grispily. "Have you any idea whether the dance is nearly over?" The subaltern bent his ear to the melody issuing from the windows of the ball room.

"Not for another half hour I should think, Major," he replied. "They're playing a waltz now and they always wind up with the gallop."

"Ah! glad to hear it," returned Godson. "I have still to inspect the bank guard, so I'll have ample time to get back here before it's over. Rather rough luck your being on guard and having to listen to that dance music," he added maliciously.

"Yes, it is a bit tantalizing," the subaltern allowed, "but I'm not very keen on these castle dances. His excellency gives such wretched suppers."

"Yes, by Jove! And the so-called champagne they dole out there tastes like gooseberry wine," the Major acquiesced, somewhat thawing to his junior. "I wonder if I might trespass on you for a whiskey and soda? The night's a bit chilly." Gerald Pritchard gave an affrighted start and glancing involuntarily at his guard room window.

"Well-er-I-er-I'm most awfully sorry, Major, but I-er-I've been putting myself on a diet the last few days and I found that-er-that whiskey-er-" he stammered awkwardly.

"Oh, I see," the Major broke in, "but the guard room waiter has a private stock of liquor, so I daresay he'll be able to fix me up," and he made a move to enter the guard-house. Pritchard stepped in front of him and barred his way.

"I don't think you'll have time if you have to inspect the Bank and get back before the dance is over," he ventured hastily. "You want to meet Mrs. Godson when she comes out don't you, Major?"

"Yes, but I'll have ample time for a drink and I can be back from the Bank in five minutes," replied Godson impatiently, and somewhat surprised at his junior's interference. "Let's get up to the guard-room, it's devilish chilly out here in the snow."

"But I'm absolutely certain that the waiter hasn't got any whiskey," Pritchard argued nervously, still further blocking the Major's path. "I-I-I asked him." The field officer gazed blankly at his subordinate and the muscles of his face tightened.

"Well, if he hasn't, he is bound to have some brandy, and I hope you are aware sir that the field officer of the day has as much right to enter the guard room as the officer of the guard. It is comprised in my inspection," and he motioned haughtily for the subaltern to stand aside.

Gerald Pritchard stood tense and his hand involuntarily gripped his sword hilt, whilst his lips endeavored to frame an utterance that would in some way deter the husband of the woman who was upstairs tremblingly awaiting the outcome.

He was glaring blankly at the Major's determined face when his eyes lighted on a glimpse of something white thru the breast of the other's military overcoat and he caught his breath with a gasp. He lowered his eyes quickly to the major's feet, and instantly made account for the field officer's arrival on the jaunting car. He drew himself up to the position of attention and assumed a look of stern command. Having been in a tight place the relief was affording him wonderful satisfaction, and altho

a young man gifted with an abundance of wits, he had found himself at their end, but, as is usually the case, the end is where they are the sharpest.

"You are very unwise to try and enter the guard-house in that get-up, Sir," he said austerely. "My one wish is that you go away before any of the men have noticed it."

"H-How do you mean?" quavered the Major, taken aback. "You are improperly dressed, Sir," said the lieutenant, surveying him critically. "You have your evening dress suit underneath that great-coat and your feet are encased in patent leather pumps. I'm surprised at you, Major!" The latter blushed beneath the shadow of his busby. His junior had spoken truly, for instead of the military mess vest, scarlet and heavily laced right to the collar, an expansive white shirt front covered his bosom and on his feet were evening pumps in lieu of spurred cavalry mess boots.

"I-I didn't have time to change them," he faltered, yet inwardly furious at having to excuse himself to one so junior in rank.

"Yes, I know," snapped Pritchard. "You've been dining somewhere and took your great-coat and busby and sword with you and stuck 'em on over your dress kit so that you wouldn't have to go back and change. I was wondering why you arrived on a jaunting car instead of being mounted, or why you hadn't brought an orderly with you."

"Well, I'll tell you," volunteered the Major, confidently, and drawing deeper to the shadow lest his feet should catch the eye of the pacing sentry. "I was dining with Judge Madden and I knew we were going to have a devilish good game of whist and I should have had to cut it pretty early if I had to go and change into uniform. So I did exactly as you said, Pritchard. I know it was a deuced unsoldierly thing to do, but you won't make any report of it, will you? It'll be a confoundedly awkward for me if you do." The subaltern smothered the sudden desire to chuckle.

"No, Sir, of course not," he replied warmly. "I'm the last man to try and get you into trouble, but you'd better be off before the sergeant comes out, and keep as much in the shadow as you can when you're inspecting 'em at the Bank. Haddow's the subaltern on guard there and he's got an eye like a hawk. Good-night, Major," he added brusquely and raised his hand to an airy salute as the discomfited field officer backed warily away and keeping to the shadow of the wall hurried thru the gates to his waiting vehicle.

Listening until the hoof beats had assured him that the jaunting car was well on its way up Dame Street, Pritchard then bounded up the guard-house stairs, three at a time, and found the Major's wife ready cloaked and her jeweled hands clasped in prayerful thankfulness.

"Oh, Gerald!" she cried, as he gathered her tenderly to his arms. "I heard it all! I kept myself just behind the window, and I heard everything that happened! What an awful narrow escape, Gerald! I thought I should die!"

"Yes, it was touch and go, but you know the old saying, Inez? 'Subaltern's luck!' And that certainly was. You'd better hurry back to the ballroom, dear. He may be back in five minutes and you'll have to find someone to escort you to the entrance. He'll be waiting for you when you come out, you know, and he'll expect to find you with some sort of an escort."

"Yes, of course," she agreed, moving to the door with reluctant steps. "I must find some one to rid me of my cloak and stay near me until he comes. I wish that 'some one' could be you, Gerald."

"Dear!" was all he made in reply, but the word spoke volumes, and lingered in her ears as she sped along the wall to the side entrance to the castle, having negotiated the guard-house stairs and exit without attracting undue notice from the dozing sergeant or pacing sentry.

Pritchard watched until the cloaked and hooded form had safely entered the castle, then reascended to his guard-room and mixed himself a fairly stiff whiskey and soda.

He raised the glass as in the fashion of a toast, then lowered it contentedly to his lips—"Good old, 'Subaltern's luck!'"—he murmured, and swallowed deep.

CALIFORNIA FLORA

Southern California is noted for nothing more than her flora, which may well be considered a striking feature of her scenic charms, surpassing even those of sierra or ocean. Nowhere else in the world may be found a greater variety or abundance of blooming plants and fragrant blossoms than in this veritable Eden. The humblest home revels in them, many a cottage is almost entirely hidden by a profusion of roses or flowering vines. The geraniums often attain the dignity of trees and their blossoms are in evidence on every hand and thruout all the year. The lover of flowers may cultivate with ease the choicest flora of the land, very little effort being required to quickly transform a barren patch of land into a gorgeous field of flowers. The cultivation of carnations, violets, roses, calla lilies and other popular flowers for decorative purposes is largely engaged in by both men and women as a business which is usually profitable.

The poppy is the flower of the state and grows to perfection in this soil and climate. It is not, however, more popular than the beautiful poinsettia, with its long, graceful-leaft blossoms of cardinal red, to be seen in almost every door yard. But the rose, the queen of flowers is yet without a rival. Here in California it may be seen at its best, here may be found every known variety, and here, like the geranium, it may be grown as a tree or monster vine, many of which have been known to contain, at one time, more than ten thousand perfect roses, together with as many buds in all stages of development.

There are trees, too, that are laden with blossoms, each of a different shape and peculiar hue, and of which there are many varieties. They are especially attractive, seen in the long, regular rows as borders to the sidewalks of the thorofares, in fact, many of the fruit and flowering trees produce the most beautiful and frag-

rant blossoms. What odor more delicate, sweet or lasting than that from the dainty orange blossom? Here the delicious peach, the pear and the apple add their offerings to those of the citrus bloom of a tropical clime, while the magnolia and other sweet-scented flowering trees charm the eye and cast their perfume out upon the ever balmy air of the fragrant Southland.

While lacking in fragrance the graceful pepper trees are among the most ornamental of this western country, the bright red berry-like beans hanging in clusters amid the dark green of its foliage, creating a striking and pleasing contrast to the eye. The pepper is a favorite for street borders and is perhaps more extensively used in that capacity than the Fan or Date palm, or the stately eucalyptus.

The stranger in the land is amazed at beholding whole fields, comprising many acres, covered with calla lilies, poppies, carnations, violets, and other decorative plants, cultivated as one would cultivate vegetables "back east," which find their way to the florists' retail establishments and disposed of at moderate prices, compared with those raised in hot houses in a temperate climate.

The calla lily of California is much employed in the making of hedges and especially used as a dividing line between two yards, the large, creamy blossoms growing in almost solid mass above the wall of green leaves and stalks of the plants.

The manufacture of perfumes and essential oils is becoming a profitable industry in California in consequence of the profusion and qualities of the flora of the land and it is not unreasonable to predict that the time will come when the industry will rival that of France or Italy and as largely engaged in, since all the conditions are equally as favorable and in some respects far more so.

ON OLD MT. LOWE

Towering high among the lofty peaks of the sierras of Southern California, picturesque Mount Lowe stands like a sentinel grim looking down upon the kaleidoscopic panorama of green fields, orchards and flower-flecked land and upon cities and towns between the foothills at its base and the far-reaching ocean to the west.

By those who have been permitted the privilege and pleasure of ascending to the apex of this eminence, the vista spread out before the eye is one never to be forgotten. It is one rarely if ever to be encountered. Here the view presents, with one sweep of the eye, the combined charms of mountain, meadow and marine. Faintly in the distance below, the eye may catch a glimpse of palatial homes peeping out from among a wealth of green foliage, and farther away the stately spires, domes and massive blocks of city architecture add their beauties to those of nature. Ships, too, are visible upon the ocean, and when the gorgeous southern sun hangs low upon the eve of disappearing, the broad expanse of sky reflects the brilliant colors of its fires, touching also the ever-iridescent waters of the sea and affords a spectacle of sunset unsurpassed in any land or clime.

The ascent of Mount Lowe is not precipitous except at intervals, and in early days was accomplished, but without difficulty and great fatigue. Something more than two decades ago, however, the construction of the incline tramway up its rugged acclivity rendered the trip one of comfort and luxury. On account of the magnificent view obtained from the summit and in many points en route, together with the delightful scenic ride on the electric road to the base of the incline, this is reputed one of the most pleasurable, profitable and instructive jaunts offered to pleasure seekers anywhere in the world.

As a novelty Mount Lowe surpasses any of the strange and beautiful sights to be encountered in America, and is perhaps the most patronized in consequence. Not only is it the Mecca of the tourist, but has as well its fascination for the residents of the west coast country who mingle daily with the strangers constantly journeying to this celebrated resort.

Thus it is that no more pleasurable outing can be conceived than that of the ascent of Mt. Lowe over the Pacific Electric Railway and the Incline Railway.

The Mount Lowe Railway occupies the envious position of being pronounced the most wonderful feat of engineering skill in the construction of railroads, and affords the grandest and most thrilling scenery and views obtainable in the world.

In making this trip, one ascends from a valley of a tropical climate, with its characteristic fruits and flowers, and enters the higher zone where all trace of these is lost, and in their place we find the stalwart pines of northern countries. To accomplish all this in the short space of a few hours, and in comfort and luxury, surely is

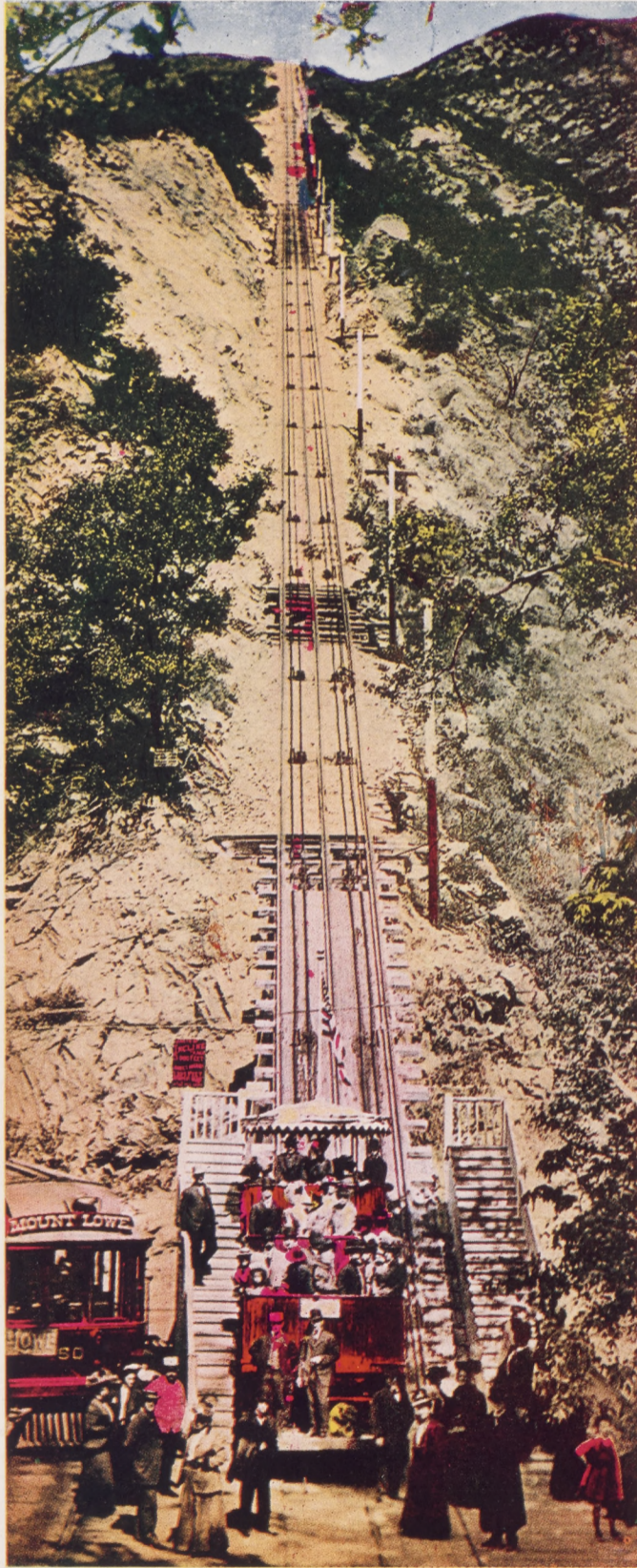
a trip that no one can afford to miss. Starting from Los Angeles, we go thru the beautiful San Gabriel Valley, with its many attractive homes and scenes, over the Arroyo Seco, where a grand view of Pasadena in the distance is obtained, and still further on are the beautiful Sierra Madre. Passing by the Ostrich Farm,

which contains many chicks and full-grown birds, and which is always a resort for tourists, we pass thru the beautiful city of Pasadena, with its many handsome homes and gardens, on to Altadena, where the Mount Lowe car is in waiting, and we are already climbing the foothills. At Rubio Canyon, where we meet the incline car, we have ascended 2100 feet in our ride from Los Angeles. To stand at the foot of the "incline" and look up to the next part of our trip is a thrilling experience and not soon forgotten.

The grades of this incline are 60, 62, 58 and 48 per cent, and in a distance of 3000 feet we ascend an altitude of 1300 feet. It is the most wonderful railway in the world, and one of the many attractive features is the steepest bridge ever built, being 200 feet in length and the upper end being 120 feet higher than the lower end. The road is made absolutely safe by ample safety devices, and affords many thrilling experiences.

This great product of science and genius seems at first an impossible feat, but as we ascend and seemingly leave the earth, a broader and better view of the valley, the cities and surrounding country is obtained, and we marvel at the achievements of science and the glorious scenes about us. A step out of the car upon Echo Mountain, 3500 feet above the sea, and behold a perfect panorama of land and ocean. At this point is situated the Echo Mountain Chalet, commanding such a view of the Incline Railway as to observe all of the different grades, the Casino and the famous Observatory. This observatory contains one of the largest and most powerful telescopes in the world, weighing three and one-half tons, and being twenty-two feet in length and sixteen inches in diameter.

In the evening the brilliant searchlight bursts forth, casting its rays upon the distant cities, revealing some special object, then changing its course toward the mountains, making as light as day the great Circular Bridge and other points of interest along the railway, then down into the bottomless pits of the canyons. These features furnish great amusement and pleasure. After we have searched out some of the points of interest, we then visit the Observatory. Here also is obtained a commanding view of the San Gabriel, La Canada and the San Fernando valleys, Altadena, Pasadena, Los Angeles, the Pacific Ocean, Santa Catalina, San Clemente, Santa Barbara and the San Nicholas Islands. It is an interesting diversion to watch the sun set in the Pacific Ocean, and observe the shades of night settle over the beautiful San Gabriel Valley far below, and as the darkness



Looking Upward, Mt. Lowe Incline Railroad

of the night approaches, instantly there appears in the distance a multitude of sparkling jewels which it is difficult to realize are the electric lights of the cities of Los Angeles, Pasadena, Santa Monica and other places visible forty miles and more away.

From Echo Mountain to Alpine Tavern one travels thru the grandest mountain scenery in the world. Constantly ascending higher and higher, winding around the edges of beautiful canyons, looking down their steep and precipitous sides, observing still another canyon just beyond us, and soon coming to a point which a few minutes previous was directly beneath us, revealing many loops of the winding road. Soon we are upon the great Circular Bridge which spans the beautiful canyon, making a circle around the spur of the mountain. Los Flores Canyon, Cape of Good Hope, Millard Canyon, Live Oak Grove, Gut Heil Loop, Circular Bridge, Sunset Point, Granite Gate, Grand Canyon, Alpine Park and Mount Lowe Springs are beautiful and inviting points of interest which are seen

railway, so completely equipped for the transportation and entertainment of visitors is one of Earth's greatest show places.

LOOKING DOWNWARD

One of the most interesting and delightful features of a trip to Mt. Lowe is the ascent to the summit from Alpine Tavern which, as before stated, is made on foot or by burro. During the summer months when these heights are practically free from snow there are many who make the journey and when the topmost eminence is reached the view that is here afforded is novel and never to be forgotten. On a clear day the panorama spread out miles below and far away is a chef d'oeuvre of Nature's artistry.



Looking Downward from Mt. Lowe onto San Gabriel Valley Adjacent to Pasadena

in succession after leaving Echo Mountain en route to Ye Alpine Tavern. Beautiful scenes of sunrise and sunset, as seen in the mountains and canyons, are grand beyond description, and must be seen to be thoroughly appreciated.

We reach Alpine Tavern, 5000 feet above sea level, the view of which suddenly breaks upon us as we round the last curve of this winding mountain railway. Ye Alpine Tavern is the starting point of many beautiful and exceedingly interesting trips. From this point ponies may be secured for the ascent to the summit of Mount Lowe, along the trail which affords an experience in mountaineering.

Concerning the safety of the trip up Mt. Lowe it may be said that the cars of the incline railway are operated by a steel cable of one hundred tons capacity, but never loaded beyond two tons, and are also equipped with safety cables and clutches, insuring absolute security, which is attested by a phenomenal record of twenty-five years without an accident.

Truly Mt. Lowe, with its wonderful scenery, unique and novel

Not less unique and pleasing however is the spectacle presented on a cloudy day, when from this altitude of 6100 feet one gazes downward, not only upon the nearby rocks and crags but still lower on the fleecy, floating clouds far below, obscuring usually the face of the earth, except at times, when the vapory mists are rent and thru the aperture thus formed afford a passing glimpse of mother earth, miles and miles away. Upon one of these occasions a scene of this description was photographed and is reproduced herein, showing as it does a bit of Pasadena thru the rifts.

These views are not infrequent and fortunate are those who have had the opportunity to witness them.

Here not only will the poet and the artist find an inspiration for their themes but even the passive prosaic person cannot but be deeply impressed and inspired by the beauty and novelty of this spectacular panorama of Nature's handiwork, seen nowhere to better advantage than

ON OLD MT. LOWE.



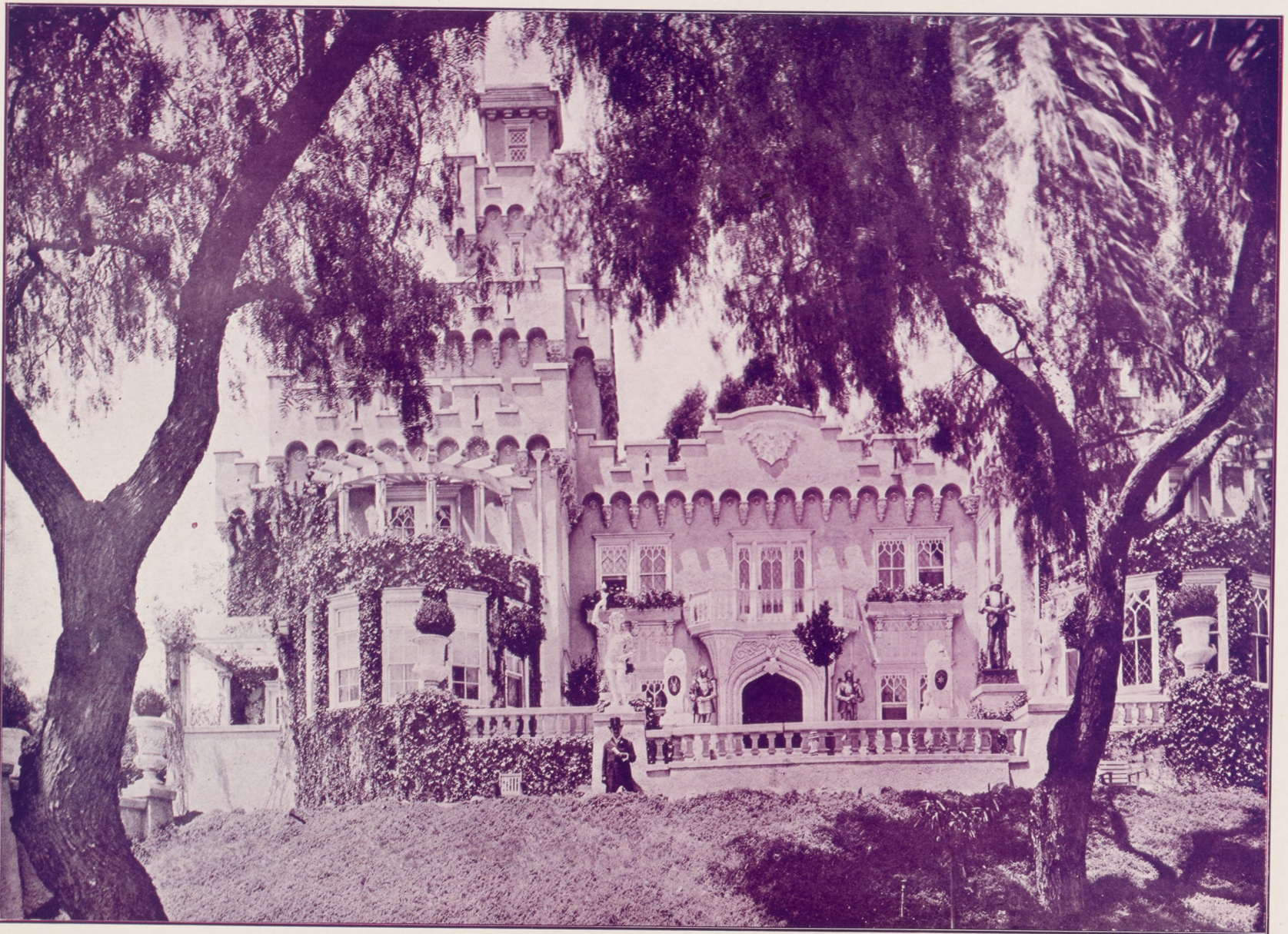
HOLLYWOOD

City of
The Home Beautiful

Originally a suburb of Los Angeles, Hollywood, a district of beautiful homes, is now a part of it. Ever a prosperous and cultured community it is today more so, partaking, as it does, of all the facilities and advantages of this great metropolis. Here dwell many of the prosperous merchants, artisans and professional men and women of Los Angeles proper. A few miles and a few minutes only separating them from the center of the city, reached by numerous car lines and by automobile over magnificent boulevards bordered by ornate homes and imposing business blocks. Here when Hollywood was young lived in his palace of art Paul de Longpre, the celebrated artist, known to the world as the "Flower King," his floral paintings rated above those of all others. Historically it is known that Hollywood was practically the site of

set against the hills on the north afford a clear view of the breakers at Playa del Rey, just fifteen miles away. They rise, a white line on the horizon, seen across lemon groves and fragrant strawberry beds—across fields of grain intercepted by the tall fingers of the eucalyptus trees which the ranchers in this expanse have set to mark and shade their homes and roadways.

"Hollywood and 'Homes' have an alliterative effect that is quite in keeping with their association. It is essentially a city of homes, for many of the residents have their business interests in Los Angeles. When the town was first laid out in 1887, the fancy of the founder was for drives and boulevards. He planted the peppers, with their graceful foliage and brilliant berries. His successors in civic love have been as great philanthropists, and have



Castle Sans Souci

the surrender of the Mexican to the American army, and there are many other interesting features of its history, but we are speaking of it as it is today, therefore suffice it to say that it is the home of many wealthy people, a large percentage of whom are millionaires. Here may also be found a large number of prosperous industries, particularly of the high arts and sciences embracing a multitude of motion picture studios, aviation companies, musical institutions, the plastic and applied arts.

An authority on the past and present of Hollywood fittingly describes this garden city in the following contribution:

"Entering the city five miles northwest of Los Angeles, the velvety softness of the air is immediately evident to the senses, the whole place is filled with the perfume of flowers which grow here so luxuriantly.

"The town rests upon the breast of the Santa Monica mountains, rising from the Cahuenga valley, and the beautiful homes

added to the roadways rows and rows of acacias, grevillas, and the Australian flame-tree, as well as many miles more of the graceful pepper. Expensive palms are not spared to ornament the city's public places, and some of the earliest work has been to build drives to the naturally beautiful and historic points of interest in Hollywood and vicinity.

"Nowhere has there been niggard expenditure. There is not a shabby home in the town. Notably beautiful are the homes in the old Mission style, which are found here in perfection. How did the Padres strike things just right to blend their buildings with the clear air and distant horizon, the dim hills and clustering flowers? There seems never an angle too sharp, nor a curve too pronounced to be perfectly beautiful. Their materials and resources must have been limited, yet their buildings were a grand achievement, which California has adopted as her own distinctive type, and which show up most beautifully in Hollywood. Then

there are homes in the English style, to which the vines cling affectionately and typically, and clear-cut American homes with the broad piazzas blended tastefully with the architectural style. Some homes have the pillars reaching to the roof of the porch in the severe style of the homesteads of the old South."

Castle Sans Souci

This is a beautiful mansion in the Tudor-Gothic style of architecture containing 18 rooms each representing a certain period with furniture and furnishings to match, is one of the very interesting sights of Southern California, being situated at Franklin and Argyle Avenues Hollywood, just opposite Castle Glengarry, the former home of Dr. and Mrs. A. G. Castles.

Castle Sans Souci, (meaning, "without care"), is contained in a three-acre park in the highest state of horticultural development, with the most magnificent scenic environment in the heart of Hollywood. Two great lions guard the entrance to the mansion. They are made of Carrara marble and for 144 years guarded one of the palaces of the Doges of Venice. The massive front door of the Castle opens into the great Tudor-Gothic reception hall in which during the war 300 of our army and navy boys and their sweet-

From the upper rooms whose windows look upon the great Gothic hall it is possible in times of the dances, theatricals, or musicales, to sit and look down as though from private boxes. The embattled tower 100 feet high was built after special permission was obtained by act of common council to amend the building restrictions as to height. From this tower the waves of the Pacific some twelve miles away may be seen, and at night Los Angeles with its lights over the wide plain gleams like the Milky Way. From the very beginning of the United States activity in the war Dr. Castles' home was the scene of many benefits for the Red Cross and other patriotic societies engaged in war work. Dances were given every second Saturday evening at which hundreds of the Army and Navy boys with their sweethearts were entertained. At one of these gatherings a sailor boy was married to his sweetheart by the Army chaplain, nearly one thousand army and navy boys being present.

Immense Country Estate of Millionaire To Be Beautiful Country Club

The magnificent country home on Ventura Boulevard, near Hollywood, of W. F. Holt "Father of Imperial Valley," and sur-



Airplane View of Hollywood

hearts waltzed to dreamy music every two weeks. The windows are Cathedral style, from the Royal Art Glass Studio of Munich. A famous painting of Charles the First adorns the wall above the imposing broad high Baronial mantel, while around the hall stand dummies in suits of armor reminding the guest of the old days when the Crusader fell exhausted under the heavy raiment. The dining room represents the Flemish period with its mantel extending to the acobin ceiling, and decorated with rare Delft ware. The Louis XV. drawing room paneled with silk and rare tapestries, with the frescoed ceilings decorated by a distinguished Italian artist and finished in gold and old ivory coloring, together with a Louis XV mantel.

The Louis XVI bedchamber, finished in gold and old ivory contains a Louis XVI mantel, a dressing room, artistically tiled bath, and individual porch, commanding a beautiful view.

rounding estate of three-hundred acres is the nucleus of the new Hollywood Country Club; just organized and incorporated.

The officers and directors include the following: W. F. Holt, president, Gilbert H. Beesmyer, treasurer, C. W. Jordan, secretary.

DIRECTORS; W. F. Holt, R. H. Robertson, C. F. Bloomington, H. T. Wright, J. A. Russell, Arthur White, Gilbert H. Beesmyer.

VICE PRESIDENTS; Douglas Fairbanks, Cecil B. deMille, and . E. Ransford.

The mansion of twenty rooms thoroughly modern and beautifully finished makes a most desirable Club House. Approximately \$50,000.00 will be spent in additional improvements supplying dining terrace, Ballroom, verandas, locker rooms and plunge. The new Hollywood Country Club when completed will have many

features not enjoyed by other Clubs of the West. Besides the two golf courses there will be 12 tennis courts, polo field, shooting traps, hand and basket ball courts, Gym, Children's play ground and nursery and an open air plunge.

President, W. F. Holt, owner of the property, is known to nearly everyone in the state of California, particularly in financial

life afforded by an institution of this kind.

The executive officers of the club are located in the Markham Building, Hollywood.

Art, Artitecture and Business

Art for art's sake, may be the sentimental motto of an estate recluse. It may include passionate love of beauty. It may be real



Hollywood Hotel

circles. Perhaps best known as the "Father of Imperial Valley." He is the original "Jefferson Worth" in Harold Bell Wright's popular story, "The Winning of Barbara Worth."

Mr. Holt just recently decided to abandon an active business career and expects to spend a great deal of time in connection with the new Hollywood Club to enjoy to the fullness the country club

devotion to the ideal, but it is insipid in a real world. It is aloof from Life. The test of all art is Life itself. The beginning and end of all beauty is for life's purposes, pursuits and pleasures.

Art for life's sake is, therefore, the true art of reality. It bodies forth the ideal, and makes it real in form and fashion. It captivates human interest and serves the utilities of life. No thing can be amiss in life when all know its relations, and art in life is the perspective of all useful and beautiful relations.

Art for business' sake, is a scientific achievement. Business, today, subsidizes both science and art, as the science of real living advances, it utilizes art, and business becomes the handmaid of both.

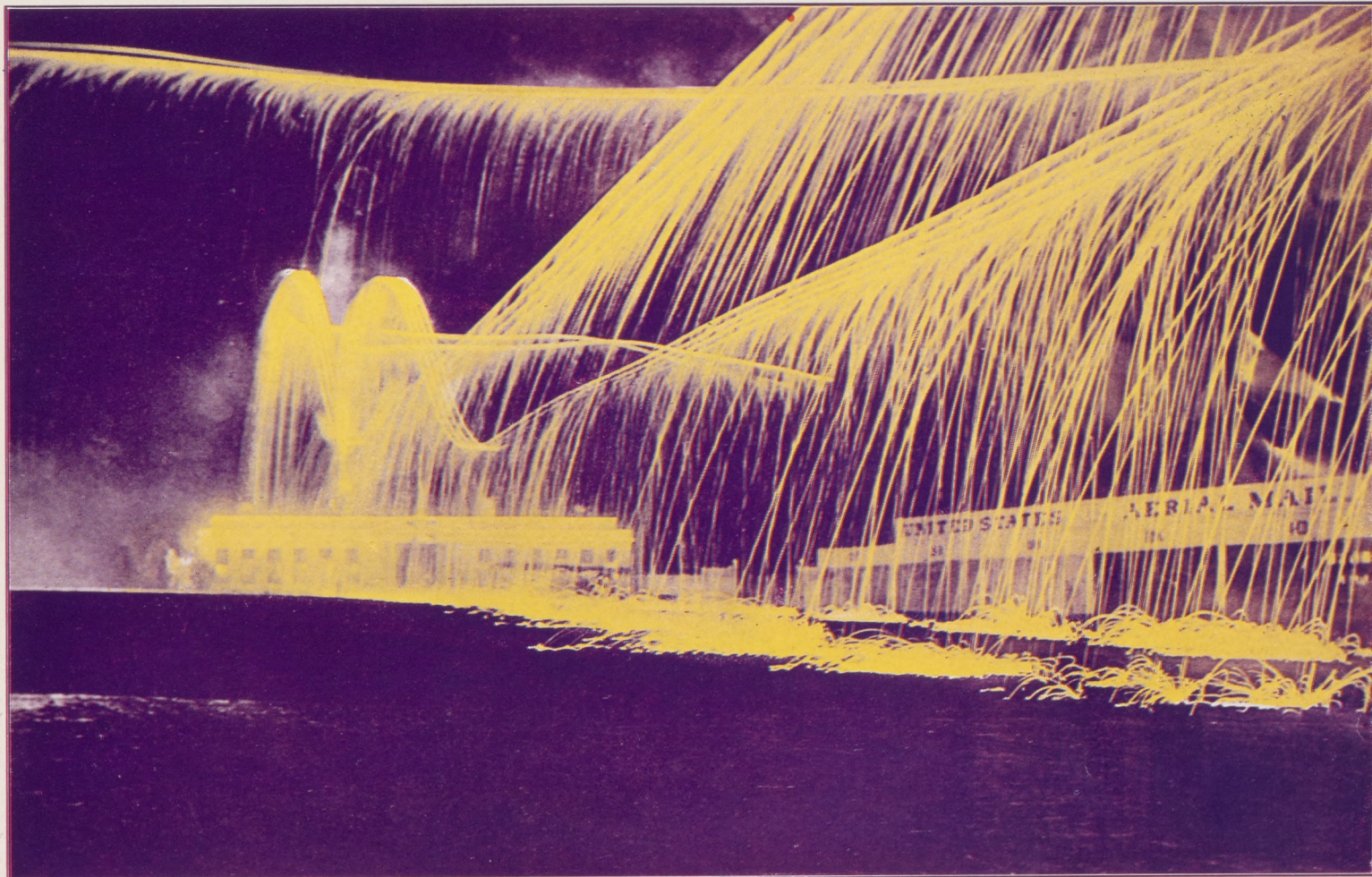
Living, today, is more than mere existence. It is more than eating, drinking, working. It isn't even for money. Money is no longer an end in living. It is a means to that end. The end of the best living is happiness, enjoyment, satisfaction, content. The best and most beautiful of all things in the world is for the service of humanity, and money is its minister. The climax of all art is the beauty and the joy of the home. Where one lives, whether it be humble in simplicity, or regal in magnificence, should be the palace of one's heart. Art is simple and it is superb. The homes of the humble and of the wealthy, alike, should show all the simplicity and superbness of art that they will bear. Home-life in America leads the world, in its artistic values



De Mille Aviation Field

and humanistic attractiveness. California is fast becoming the luminous focus of artistic development. Nature, here is lavish in her resources for art. Mountain, sea, hillside and valley, sunshine and soil, in natural settings that seem provided for some great

Meline system and service, that its reality, art, designing, estimating, drafting, construction and furnishing departments are working under constant pressure to fill outstanding orders. Its impossible to assemble and distribute more of the elements that please and



One of the Spectacular Night Scenes from "Cassidy of the Air Lanes," First Big Aerial Melodrama, Written and Produced for Universal by Jacques Jaccard at the de Mille Field, Hollywood

gallery of the gods, yield themselves in multiplied and varied uses for exuberant and joyous living. Life is the finest of all arts.

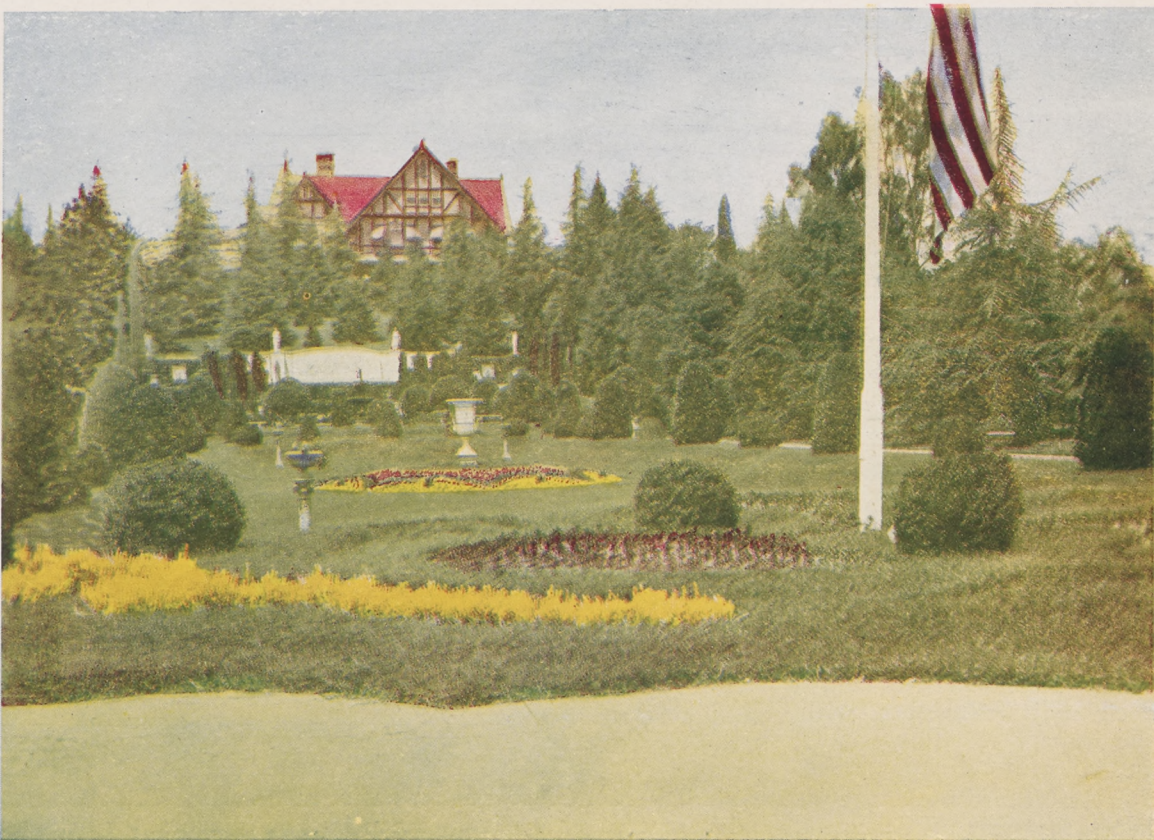
Where in California is this so true as in Hollywood and Beverly Hills? And the world is making it more so by its artistic appreciation. Mr. Meline has built his artistic conceptions into some of the finest architectural types to be studied anywhere. He has appreciated the artistic values and possibilities of scenic beauty, topographic situation, landscape artistry, architectural fitness and palatial construction, far beyond the growing needs of the hour, and has built an organization so complete and comprehensive, that he can meet and master every detail, from the selection of a situation and the first conception of a plan to the finished construction and furnishing, ready for occupancy, without any work or worry on the part of his patron. He is artist, architect, designer, contractor, builder, interior decorator, furnisher, landscape gardener, perspective specialist and financier, all in one. All Mr. Meline need to know is the amount of money to be applied, small or great, and the general ideas to be exhibited, and the work is perfected, with guaranteed satisfaction, within the specified time and amount of money, as by a miracle of prevision and provision.

It is a brand new development in art, business and building. It is educational and important to visit the Meline Studio and Art Shops in Hollywood. It is a study in ideals, of architecture and perspective, art in the home, science settings, beauty and utility, elegance and durability, in all finishings and furnishings. Utility of management, from start to finish, in every detail, is the success of the Meline work, and it secures in a unique way, economy of effort and expense. So great is the demand for the

satisfy, and elevate, the sense of restfulness and peace. It is the substance and spirit, in which his soul, in union with nature and art, should dwell with delight.

Mr. Meline has achieved notable prominence in his profession and is planning even greater things for the near future in Hollywood and Beverly Hills.

The undeveloped resources, hereabouts, for millionaire estates



Residence of Arthur Letts



Scenes on the Residence Grounds of Arthur Letts

and beautiful apartments are unlimited, and everything points to unique developments in palatial homes, with every illustration of appealing and arboreal beautification, recreative grounds, in the midst of mountain and marine inspirations.

Mr. B. S. Nomura, manager of the Hollywood Gardens, has demonstrated himself an expert as a floral and landscape planter and in cooperation with Mr. Meline has produced many wonderful and pleasing effects in exterior ornamentation.

Why Do People Come to California?

Why does a rosebud open its inmost heart to the warm kiss of the sunbeam? Why does the bosom of the earth hold itself up to the pulsing embrace of overbending smiling skies? Why do beautiful mountains stoop low to lift up the opalescent waves at the sea, to clothe their majestic heights with the drapery of rainbow mists and colorful clouds?

As Nature beckons to Nature and responds, so human nature hears the Call of California, and comes to enjoy its beauty, its recreation and its rest.

And who answers to California's call?



Front Facade of Hotel Hollywood

All sorts and conditions of men. The humble come from the Middle West and the Far East. They come simply, live quietly, spend little, go away and leave little behind. Some come with a dollar and a shirt, and go away without changing either.

Others come, too, on whom fortune has smiled. They come smiling, smile as long as they stay, and go away smiling. They love California. They say so, and mean what they say. They are alive, alert, and enjoy the livingness we have to give them. They are happy, ask for what they want and pay for what they get.

It was the fortuitous flip of a coin that decided the fortunes of Hollywood as the Kinematic center of the world. More men, women and children have seen the streets and scenes of Hollywood than the sights of New York, London or Paris. Why? Why did Al Christie and Bill Horsley gamble with a coin whether they would leave Florida and

come to Hollywood? Why did the moving picture people make Hollywood the headquarters for their world-wide work?

Mr. T. J. Berbridge, banker and landlord of Hollywood interests, tells us that he has seen land increase in value from \$300 to



Upper Three Panels: Streets in Hollywood. Lower Three Panels: Three Buildings of the Hollywood High School

\$90,000 an acre in Hollywood. Do folks come to Hollywood because they love the "Stars" of filmdom? Do they come to invest in realty? Surely—but there's another reason.

People flock to Hollywood because it is beautiful, inspiring and recuperative. The balmy air, softened by the sea; the delicious coolness, freshened by the dews of great condensing mountains; the enchanting drives, the flower bordered boulevards, the charming homes, the panoramic hills, the picturesque villas, the fascinating draperies of scented vines, the beautiful gardens, the palatial architecture, the embowering trees, the air of refinement,—these are some of the enticements and inspirations of Hollywood. And, now, were as guests



Menzie Court

may visitors make their home. With all these beautiful settings, spacious, varied luxurious, satisfying — with all the elegant ease, social harmony, and artistic appointments,—with every opportunity for diversion, sport, entertainment, excursions and restful comfort.

If one will but open one's eyes in these illustrated pages, one will see a picture-place that looks ideal, and is also real in all that culture and travelled experience would expect. And this is **HOTEL HOLLYWOOD**. It provides all the luxuries of the best living with none of its cares. Under the polite and gracious management of Mr. G. S. Krom, the most fastidious tastes and artistic requirements are satisfied, and his clientele consists of the choice people of



Residence of Chris Paul

society and of life. This beautiful hotel and the classical place of Hershey Arms, are owned by Miss Myra Hershey, whose active personality and interesting work has done so much for California.

The de Mille Flying Field

Hollywood must look to its laurels, or she will lose some of her richest assets through neglect of intelligent business co-operation. The motion picture business that has brought a hundred million dollars to Los Angeles annually, doesn't longer depend on California's sunshine for its artistic pictures. What has Hollywood done for this great business, on which she lives? Wake up, or some of your bright visions will vanish into thin air. What is Hollywood doing, now, for aviation? What is she going to do? Look out, or some near city will take from you your newest attraction—your most interesting development.

A visit to the de Mille Flying Field is a revelation. With his usual genius and generosity, Mr. Cecil de Mille has proven his leadership, by making the Mercury Aviation Co. first, in the field of Aero Taxi Service; in carrying over 2000 passengers without accident; in providing flying courses by government experts, with an enrollment of students; in moving picture work; in advertising from the sky. Let Hollywood and Los Angeles rouse to some worthy appreciation of this well-merited record.

To the courtesy of Mr. G. H. Flebbe, the business manager of the company, Lieuts. Thompson and Pickup, expert flying experts, we are indebted for the following inspirations: **Flying Pleasure.**

The world moves with incredible speed, and it takes tremendous pace for the utilities and pleasures of life to follow after, even at a distance. But there is one science and art that is making a marvelous record. It



Residence of Jesse Lasky



Allen's Water Gardens



Highbourne Villa

is flying,—yes, human flying. The war shoved this new achievement forward with stupendous momentum. One of the biggest and bravest shoves we know, that is going on with cumulative effectiveness,

was given by Mr. Cecil de Mille, Director General of the Famous Players-Lasky Corporation. At the outbreak of the war he purchased an aeroplane, built a field and equipped himself as a flying expert, receiving from Washington a commission as Captain. When the armistice was declared, he immediately began his great development of flying as an accomplishment of peace. This interpretation of the art and the science of aviation is a matter of public interest and information is given as an inspiration to yet unknown possibilities of human progress. Flying is a miracle. With buoyancy of the wind and against its uncontrollable current, the incredible speed and assured safety is pre-eminently a victory over gravity that illustrates the supremacy of man's brain and the dominance of man's power.

and against its uncontrollable current, the incredible speed and assured safety is pre-eminently a victory over gravity that illustrates the supremacy of man's brain and the dominance of man's power.

II. The new psychological effects of flying.

The scenic setting of the de Mille field is inspiring. It is spacious, in a valley, below Hollywood, of beautiful perspective. It commands a panoramic range of mountains of surpassing beauty and majesty. To rise to such heights in circling observation to an ever-unfolding panorama of increasing fascination, in every detail of relation, with changing lights and shadows, through softened tints of radant atmospheres, affords the greatest artistic achievement conceivable. It presents a perfected picture of such magnitude and magnificence as to thrill one's inmost soul with feelings of inexpressible grandeur. It is an education that ennobles one's conceptions, expands one's imagination, enlarges one's perspective, and enriches one's consciousness, for all of life. It gives a sense of poise and power that amounts almost to a mastery of one's self and of the earth.

III. Rapid Air Transportation.

Time is made for slaves. Space is measured off by plodders. Speed is no longer a demon of daring and of danger. Time is the symbol of thought. Space is the measure of action. Human progress tends always to limit if not eliminate both space and time. Movement is the one great reality of existence. The "one horse shay" was to Ben Johnson the ideal of movement. The "coach and eight" has been the style of elegant locomotion. The race horse was the limit of sport. The automobile at a mile a minute, on the levels, is a wonder. But the aeroplane, thousands of feet in the air, at three miles a minute, is the miracle of travel. Time saved, is money made. Space decreased, is accomplishment increased. These are new values created by rapid air transit, and already they have entered into all progressive living, as essential factors in modern business and social relations. Think of it—one can leave the de Mille field in the early afternoon go to San Diego, and be back for dinner!

IV. A training school for amateur and professional flying.

Flying is a fashionable exercise and sport—it is a necessity in business; so, training schools are in demand. The Mercury Aviation Company under the business management and courteous promotion of Mr. G. H. Flebbe, has established such a school, under the tuition and guidance of Lieuts. Thompson and Pickup, both of whom during the war, did expert work for the Government, and were selected as among the best flyers in the country. Aviation gives many new educational values. It develops personal consciousness of control, mastery of personal situation, and immediate adjustment of one's physical resources to emergency. It gives commanding sense of address and power, of flexibility and reserve. It is estimated that this flying field is superior because the air currents seem free from sudden cava and vortices, and present a stability that frees the amateur from undue stress and trepidation. One very great feature is that as good training under better conditions as is given in New York for \$1500 is given here for \$500.

V. Aerial dramatics the latest moving picture sensation.

Mr. de Mille was the first to use the aeroplane as an accessory to motion-picture production. And one of the most thrilling events, not provided in the scenario, that was ever enacted, recently "happened" on this field; while the growing use of the air in scenic development in this field, is showing phenomenal results. The outlook is unlimited. The literary artists will have to learn the game of the air to produce the situations. The actors must be skilled in all the dexterities and agilities of flying to execute the scenes. The directors need close up views for cinematographic effects. Photographers must train to get exact vision of the climaxes. The public will want to become familiar with the technic of shooting the scenes high up in the air. So, aerial dramatics promises to become as fascinating as their graphic escapades with automobiles and railroad trains. And what could be so appealing and transcendent, as to see the soul-kiss and the emotional embrace enacted in accompaniment with the movement of a high-riding plane, with clouds for a background and the blushing stars for witnesses!

VI. Taking the air in high altitudes for tonic benefits to health

The next new tonic for health will be flying for physiological stimulation. There is nothing like it. Already a scientific physician, with experience in Europe and professional appreciation of exact results from flying, has advised one of his friends in Los Angeles to take the air in a plane, three times a week, to gain arterial tonicity, pulmonary ventilation and hemogenic recuperation. And he can prove that he is scientific. Flying at varying altitudes does actually affect the blood pressure, deepens and expands the breathing, increases the hemoglobin of the blood, and multiplies the number of red and white corpuscles. These are the essential factors of health. These effects are demonstrable. If exact examination is made before flying and immediately after, indisputable proof of change and benefit may be secured. Therapeutic flying is sure to come. Nothing could be better for pernicious and other grave anemias, and certain stages of asthma and tuberculosis. It can be shown that the blood-making powers of the body increase from four to nine per cent in many people even after short flights. These facts make it predictable that the de Mille field may become famous for health flying. Progressive doctors should try it. With his usual foresight and enterprise Mr. de Mille should provide a scientific physician, equipped properly to examine patients, before and after flying, for blood pressure, blood analysis, circulation, heart action, respiration, lung elasticity; and prescribe the time, speed and altitude, and record the results. It would be surprising. Patients would be safe in the hands of Lieut. Thompson, himself a superb specimen of the physical effects of flying.

The New Spirit of Banking and the Hollywood National Bank

There is many a popular misconception about banks. So many people feel that all that a bank wants is to get your money, give as little as they can for its use, and lend you money merely to get a mortgage on your property. Not until recently did the public think well of the banks. To own even a little bank stock makes a difference. The up-to-date bank is truly the servant of the people, ever willing to finance their projects and encourage their development. Banks have more money than they can use and are looking for places to use it, and people who rightly appreciate their cooperation. Equally mistaken notions prevail about credit at banks. Some think a bank wants all you have, to get a loan, and then begrudges you the use of what you borrow. That is a mistake. Credit is as simple as any social exchange. It is based, first, on character, then capacity, while capital and collateral come last. Business, today, is done more on faith in men than any other principle. Banks look for men who are known for producing power, of capacity to make good—who can make an opportunity, and improve it. Many a man may have the best rating, but his capital and collateral are suspected if his habits are bad. Banks are the best public advisory counsel a community can have, and money is always ready for improvements that evidence their value. Banks are now doing much for thrift. It is easier to make money than to keep. Banks not only keep money safely but invest it wisely for those who want to save. The best friendship for business and success is that of the friends we make in the banks. One can have no better passport to prosperity than standing at the banks. Hollywood owes much to its banks. We have had pleasant greetings with the cashier of Hollywood's National Bank, Mr. Ralph C. Long, who brings the courtesy of a gentleman into the business of the public; and its senior director, Mr. J. Beveridge, who has grown up with his community, and has helped it grow, by his public spirit, kindly manners and liberal generosity. The assets of this bank on June 30, 1919, were \$4,651,850.90. The officers are Edwin O. Palmer, president; B. S. Phelps, vice-president; G. G. Greenwood, vice-president; Ralph C. Long, cashier; Frank K. Galloway, assistant cashier; Geo. R. Dodge, assistant cashier.

Residence of Mr. Arthur Letts

The beautiful home of Mr. Arthur Letts, the merchant prince, is one of the show places of Hollywood and not surpassed by any in Southern California in respect to its artistry.

The stately and ornate residence located on 100 acres of rolling land in the foothills of Hollywood, commanding an unobstructed view of the city and valley, is especially artistic and unique in its architecture and as may be supposed is arranged with a view to the acme of comfort, luxury and art. It is however the extraordinary beautification of the broad acres surrounding it that attracts the attention and commands the admiration of beholders. It is impossible in limited space to adequately describe this veritable botanical garden, but suffice it to say that beyond the perfection of its landscaping, the cultivation of flower and vine and the decorative features in urns, statues, pictorial panels and other ornaments in Italian and other imported marble the collection of trees is a marvel of completion, embracing a vast variety of rare specimens from all parts of the world and said by the government horticultural department to be one of the most extensive in America. Mr. Letts has given much time and research to this and has had prepared plats showing the location and name of each individual tree.

Allen's Water Gardens

Situated on the corner of Vermont Avenue and Santa Monica Boulevard are the Unique Water Gardens of Fred H. Allen. Here are numerous pools alive with gold fish of all sizes and kinds disporting amongst a mass of water lilies, hyacinths and other ornamental aquatic plants; surrounding these pools are gardens teeming with many kinds of ornamental foliage and blooming plants adapted to interior and exterior decoration of the house beautiful. These products, including aquaria and other kindred ornaments are for sale but the main feature of the business is the installation of water and floral gardens in the grounds of private homes, installation and maintenance of aquaria and plants in the home and the window display of pretentious show windows of retail business houses. In this era of art and culture an institution of this character has become an essential adjunct to the architect and landscape gardener.

"It is my opinion," said Dustin Farnum in a recent interview, that original stories for screen plays are more desirable than book stories, but it appears that we must turn to book plays in a greater measure than in the past, if more worthy, original stories are not forthcoming.

BRUNTON STUDIOS

THE SPIRIT OF SIR HENRY IRVING
MATERIALIZED IN KINEMATIC PRODUCTION ART

There is no mind so dull or heart so cold, as not to dream of a fairer world than the one it knows. Life to everyone holds the promise of wider horizons and brighter scenes. But only minds of vision, souls of inspiration, may penetrate the crowded pageantry of form and color, of expression and action, sense the harmony within the tumult of emotion, and give it sustaining idea and attractive manifestation. Emotion and insight fuse into an image of perfection. The artist loves what he beholds, and with shaping power he recreates his vision in enduring forms. He wears a pattern of words, and sets the scenes of its dramatic action.

This is creative art. It is universal. No mood is denied it. Joy and sorrow, hope and regret, tears and laughter, and all else that is human, lie within its compass. Its characteristic note is intense personality in feeling.

This is what one gets from the atmosphere of the Brunton Studios, and, especially from the personality of Robert Brunton himself. He is an artist in conception and construction, in spirit and substance. By heredity, culture, association and achievement, he is the confessed leader of his profession. All who know of the

This is the Irving concept in legitimate stage work, and the public has not fully known this. Irving's great forte in stage craft lay in selecting experts to do this work. He himself referred it to others, and Brunton received from Irving this rich heritage of scenic art. He has brought over into the moving picture art the great values of accuracy of details. Our visits to Hollywood's other studios gave impression of slipshod, careless, shifting, incomplete methods and materials of presentation, whereas the Brunton Studios show careful, analytic study and strict technical exhibit of settings.

Dramatic people are temperamental, and the silent actor needs every aid that contributes to the dramatic situation. This is a psychologic necessity. Brunton shows keen intuition of plays, players and fitting situation, and provides everything of the best to intensify concentration, stimulate artistic efficiency and provide appealing atmosphere. Consequently, he develops a finer dramatic product, and a fuller educational effect. Among some of his earliest notable screen productions were practically all of the Triangle pictures when that producing studio was at the apex of its career.

Structural Materializations of Technical Scenic Production.



Brunton Studios

perfect details, dramatic finish, artistic equipment, scenic inspiration, accurate settings, productive efficiency, and dramatic impressions, always associated with the work of Sir Henry Irving, and that gave this great artist so much of his prestige and power, do not know as well, that this perfect technic of material presentation, was due, largely, to the scenic artistries of Mr. Brunton. The story of scenic production in its technical finesse, in America, of late years, is the story of his illustrious achievements.

Attracted to the "silent drama," by its inviting possibilities, as fine art, impressionistic education, cultural inspiration and progressive business, Mr. Brunton has incorporated into the moving picture industry all the distinguishing features that made his scenic production pre-eminent in association with Sir Henry Irving. So that it is historically and dramatically correct to say that the spirit of Irving is materialized in Brunton's kinematic productive art. And it is no derogation to Irving that this is so. It is an honor. The scenario and kinema are the reincarnations of the grand personalities of past art in the immortalities of the ever-living spirit of artistic progress, with acknowledged improvements. Finisht stage craft is progressive, and the Brunton artistries of kinematic presentation are acknowledged advances upon the limited settings of the past. The constructive element is greater. The dramatic effects are greater. The scope of vision is greater, even as the range of the eye is above and beyond that of the ear.

Fullness and finesse of presentative settings.

His basic principle is that all settings, interior and exterior, play a vital part in inspiring the standard of acting for the screen.

The immense acreage for locations is surprising. There are ten acres of buildings and thirty acres for temporary settings, and within ten minute's ride of the studio there is a 500-acre ranch in the mountains with every variety of backgrounds. Within the grounds are executive offices, six immense stages—some open, some closed, one in glass, and all built in permanent form; an entire street of elegant dressing rooms, flower-beds, shrubs and trees. The property houses are full of classical equipment—costumes, paintings, sculpture, bric-a-brac, tapestries, furniture, plastic carpentry, in correct artistic models, moulding shops, electric departments with every facility for lights, by which scenes are made, rain or shine, day or night,—technical buildings, massive street sets, typically English, Irish, Italian, Mexican, French, Southern, Western, dock, steamer and warehouse, N. Y. Courtway, Helen Kellar home, old Norman Chateau, Pickford bungalow, Cafeteria, Japanese, English and Italian gardens, Conservatory, landscape gardens, swimming pool with artistic bridges and lights, fire-engine, police headquarters, Cairo, auto service with fifty stalls, gymnasium—all presenting a unique institution, a film city, a financial prodigy; and all representing the Brunton personality and the Brunton service. Organization is perfected in a staff of sympathetic and efficient people, artists and specialists, with free initiative and happy co-operation. It is an ideal picture plant, perfect in detail, distinctive, exclusive, yet popular and independent in relations between the producer and the studio, in any service desired, from the first presentation of literary ideas, scenarios, rental of space, to

(Continued on page 32)

LA JOLLA — THE BEAUTIFUL

The Seaside Resort With A Soul—By Ray Clarke Rose

Princess of the Sea

She rises, carnate loveliness, from whirls of milk-white spray,
A vestal of Eternity step-daughtering the day;
Her veils are loosed, their whiteness far on wind-way shaken free
And Heaven and Earth conspire to yield her lavish, rich array:
Flowered fragrance, jeweled opulence proclaiming her degree—
A royal maid, La Jolla, loved Princess of the Sea.

In pools of flaming dawn are stained her pointed finger tips,
A wine of roses, crushed, incarnadines her happy lips,
And constellations sparkle close against her rounded ears.
A noontide langour she forgets as silver dew she sips,
And all night long the Southwind croons forbidding darkling fears.
(The sun God comes himself to kiss away her morning tears.)

bland climate in America, with an average winter and summer temperature of about 65 degrees, and only nine all cloudy days to the year; no extremes of heat and cold, nor any stress of storm.

La Jolla (pronounced as if spelled "La-Hoyah") is a northerly suburb of San Diego, the oldest city in California, situated in the extreme southwestern corner of the United States. It is three miles from the Santa Fe railway, and, with the completion of the San Diego and Arizona Railway, very soon, will be connected with the Atlantic seaboard by the shortest transcontinental route, via the Southern Pacific.

The Little City of Heart's Desire rests on a rugged and indented shore sheltering many sandy beaches, and wher eis produced without cessation a changing spectacle in which the usually mild-mannered and sedate Pacific develops each day some new



1—The Cove. 2—The Witch's Head. 3—A Bit of Coast. 4—Cliff Dwellings. 5—Home of J. M. Lathrop.

The Rainbow's every dye spills o'er the fabric of her dress,
And perfumes, new-distilled, cling in the East wind's each caress;
A circled song the hours but spell, of sweet felicity—
The Gods lean low in love conferring on her Happiness
The gift of changeless Beauty—their own Immortality,
For her, Beloved Princess—La Jolla of the Sea.

—Ellen Hasbrouck.

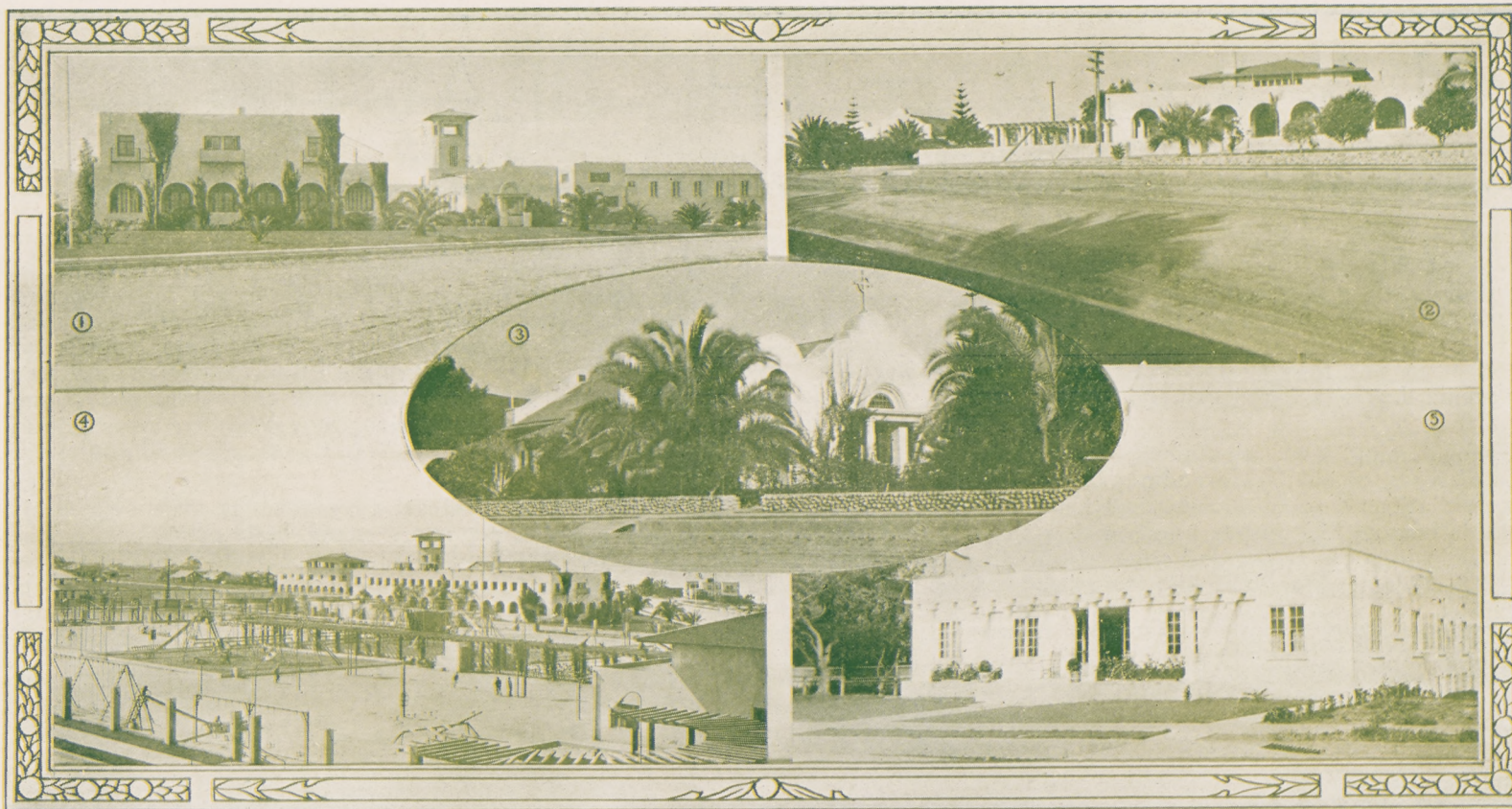
All that Southern California symbolizes of unique charm and special distinction finds fairest expression and fullest fruition in La Jolla, "The Little City of Heart's Desire."

Hosts of summer and winter guests who have made it their rest and pleasure objective for years bear witness to this.

Official records show that the vilage has the most even and

vivacity. This most picturesque of coasts conforms to make a bay of wondrous winsomeness, flanked as it is on three sides by a semi-circle of golden, green and purple-bronze hills of ever varying beauty. Beyond the hills mountain ranges mysteriously remote shed a gracious glamour of peace; the enveloping calm and over-awing grandeur of majestic distances.

And everywhere is color—flung from distant snowy mountain peak to dallying iridescent wave near by. Over lawn and garden, grove and girded shore, in caverned cliff and intermittent cloud, every hue and shade of fascination smiles. It flames in sunsets no art can imitate, no poet hope to crystalize in song. It lurks in marine gardens where flashing fishes vie in tint with vivid weed and painted rock and rainbow-snaring abalone shell. It blends the blue of sky and sea to a richness and a depth unspeakable, and darts



1—The Bishop's School. 2—Woman's Club. 3—St. James-by-the-Sea. 4—Village Playground. 5—Emergency Hospital and Sanitarium

through breakers shot with beauty stolen from the opal's ardent heart.

La Jolla has the comforts and conveniences of a high class resort, including rental cottages to suit the circumspect or lavish purse, home-like hotels and handy apartments, and with outdoor sports and amusements from which the "hurdy-gurdy" element is conspicuously absent. Swimming, fishing, golfing, tennis, horse-back riding and the like are among the daily diversions, and outdoor dancing on the polished cement tennis courts of the community playgrounds affords unique evening entertainment that is indulged in by old and young all the year round.

The village has a



Southern Trust and Commerce Bank—Below; Celebrated Caves of La Jolla

cosmopolitan population drawn from among the discriminating everywhere. People of distinction have made it a place of rest and recuperation for over thirty years. It is neighborly. The hypocracies of cast and cant are laid aside in The Little City of Heart's Desire. People meet you half way if you desire comradeship, or tolerantly leave you alone if solitude suits your mood.

They never are too hurried for comfort, in La Jolla. They do not have to "hustle," even in the search for amusement. They have time to rest, if tired, to roam about, if restless, to play, or to dream a little while. So it is the daily custom for young and old to frolic in the



tantalizing surf and loiter in the sun upon the shore; to listen to the booming voices of the sea, or catch the song of lark and linnet, mocking-bird and oriole; to muse upon high rocks that sternly cut the tide, or amid the arching wonders of cathedral caves; to watch the colors creep across the hills 'twixt dawn and dusk, and see the drowsing sun paint mystic pictures on the ocean's misty rim.

In La Jolla the soothing incidents of their exceptional life engender amiability and serve to teach the gentle art of living; to make sour visages soon win the rotund sweetness of a mellow winter apple, and faces once sad to quickly bloom with smiles. The Grouch becomes a kindly prophet, there, and the Knocker adorns front doors only—as an ingratiating token of hospitality.

Added to the natural charms of La Jolla are many beautiful residences and gardens, particularly along Prospect boulevard, paved from curb to curb, a part of the paved coast highway to Los Angeles. Among its distinctive features are perhaps the best equipped Community House and Playgrounds in America, the beautiful Woman's Club, the new emergency hospital and sanitarium, and the fam-



branch of the Southern Trust and Commercial Bank of San Diego, one of the strongest banking institutions in California.

Scripps' Biological Marine Station

La Jolla is exceptionally fortunate in being the site of the Scripps Biological Marine Station, a part of the University of California, and under the direction of Professor William E. Ritter. Its courses are attended by biological students from the staffs of various colleges because of the rare advantages offered by its well stocked marine museum, library and special equipment for research work among the living phenomena of the Pacific.

This institution is one of which any metropolis might well be proud.

La Jolla's Lure

Such is La Jolla. Once seen, the lure of its unique loveliness dazzles ever, and delights. It casts its magic over body and spirit and brews an anodyne that soothes the tired soul, renews youth and makes age a lingering adventure in content. The urgent tides of life there move caressingly alike to those who feel their ebb or flow. Their paths of peace are many, but the calm hours bring no languor in The Little City of Heart's Desire. Time passes and the days benignly smile for all who hold this place of restful beauty to their hearts.

Scripps' Biological Marine Station their ebb or flow. Their paths of peace are many, but the calm hours bring no languor in The Little City of Heart's Desire. Time passes and the days benignly smile for all who hold this place of restful beauty to their hearts.

"Age cannot wither nor custom stale its infinite variety."

The La Jolla Chamber of Commerce has a descriptive booklet on La Jolla, and illustrated by many reprints of photographs of points of interest. This artistic and informing brochure can be had for the asking. A postcard with your name and address will bring it if sent to the Secretary of the La Jolla (California) Chamber of Commerce.



Green Dragon Camp

ous Bishop's School for Girls; all of these having been made possible by the love and liberality of Miss Ellen Browning Scripps, "the fairy godmother of La Jolla." Other places of public use and interest are the village library, soon to have a splendid new building, and the elegantly appointed



Residence of Paul J. Williams

KINEMA DIGEST



CONDUCTED BY JULIE LEONARD

Current Topics of the Shadowplay World

PRINCE OF THE PLEASURE PALACE

IN grateful recognition of the gift of science, at the hands of Franklin, Fulton, Edison and Marconi, in light, heat, power and electricity, all now at the command of the dwellers of the earth, in the highest stages of development, and of the more modern of inventions in aerial navigation, bringing to near perfection a safe and swift transit of the air in the winged car, the mind must turn again to that still more recent of creations in the science of the picturization of animate as well as inanimate scenes and events for the purposes of entertainment and known as photoplay. Not unlike others of the wonderful achievements of science and the genius of man, the Kinema Art in its inception was crude and undeveloped, but no other of the created sciences has had a more rapid or phenomenal advancement than that of motion picture making, and among the exponents of this art who have brought it, in so brief a period of time, so nearly to perfection, there are none who have utilized it to better advantage than Sid Grauman of Los Angeles. Gliding gradually and gracefully from the Thespian to the Kinema Art, he has given the latter a setting heretofore unsurpassed. For this purpose he caused to be erected in this city the largest and most beautiful "Temple of the Cinema Art," as he calls it, wherein to present the best creations of the greatest producers of picture films. He also will construct in Los Angeles a two million dollar theater and acquire several other popular houses.

But that is not all, not content with showing the best he has striven and succeeded in showing them to the best advantage, to the end that their values are enhanced by the artistic environment, scenic and lighting effects and the charms of music, together with the grandeur and beauty of his palace of pleasure, of which he is the prince.

To Sid Grauman, therefore, the amusement loving public is indebted for the acme of entertainment in picture plays with the interpolation of refined and novel stage features, in all of which he is constantly evolving new ideas, both unique and original that tend to keep his beautiful theater ever in advance of the times and a place de-resistance for those in quest of entertainment. It is his ambition to excell, to keep abreast of the procession, and in doing so he is a

benefactor to his patrons by dispelling gloom with the golden glow of glee, to "chase the pensive tear," and bring a smile to the quivering lip. He is a leader in his line, a lover of Art he woos it and with a master mind the end is not yet, therefore Los Angeles may well proclaim him impresario of impresarios and proud to greet, as a genius and an asset, Sid Grauman, the Prince of the Pleasure Palace—

Grauman's Million Dollar Theater.

A Boon to Kinema Art

"Prohibition will result in screen dramas being much superior during the coming year than they have been in the past," says Monte M. Katterjohn, the well known creator of screen plays.

"It is a well known fact," continued Mr. Katterjohn, "that when a state has voted itself dry, there is a very noticeable increase in the number of persons who patronize the 'Picture Palaces,' as they call the motion picture theaters in England.

"This enables the theatrical manager to pay a higher price for his films. The producer is then enabled to spend more on production. This naturally results in better pictures.

"One of the largest distributing film exchange organizations figured that in one western state alone, which adopted bone-dry prohibition about a year ago, its cash sales increased approximately thirty-five per cent. So the majority of picture theatre owners will say: 'Hurrah for the day of the ice cream soda.'"

A Valuable Employee

Old Man Accident has long been listed as one of the world's great stage directors. His work is known in all corners of the globe, wherever stages are built and plays presented. He has achieved triumphs in state theaters and in the most lowly

town-hall.

To list his many successes would take volumes. A few striking instances will serve to reveal his greatness. Many will recall the time when the production of "The Garden of Allah" at the Century Theater in New York was hailed as the last word in modern stagecraft. There will be some who will recall the gorgeous cloud effect in the first act setting, but few are aware that it was Old Man Accident who devised the effect. The scenery was hung in the theater before the fire-proofing had dried—and lo—the effect



Sid Grauman

was there to the amazement of all beholders. Skilled artists immediately climbed to the flies to perpetuate another of the old man's masterpieces.

In the same production, a staff of experts in lighting labored for days to create the effect of great distance in the night scene on the desert. Combination after combination was tried out, batteries of shaded lamps picked out the high spots of the set, and still no one was satisfied. Suddenly came the order to turn out everything and try all over again. The stage was unlit save for the stars on the great cyclorama that served as a backdrop, and the lights that showed thru the open dressing-room doors. And the desert seemed miles and miles in depth. Old Man Accident had scored again.

And now we learn that Old Man Accident has invaded the field of the silent drama. It is not to be presumed that this is his



Dorothy Dalton, Ince Star

screen debut, but never before has been properly programed. It seems that during the taking of "The Eternal Mother," which is the latest of the Florence Reed pictures to be produced for United Picture Theaters of America, one of the characters visions back to an interpose of his past life that explains his desire for vengeance on a man who had wrecked his life. In his simulated anger, Robert Broderick, playing the character, brought his hand down on a table-top with such force that he broke several small bones. It was some time before he could play the remaining scenes of the drama, but the accident served to inject an element that had not previously appeared in the story. His crippled hand was always in the foreground, a constant reminder of the injury for which he wished revenge, a little touch provided by Old Man Accident that increased the dramatic effectiveness of the story materially and of which the capable actor took full advantage.

Concerning Comedies

Henry Lehrman, producer of the forthcoming Henry Lehrman Comedies for the First National Exhibitors' Circuit, and for many years one of the foremost creative artists in the field of motion picture comedy, gives in a recent interview an interesting exposition of the changing tendencies of film humor, and the difficulties which confront those whose task is to make two laughs flourish where only a smile grew before.

"To the superficial observer," says Mr. Lehrman, "the creation

of film comedy appears to constitute the easiest branch of production endeavor. The novice in scenario writing almost invariably begins by dashing off a succession of comedies, leaving the more serious themes for treatment after he shall have acquired a certain facility of expression in the language of the screen, and a more accurate knowledge of the so-called mechanics of the art. The comedy director is often looked upon as having failed to reach the pinnacle of artistic accomplishment occupied by his brethren of the drama, and the idea persists that 'anyone can make comedies.'

"Nothing could be further from the actual facts. The production of comedies is the most serious in the film world—(even as it is the most interesting)—and involves the exercise of the utmost in resourcefulness and ingenuity. It is probably true that more thought, more labor and more painstaking care are lavished on a successful two-reel comedy than on the average dramatic feature of more than twice its length. Indeed, in the case of Lehrman Comedies, this comparison applies as well to the time consumed in production, since my pictures of two-reel length require an average of ten weeks each for filming.

"To these facts can be attributed much of the progress made in film comedy during the past two years—an advance which has far exceeded that made in the dramatic field within the same period, and has wrought a complete change in the standards of humorous productions. While producers of film drama have given scant evidence of progressive thought, pictured comedy has shown a constantly changing improvement of method and execution. The forcible contact of the common chicken-egg with the human visage is now in distinctly bad odor, whatever the age of the egg. The custard pie as a weapon of defense is more than apt to prove offensive. No longer can the kick in comedies be registered entirely with the feet. New lines of 'business' or action must be constantly



Florence Reed
United Picture Theatres Star

devised, new 'gags' introduced, new situations contrived—always it must be something new; and always it must be either funny or breathlessly thrilling. In these days of the sophisticated audience it is not sufficient to do the unexpected. The blase film fan is constantly expecting the unexpected, and it becomes necessary to cap the 'unexpected' action with some further bit of humorous by-play to induce a laugh.

KINEMAS

Blanche Sweet, the newly acquired J. D. Hampton star, has finished her latest feature, "A Woman of Pleasure," a James Willard's popular melodrama, under the direction of Wallace Worsley. Wheeler Oakman, Wilfred Lucas, Wesley Barry are among the principals that support Miss Sweet.

Work on "Peg O' My Heart" has been completed under the directions of William C. De Mille, with Wanda Hawley in the title role made famous on the legitimate stage by Laurette Taylor. Thomas Meighan, Theodore Roberts and Barbara Castleton are also included in the cast.



Frank C. Egan, President Egan School of Drama, Music and Dancing, and Dean of the Dramatic Department, One of the Best Known Promoters of Dramatic Art in Its Higher Branches.

Seena Owen, one of D. W. Griffith's discoveries, will co-star with Jack Holt in a story from Joseph Conrad's "Victory." Maurice Tourner will direct. It has recently been announced that Seena Owen, Mitchell Lewis, Anna Q. Nilsson and Niles Welch have incorporated, and will star individually under Productions Company, Inc. Directors for the quartet have not yet been announced.

Alice Brady has signed a contract to appear in a series of eight pictures for Realart. The first of these plays is taken from Owen Davis's well known story "Sinners."

"The Eyes of Youth," Clara Kimball Young's new feature, has a well selected cast including Edmund Lowe, Gareth Hughes, William Cortleigh, Anders Randolph and aPuline Stark. Albert Parker has been chosen to direct Miss Young, and the opening scenes are to be filmed in San Francisco, where Director aPrker has arranged for the use of the waterfront and tenderloin districts.

The Realart Pictures Corporation has secured a number of popular stories for their recently contracted star, Mary Miles Minter. The first of these to be converted into screen plays is "Anne of Green Gables" scenariorized by Frances Marion and directed by Wm. D. Taylor.

Gus Meins, the well known cartoonist and writer has recently joined Hampton Del Ruth's scenario staff at Fox Studio. His work has appeared in most of the humorous publications, including Life, Judge, Photoplay, Cartoons, Motion Picture Magazine and numerous other papers. The ability of Mr. Meins to draw humorous pictures as well as write matter led Mr. Del Ruth to believe that he would be a valuable asset to his plans for making comic pictures. Mr. Meins is at present assisting Director Eddie Cline in planning the comedy situations for his pictures.

BULL'S EYES

Sixty per cent of the Bulls-Eye west coast studios employes are discharged service men, according to Nat H. Spitzer, studio manager.

Harry Mann and Miss Matie Connolly, both supporters of Nazimova in Metro's "Red Lantern" are now with Bulls-Eye.

May Foster, well known character woman, is now with Bulls-Eye.

Beatrice Lovejoy, formerly with Griffith, has signed a long-term contract with Bulls-Eye.

Milton L. Cohen, of New York, president of the Bulls-Eye Film Corporation, will shortly make his bi-yearly trip to inspect the Hollywood studios of Bulls-Eye.

A house organ to boost Bulls-Eye comedies among exhibitors, which will also contain many interesting items of dramatic productions, will soon be issued.

Gus Schumacher, cashier at the Bulls-Eye studios, is grief-stricken over the death of his granddaughter, killed recently in an automobile accident.

An Automobile Requisite of Merit

Since the advent of the automobile and in consequence of its universal popularity and employment many improvements have been made in its mechanism and adornment as also in the great number and utility of its accessories, among which is the windshield, the most recent and now practically indispensable adjunct of which is the wind deflectors or plate



glass side wings. As manufactured by the Dustin-Roman Auto Top Co. of Los Angeles, these essentials are not only calculated to enhance the comfort of the occupants of a car but lend a grace and beauty to its appearance in the ensemble. By means of this ornamental appliance protection is afforded from wind, dust and rain. A glimpse of this device is presented in the illustration herein in which will be seen at the wheel Miss Anna Cornwall, a popular motion picture star.

VAN NUYS

A THRIVING
LOS ANGELES SUBURB

It has been said that every great achievement is the lengthened shadow of a man. Van Nuys, "the hub city of the San Fernando valley," is no exception to the rule.

When W. P. Whitsett looked the locality over at the beginning of 1911 he saw a waste of thousands of acres of rich soil that, to his far-seeing vision, represented home, happiness, beauty and prosperity for thousands of progressive people.

Coming from Chicago to the West in search of health, his nature was too aggressive to allow him simply to nurse a delicate constitution. While getting well he must do his share of the world's work. His condition required that he do it out of doors. Here, in this spot that Nature had endowed with ideal conditions, he centered his heart and his hopes.

Whitsett believed that the way to get settlers was to provide some special thing for them to do. Where could a better place be found for raising poultry? It cost him \$20,000 to learn how to teach others to make money out of poultry.

Next came the development of potato raising on a large scale. The first year was a failure, but Whitsett was undismayed. He got Eugene Grub, one of the leading potato experts of America, to come and study the conditions and give advice. A million dollar crop is assured for the coming year.

Several high class dairies in the locality have demonstrated

Van Nuys has made good. There is nothing accidental about its growth from nothing to 5000 since 1911.

The "hub" of the San Fernando valley has proven to people gathered from all parts of America that it offers a comfortable living, social charm and the delights of ideal California climate and scenery to home lovers and sincere workers from anywhere.

To the discriminating there is a diversity of opportunity, combined with a gripping winsomeness, that has made them take right hold, buy their town lot, or five or fifty acre ranch, or both, and settle down to broad guage comfort and prosperity.

Van Nuys shipped out a million dollars worth of poultry products, chiefly produced from small ranches last year. Half a million dollars worth of potatoes were sold last season. Count the dairy products as another million dollars per year, with the hog industry and beet growing looming up in the same fashion. Then there are the fruits and garden vegetables, all of which bring in dollars in bunches. In fact it is safe to say that next year Van Nuys will sell five million dollars' worth of various products. Think what \$5,000,000 cash coming in per year signifies to a community of 5,000 souls! It means an average of \$1,000 a year for every man, woman and child, doesn't it? Now you understand why high grade, home loving, and prosperity seeking people come to Van Nuys and buy bungalow farms.



Street Scene in Van Nuys

that there is no better place than Van Nuys to establish an enormous dairy industry. Of course Mr. Whitsett is pushing this latest project with his accustomed vigor.

The establishment of a community of five thousand population in less than ten years, and gathered from all parts of the country, has not been accomplished without consistent, continuous concentrated and careful effort. Whitsett knew that nothing better could be offered to home builders than his Van Nuys acres, and he was not afraid to back his judgment with his money. **One hundred thousand dollars in cash spent in advertising** is illustrative of his belief in Van Nuys. It paid. In less than eighteen months he sold a million dollars worth of five acre home farms, larger tracts and town lots. For three years he carried free of charge from Los Angeles to Van Nuys from 500 to 10,000 people a day to see for themselves that all he claimed for the locality was true. Every person who arrived in Los Angeles and had a trunk moved received a metal-rimmed transfer tag on the back of which was a free ticket to Van Nuys. He bought these tags a million at a time. They went all over the world as souvenirs of California's and Whitsett's gumption, gimp and go-ahead spirit. Van Nuys is so well established now that it requires no more tag advertising, but still letters of inquiry come to Mr. Whitsett's office as a result of the distribution of those old, unique publicity placques.

In spite of his wonderful success as a builder of homes and community prosperity and contentment, Mr. Whitsett is as modest and self-effacing as the proverbial old shoe. But he loves Van Nuys like a favorite child, and if you want to spend an hour in an instructive and thrilling fashion, why, get him to talking of the story of Van Nuys since that balmy morning of Feb. 5th, 1911, when the Vision caught him that today is a reality, and when he purchased the present townsite.

Van Nuys is "thirty-five minutes from Broadway," Los Angeles, either by beautiful paved highways, or by electric trolley or train service. It is the trading center of the valley and the junction point of both electric railway line and boulevards for nearly 60,000 acres of rich land rapidly being improved and populated by highly prosperous people.

With splendid schools, many beautiful homes, up-to-the-minute business houses, a sound banking institution and several going industries, Van Nuys looks forward to a continuous and flattering growth in all that makes a place fortunate and happy.

For full particulars one simply has to drop a line to the secretary of the Van Nuys Chamber of Commerce. Just address it "Van Nuys, California."

Financing New Developments at Van Nuys

With both conservatism and progress the First National Bank has stood faithfully behind all the worthy interests of the people. This bank is an institution of service. To build a city takes money. To get money requires productive ability. This bank has capitalized the producing power of the people. Faith in men builds fortunes, and it takes intuition and judgment to trust men with money, and such faith wisely placed inspires men to make good. The personnel of the bank represents the character, the accommodation, the reliability of the community, and gives stability and encouragement to business and public life. The officers and directors of this bank stand for success at Van Nuys.

Officers: R. E. Whitley, President; M. H. Sherman, Vice-President; Geo. B. Jess, Vice-President; A. I. Smith, Vice-President; Lewis E. Bliss, Cashier; Paul F. Shepard, Assistant Cashier.

Directors: R. E. Whitley, H. J. Whitley, M. H. Sherman, A. I. Smith, Geo. B. Jess, C. T. Wardlaw, F. X. Pfaffinger.



A Gentleman Always

ON the highways or the congested thoroughfares of the city good or ill breeding of the motorist manifests itself. The true gentleman constantly reveals his consideration for the rights of others, he will even concede the right of way to the "road hog," the insolent truck driver or the careless woman at the wheel. You may know a gentleman when you see him anytime and anywhere and by the same sign you will also recognize the churl—the barn bred animal in human camouflage.

It was a noticeable condition of the recent street car strike in Los Angeles when thousands of citizens waited at the curb for the street car that never came, that few of the wealthy motorists deigned to offer seats in their immaculate cars to wistful pedestrians, while the man of meagre means with a modest car or even a Ford made many weary wayfarers welcome to the best he had, proving himself the better brother and the houser of a heart, which goes to show that money does not make the man.

Cutting In

Some of the most serious accidents on the highways of recent date have been caused by "cutting in" on the part of motorists, state officials of the Automobile Club of Southern California, and that organization is going to take steps to see that the habit is stopped.

An automobile overtaking another vehicle must pass that vehicle on the left at an increased rate of speed, and must not assume the right hand side of the road in front of the overtaken vehicle until it is a "reasonable distance" ahead.

This "reasonable distance" means a distance which is long enough to be safe. If the motorist "cuts in" ahead too soon, he is liable to arrest.

And he is going to be arrested, too, according to the auto club's reports from county traffic officers throughout the state. Don't "cut in" in the future, if you want to avoid trouble, warns the club.

Greasing the skids for a slip into jail, motorists throughout Southern California are "too kind" to children begging rides on local highways. Giving rides to children who stop automobiles on local roads can only lead to two things, and these are trouble and jail. The operator of a car is responsible for its occupants in case of an accident, and if anything happens to a child while it is being given a free ride, the owner or operator of the

machine is liable to big damages and a jail sentence.

According to investigation, every part of Southern California is breaking out with an epidemic of "give-me-a-ride-itis." In the vicinity of Los Angeles the roads leading to the beaches swarm with children who besiege passing automobilists for free rides.

Reports that the same conditions exist have been received from San Diego, San Bernardino, Santa Barbara and San Luis Obispo. There is no doubt, say the authorities, but what the pest is state-wide.

Parents of children who are allowed to run loose and take such violent chances are appealed to thru the legal department of the Auto Club to place some parental restraint upon the highway activities of their offspring. If this is not effective, other and more strenuous steps will doubtless be taken, as hundreds of motorists are up in arms, as they say that the children run out into the roads and risk their own lives and the lives of cars' occupants while begging rides.

Vandalism on the Road

Motoring parties who have little or no consideration for those who may follow a highway after them are raising havoc with the signposts erected by the Automobile Club of Southern California on the famous Yuma-Imperial route, according to the latest reports. In fact, say local club officials, wherever signposts have been erected in sandy, or little traveled sections, motorists have torn up the metal posts of the clubs and used them to pry their cars out of sand or mud-holes.

The club thought it had circumvented this by anchoring the poles with huge redwood blocks, buried several feet beneath the surface, but persistent miscreants have dug them up anyway and used them for pry-bars. When the club used wooden posts, in the old days, motorists tore those up to use for firewood. Two days after club signs have been placed, they have been destroyed by wandering mischief-makers, it is stated. "Shooting up" signs has again become a popular pastime, and residents of some of the desert sections of the state promise to "go gunning" themselves to stop the practice. Don't shoot the highway signs, is the warning, and preserve Southern California as the "best

marked road area" in the world!

Vandalism by lawless enemies of the motor car cannot be too severely dealt with by the proper authorities.



Mountain Motoring

The Bill of Sale Thief

Motorists, watch out for the new "bill of sale" thief when he starts to work in this part of the state, warns the theft bureau of the Automobile Club of Southern California.

A brand new game is being "put over" by auto thieves, and it is worked like this: a car stolen in Southern California is driven post haste to some point in New Mexico or Arizona, where one or two thieves in the car swears to a bill-of-sale to his "partner" before a notary public.

After the notary has recorded the bill, the thieves get together, change the date of the document so that it appears to have been issued before the car was stolen and thus the thieves are protected from pursuing officers, providing they have changed the motor numbers and the license numbers on the car.

But according to J. L. Stanley and T. J. Duffy, two self-confessed thieves recently caught and returned to Southern California by the Auto Club detectives, the club's latest system, known as the "telegram barrage," cannot be beaten.

When a car is reported stolen, the club immediately drops a barrage of telegrams in front of the fleeing thieves, so that they are apprehended before they can penetrate the barrage either in Arizona, Nevada, or New Mexico.

"You can't beat this system," say the thieves, and both Stanley and Duffy admitted as much in their confession, say club officers, when these two admitted to stealing a powerful car belonging to R. M. Burdick of Los Angeles. They were caught in the barrage at Albuquerque and brought back to the coast for trial. Other thieves are liable to try the "bill of sale" dodge here, warns the club.

Anent Insurance

Automobile insurance rates throughout California are to be reduced by approximately twenty-five per cent of the rates now charged in the west on fire, theft, collision and property damage.

Rumors which have been prevalent for months that insurance rates were to be put on the toboggan have "jelled" with the definite announcement that the Pacific Coast Automobile Underwriters Conference has voted to lower the rates anywhere from 25 to 40 per cent on cars costing \$800 or over, and this recommendation has already been sent east for the approval of the National Conference.

When the Automobile club started to write insurance for its members at cost, back in 1912, it "started something" which has gained in popularity ever since—notably, cheaper insurance, and quicker and fairer adjustments for loss.

During the past year, when the club had established nineteen branch offices throughout Southern California, every one equipped and ready to handle insurance and adjustments for club members, panic appeared in the old line companies. According to club officials, the reduction in insurance rates by the conference companies has been impending for some time.

That the motorists of Southern California who have placed their insurance with the Insurance Department of the Automobile club since 1912 have saved themselves \$766,710.43 was the statement given recently by Manager Ralph Reynolds of the club's Inter-Insurance Exchange.

Motor Murmurings

By Standish L. Mitchell

Highways thruout Southern California are being blocked to traffic by the abundance of fruit and fresh vegetables pouring to "roadside markets" from the fields and foothills. This tale harks back to the days of Dick Whittington, who made his way to London Town when he heard that the streets in the big city were paved with gold—and to the Days of '49 when the eastern youth "went west, young man" because he heard that there were mountains of gold in California. Now officials of the Automobile Club of Southern California are up against a very real problem in meeting hundreds of complaints from motorists who report that their touring pleasure is curtailed because of the many automobiles stopping in front of fruit stands which line the roads from San Diego to San Luis Obispo.

Highways which are particularly marked by the traffic blockade are: the El Monte Boulevard, the Harbor Boulevard, the Los Feliz Road, the Lankershim-Universal City route, Huntington Drive, San Gabriel Boulevard and the Foothill Boulevard from Claremont to Pasadena. And there is no provision in the State Motor Vehicle Law to prevent cars from standing on public highways—unless they are making repairs, according to the Legal Department of the Automobile Club. In front of some of the most popular "road markets" as many as twenty-five automobiles have been reported to be parked at one time, practically blockading travel in both directions. Accidents have been directly traced to the fact that people cross the road from their machines to the little fruit stands and are struck by oncoming cars.

At the present time the Auto Club is considering enlisting the

help of all county speed officers in Southern California to keep travel moving in front of these "watermelon wallows."

"Mooching motorists"—the type of automobile owner who wants the "other fellow" to pay for his supply of road information, highway direction signs and general service—are going to get the cold shoulder from thirty or forty automobile clubs thruout the United States, according to action taken by the New York State Federation of motor clubs, and by those clubs in the state of Michigan. Now local motor car owners are asking how this is going to affect the motorists of Southern California. Will the big Automobile Club of Southern California "put up the bars" against the non-member who comes into its branch offices and touring bureaus seeking "free dope" or will he be as welcome as the flowers in May? Automobile club officials here say that the Southern California organization occupies a peculiar position in relation to the visiting automobile owners. For many years it has acted as "host" to the thousands of automobilists who come to the coast every winter to enjoy the local boulevards.

Resident car owners of Southern California support the work of the Auto Club by joining it and paying dues, and according to the club officials, these members wish the club to serve all "out of the state" visitors, whether they present "courtesy cards" from other clubs or not. But the Southern California Club (the largest in America) does not want to be an "easy mark" for the local car owner who grafts off the organization for his road information, maps and general service without taking the responsibilities of membership. Therefore, while this club will not join the nationwide "league of anti-moochers," on account of the eastern visitors, it will give its first attention to its own members and to these visitors, declare the officials, and the "local moocher" will not be popular.

A Proposed Traffic Ordinance

One of the features of a new traffic ordinance being prepared as announced will provide that all vehicular travel alternately on Main, Spring, Broadway and Hill streets shall have its trend only in one direction, on each of these thoroughfares running north and south. Wherein this plan might tend to relieve congestion does not appear, but on the contrary is in direct opposition to all precedent and will doubtless cause much confusion. There certainly will be no fewer vehicles on the street, and in permitting traffic in one direction on both sides of the thoroughfare a vehicle proceeding on the left hand side may not park on the opposite side without an unnecessary trip around the block, and vice versa. Show me.

Apocstrophe to the Motorist

Thou art the mailed hand of destiny. Features stern and clear cut as if from marble. Nerves of brass and muscles of steel. In thee, Briarius with its hundred arms is incarnated. From thy sleepless brain the many-eyed Argus looks forth. Storm or calm, sunshine or darkness are alike to thee. Whence comest thy wisdom and strength?

Thou seemest to me another Jupiter Olympus hurling a thunderbolt composed of iron, and steel, and human flesh, thru the aerial elements. They say the automobile possesses life and intelligence. How could it be otherwise when life, concentrated, boiled down and packed into the organism of the motorist is vibrating by its side, like electric cells from the brain of God, his hand upon its nerve centers, commanding it to go or stay? Yes, the motor is alive, for it has been magnetized by the Briarian-armed, Argus-eyed god of Commerce. He has breathed into this Frankenstein of the highway the breath of life. The automobile thinks and reasons. It champs and chafes and frets and complains and hisses its displeasure and impatience when held in check at a station.

The rider or driver of a spirited horse needs to quiet his steed. He pats his neck, tells him to be quiet and wait a little bit. So the motorist must soothe his animal of iron and steel. No one but the motorist can quiet or control this Thing of might and muscle. It hears his voice and understands his commands. It trembles with magnetic vibrations at his touch. It talks. It calls out to the drivers of teams at cross roads; to the horse, the cow, the child at play—"Beware! the Bolt is coming; the god of Force has spoken and I obey!"

If the theory of reincarnation of souls in flesh be true, and I, for misdeeds or failure to comprehend Divine Law shall be compelled, in some faraway tomorrow, to walk the earth in the form of a half-naked savage, I will fashion an idol from wood or stone and carve upon it the crude outlines of an automobile with a Man—a motorist—by its side.

AUTUMN MOBILE NOTES

This is a great age for the automobile. Nearly everybody owns a car or a Ford. A man cannot be well off financially these days who can not own a gas-wagon and the man who does own one for any length of time cannot afford to have one, so what's the use?

Seriously, the automobile cannot be considered an extravagance, serving, as it does, the combined purpose of business and pleasure, and the cost of operating and maintenance, on an average, is less than by other means of travel, not taking into consideration the vast saving of time; besides a man may take his family or friends for a trip, enjoy the scenery, benefit by the fresh air of the country and acquire a knowledge of the land he lives in, all for less money, as a rule, than in almost any other form of amusement.

AUTOMOBILE OWNERS PROTECTION ASSOCIATION

The increasing membership of the Automobile Owners Protective Association have made it necessary to add a garage depart-

TIRE TOPICS

The traffic laws promulgated to facilitate and regulate motor movements on the streets and highways and framed to provide against accidents are aimed solely at the motorist and do not contain any provision for the pedestrian. Consequently when a pedestrian is bumped by an automobile the motorist is always to blame (according to the law) and all the other pedestrians in sight of the accident (those who do not own cars) cry "lynch him." Now as a matter of justice would it not be right to make the walker a party to the traffic laws and amenable to them? Many accidents are directly due to their carelessness and much unnecessary delay and annoyance is caused the motorist by either a sleepy or careless pedestrian crossing a street. Then there is the envious individual without a car who delights in taking his time just to show the arrogant (?) motorist that he does not dare to run over him, but must slow up and perhaps "kill his engine." Women especially seem to be most aggravating, standing on the street corner just off



Scenic "101 Miles on the Rim of the World" in the San Bernardino Mountains

ment to the home office at 1219 South Olive Street, Los Angeles, with five first class mechanics in attendance on the wants of the members.

The Pasadena office with Mr. W. L. Abbott in charge reports a very busy month and steadily increasing membership.

The Long Beach branch opened July 15th with headquarters at 233 East 3rd Street with J. N. Reeves as general manager.

The Pomona Branch reports very favorable progress, and steady gain, this branch is under the management of Messrs. Elmer E. Sawyer and Allen G. Mitchell.

Mr. Guy Fox is in charge of the Riverside Branch with headquarters in the Liberty Garage.

A number of other branches are being negotiated in various localities including one in Santa Barbara, which is expected to be opened in a few days.

Fifteen years ago several automobiles were seen on the streets of Los Angeles, now the streets are hidden by them. Today there are approximately 65,000 automobiles owned and operated in this city and at the present rate of increase this number will doubtless be enlarged to somewhere near 100,000 one year from now.

Now that motoring is so largely indulged in and traffic congestion daily growing more pronounced is it not time that brains should get busy and bring about a solution? There's lots of room on the roofs and in the basements and how about a two-story street? Suggestions are in order.

Let everybody boost for good roads, they are a boon to the motorist and essential to all other persons who are affected by the prosperity of the land in which they live.

of the curb waiting for something, unmindful of the fact that just at such a place the motorist must round the corner—slow enough at best, but often must come to a dead stop or run over the listless lingerers. Let the traffic laws include the pedestrians and give them to understand that they must "get a move on" in this rapid age.

Safety First—say it before the accident—and mean it. Then there will be no accident.

"Every crow thinks its own is the whitest." Every motorist also thinks he is the only driver and the "other fellow" is always at fault.

The driver who is in a big hurry to "get there" may get there—maybe.

The fellow who drives as tho he was going for a doctor will sooner or later find it necessary to have someone else go for the doctor—for him. "The pitcher may go to the well once too often."

The traffic ordinance as drafted providing that the car nearest to point of intersection shall have the right of way regardless of the former provision that the same be conceded the car approaching from the right, gives the "road hog" the advantage, since in case of accident it would be a difficult matter to establish the fact as to which was "nearest the point of intersection."

The bare-headed motorist is abroad in the land, but what's the idea? Possibly to give the brains a chance to sprout, eh, Chappie?

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BRUNTON STUDIOS

Continued from page 24

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Miss Lucretia, a graduate of the Egan School, is too well known to the Los Angeles public for unnecessary expressions. Miss Del Valle's connection as leading woman of the Mission Play for three seasons has endeared herself into the hearts of the Los Angeles public as well as visiting strangers, as the Mission Play is almost synonymous of the Passion Play of Oberammergau. Miss Del Valle has always been unstinted in her praise of the Egan School.

The Egan School can present no less than 100 students whose names are known to the public, through their stage or screen prominence. While we are aware that it is not wise to boast of past successes too freely, our object in publishing this series of pictures is the hope it might interest those who contemplate a career, and are undecided where to begin, or need encouragement to begin.

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 And Other Stuff by the Stiffs

EDITORIAL DE LUCKS

The Jokesmith may be little, but Oh, Boy! Better one page full of meat than a Times paper mill groaning with guff. Get that? Who wants to wade thru a lot of slush to find something worth reading and then only to meet with bitter disappointment or a "pome" by Edgar D. Jest? Nix.

The Jokesmith has the pep and you lose if you overlook it. No wonder it comes high; it will set you back all of two bits—a fourth part of a dollar—kash or koin. Are you game? What? Cough up. And when we say two bits, the half of half a dollar, we mean real money, legitimate, bankable stuff, you know, not necessarily that the bank should ever see it, nit, not if we see it first. Therefore welcome to our city. Your money is as good as any other guy's. Get busy. DO IT NOW—YESTERDAY HAS CAME AND FLED and tomorrow will be last summer before you realize it is time for straw hats again.



Chappie: Anything fresh in paint?
 Shop Girl: Well, there's Nellie over there.

When Madeleine offers the excuse, for not writing more often, that her hands are continually in the dough, don't be misled into the belief that she is a baker—just a cashier, that's all.

Bryan is keeping rather quiet these days but we may not be surprised to hear from him again at any time—so to speak.

The kaiser now calls it Palace-stein and wants to fill it with the beer He-brews, as well as the trouble he bruise.

NO TROUBLE AT ALL

Jones—I hear you are suing Brown. What for?
 Smith—He called me a liar.
 Jones—Why sue him for that?
 Smith—I'm going to make him prove it.
 Jones—That's easy. I'm a witness.



FOR THE LOVE OF MIKE

No longer soon will Mary in weary washtub splash,
 Or drudge she in the kitchen a diggin' up the hash,
 She'll sit within the parlor, no dishes more to wipe,
 While Mike will take his pipe of peace and smoke his piece of pipe.

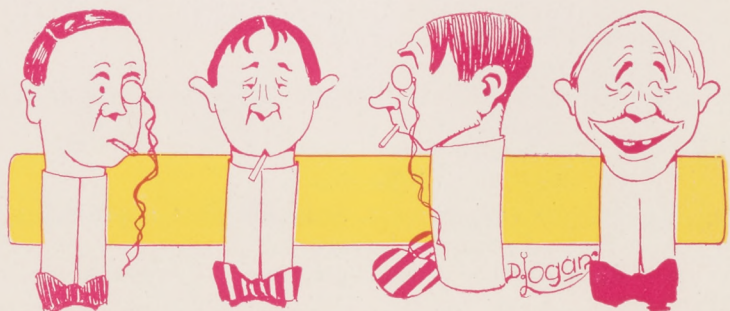
I see the Germans have commenced another offensive.
 Yes, the Germans are the most offensive people God ever made
 —if he did made um, und I haf my disbeliefs about id.

Young man, back to the farm. It's cheaper feeding chickens
 in the country than it is in the city. Rural poultry doesn't care for
 lobsters or cabarets.

The Wicked S in Women's Dress

The latest styles in women's dress embrace Sheath, Slit and
 Seymour Skirts. Scant but Showy and Sightly. See 'em.

It's impolite to snore in company, in fact, it snoutrage.



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Across alluring desert lands of gleaming cliffs and glowing
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An auto moves, back-trailing grooves
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With buoyance and no waste of force it runs, on Savage Tires,
of course,
That blithely bear the wear and tear
And give a ride elysian.
The driver, with expectant gaze, peers through the purple-
tinted haze
Of distant, winding auto ways
And sees a sight inspiring:—
Equipped in war habiliment, a "noble savage," keen, intent,
The highway feels, the while he kneels
In attitude inquiring.

What is the goal?—Why, "to excel!"—the Savage aim, as all
know well,
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spread the news
Of Savage worth—the best on earth
In service tire devising—
What wonder that the tourist peers with interest almost
moved to cheers
As any Savage Sign he nears,
And sees "Big Heap" or "Little"
"Big Heap" and "Little Heap," he knows, stand for the truest
tire that goes;
With them near by he "steps on high,"
And worries not a tittle.



A Savage Sign, it proves to be, of praise-compelling artistry
And savage grace, that serves to trace
The trail de luxe; moreover,
It points the way, from day to day, to tire service that will
pay
The very best, or East or West,
To any auto rover.
Yon painted savage lost in thought—suspicious, secretive, un-
taught—
Perchance a glimmering has caught
Of what the trail he sees is;
One can imagine that he spies, with ages-wise, approving eyes,
And kindred soul, the Savage goal,
That dazzles while it pleases.

The famous signboards mean that he may cut out tire anxiety;
Where'er they stand, on every hand
Are Savage Tires in plenty.
Their service high grade as the Sign, he says: "The Savage
Tire for mine!
"I have six, now, and yet, I vow,
"I wish that I had twenty!"
And, so, the trail of the Savage Tire fills auto owners with
desire,
And makes them ardently aspire
To lay by precious treasure.
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Who, year by year, ride free from fear—
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