

PASADENA

Tournament of roses. 1924

# Reference

PASADENA PUBLIC LIBRARY

NORTHEAST BRANCH

PASADENA PUBLIC LIBRARY



A. VAILLANCOURT



# Pasadena--Progressive, All-Year-Round Home City



PRESENTATION of the Tournament of Roses annually for thirty-seven years is only one of many achievements which mark Pasadena as an unusual community. The growth of Pasadena from a little colony of fruit growers to a city of more than 60,000 population has been due to its high type of citizenship no less than to natural advantages truly exceptional.

Lying on the north slope of the beautiful San Gabriel Valley, at the foot of the Sierra Madre mountains, its scenic surroundings are picturesque and beautiful. From it radiate many miles of paved boulevards, linking Pasadena to the mountains, the fruitful valleys and the sea. In a more material sense, Pasadena's situation is a favorable one, as it is only eleven miles from the business section of Los Angeles, Southern California's metropolis.

Pasadena first won fame for its delightful winter climate. In more recent years Pasadena has become distinctly an all-year-round home city.

Pasadena is governed by a City Manager and a City Board of Directors, a system which has now been in effect about three years and which has given increased efficiency and economy in the administration of public affairs. The city owns its light and power utilities, supplying current at one of the lowest rates to be found anywhere in the United States. It



also owns and distributes its own water in a manner highly satisfactory to its citizens. The city is noted for its miles of tree-lined streets, well paved, well lighted and well kept.

Pasadena's educational system is complete, efficient and modern. From kindergarten through high school, its children to the number of 15,000 find every advantage which can be offered by an intelligent and generous community. Several colleges in and near Pasadena afford excellent facilities for higher education.

More than fifty churches, many of them occupying large and beautiful edifices, give evidence of the religious and spiritual ideals of the community.

An active Chamber of Commerce, with a membership of more than 1000, is a strong supporter of movements for

civic improvement. Many other civic, social and business organizations are important factors in the life of the city.

The business life of Pasadena has made extraordinary progress in the past few years. Industrially also, Pasadena is developing along distinctive lines, welcoming, as it does, those industries which do not detract from the cleanliness or charm of the city. In all its rapid growth and development, however, Pasadena has kept the "home city" ideal well to the front. For specific information address City Manager, Pasadena.



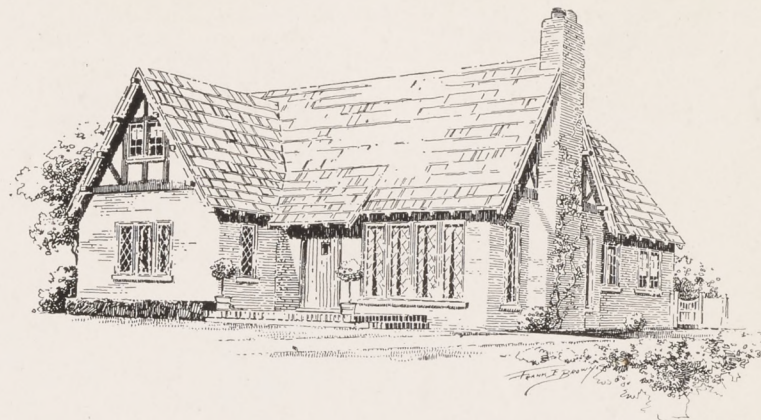
*This Shakesperean English Cottage  
in Pasadena's Exclusive Residential Section, \$10,500*

With its high-peaked roof and gabled windows, this cottage is pretentious looking and more spacious than it appears. The plan provides two ground floor bedrooms, shower, tiled bath, Kendall-built built-in features and other conveniences, including attic rooms.



**B. O. Kendall Company**  
INCORPORATED

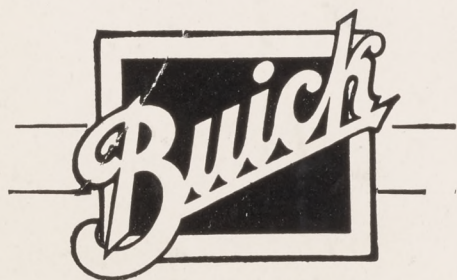
67 N. Raymond Avenue Fair Oaks 4080  
Pasadena, California  
Reliable Pasadena Realtors for 38 Years



We have many other homes of Spanish and English design from \$7000 up.

**Howard Motor Company**

267 West Colorado Street  
Pasadena



**When Better Motor Cars Are  
Built Buick Will Build Them**



The Davis properties on South Los Robles Avenue have many attractive features enjoyed by winter visitors to Pasadena. You may choose a charming bungalow, with either one or two bedrooms, living room, dining room and bath, all steam heated, as well as a single or double apartment. All are located within two blocks of Hotel Maryland. Write or call for information.

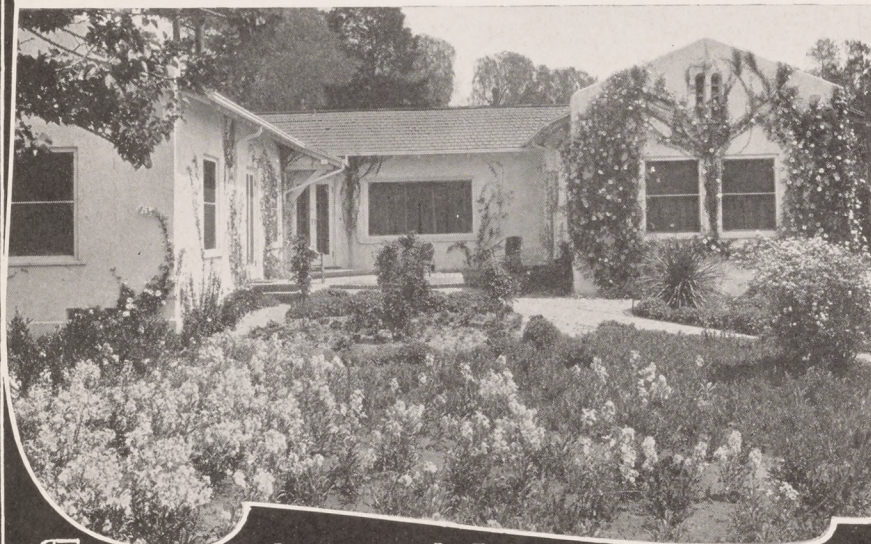
VICTORIA APARTMENTS, South Los Robles Ave.

R. D. DAVIS, Owner.





Hotel Maryland, open all year.



Flower Embowered Maryland Bungalow

# WORLD FAMOUS LINNARD HOTELS

*Rejoice with Pasadena  
in its Golden Jubilee Year*

D.M. Linnard, Pres.

C.E.W. Moore, Director of Operation



Hotel Green





Hotel Huntington

*Four distinctive Linnard Hotels offering  
a variety of setting, quiet exclusion or accessibility  
yet united in the Linnard ideals of*

HOSPITALITY

COURTESY

CORDIALITY

*The Fairmont      The Whitcomb  
San Francisco, Calif.  
Under Linnard Management*



Vista Del Arroyo





THE HOTEL THAT  
MADE PASADENA FAMOUS

# HOTEL RAYMOND

**T**HE location of The Raymond at the summit of Raymond Hill, in a park of eighty acres, with a beautiful outlook on valley and mountains, is not surpassed anywhere. The grounds include a picturesque nine-hole golf course, which is the delight of golfers. With its charming situation, its perfect service, its accessibility to every point of interest, while affording quiet and privacy to those who seek them, The Raymond offers many attractions to its guests.

A WINTER HOME OF  
PEOPLE WHO WANT THE BEST

Mabelle K. Bevans Elizabeth H. Baker

## The California Studio CONSULTING DECORATORS

Designers of Individual Furnishings for the Home.

Fabrics :: Lamps :: Shades

Fair Oaks 1570 635 East Colorado St.  
PASADENA

## WESTERN TILE & MARBLE INC. Contractors

Everything in tile and marble for bathrooms, mantels, drainboards, porches, store fronts, etc.

For estimates  
PHONE FAIR OAKS 3157  
386 S. Raymond Ave., Pasadena

F. O. 883

## Barnes Studio Henry C. Foes

DECORATORS AND FURNISHERS

18 South Euclid Ave.  
Pasadena, California

Furniture — Rugs — Draperies

## Crown Hotel Colorado at El Molino

American and European

E. B. Russell, Mgr.

Beautiful Roof Garden Dining Room  
Private Bath With Every Room  
Prices Moderate—Service Unexcelled

## Art Concrete Works

Originators and Manufacturers

366 South Fair Oaks Avenue  
PASADENA

# Eldred's FLOWER SHOP

Wedding Flowers  
Birthday Flowers  
Table Decoration  
Funeral Flowers  
Fair Oaks 227

Member of the  
Florist Telegraph  
Delivery Association  
266 East Colorado Street

## Whitfords--Florist "Say It with Flowers"

Flowers delivered by telegraph to any point in the U. S. or Canada  
Member F. T. D.

Floral Designs to Order with  
Special Attention to Design and Arrangement

343 East Colorado St.  
Pasadena

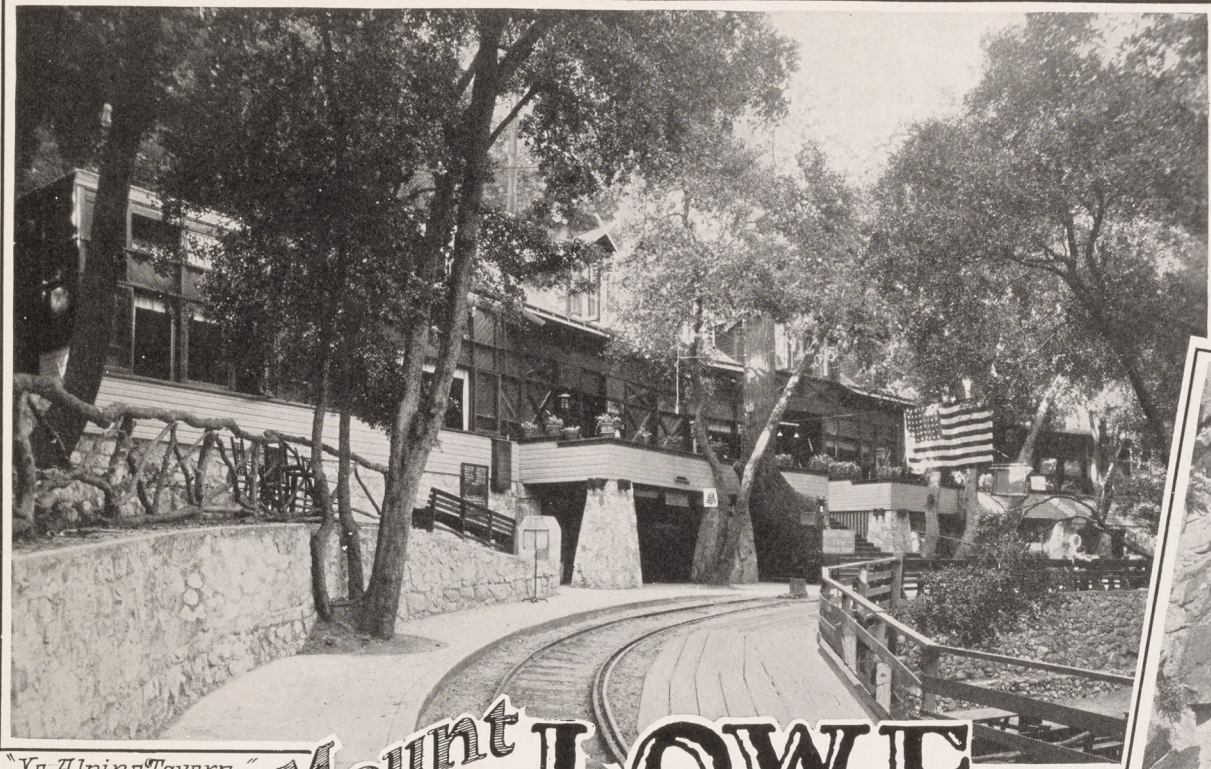
Stationers Picture Framers Kodaks

## Jarvis-Prinz & Hunter

49 East Colorado Street  
PASADENA

Office Supplies Phone Colorado 695





*"Ye Alpine Tavern"*

# Mount **LOWE**

America's Most Scenic  
Mountain Trolley Trip

*for Literature and Information write*

## **Pacific Electric Railway**

**LOS ANGELES**



*Granite Gate*





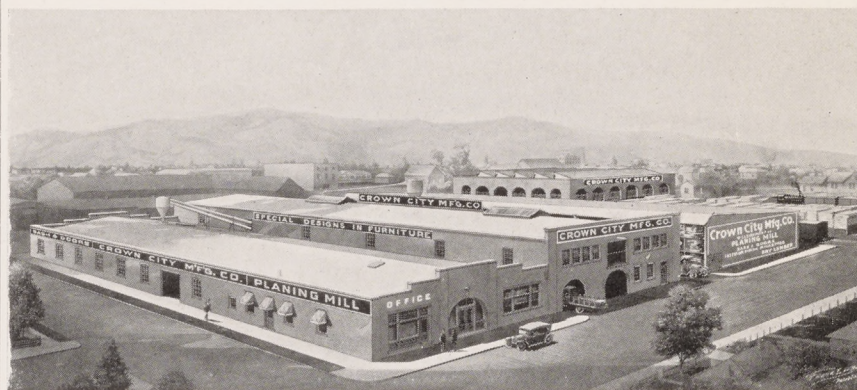
*Custom built sedan  
body on  
LINCOLN  
chassis, designed and  
built for  
Col. J. H. Poole  
of Pasadena*

WALTER M. MURPHY COMPANY  
COACH BUILDERS  
Pasadena  
Calif.



HIGHEST QUALITY CUSTOM COACH WORK  
C. R. FREDERICKS, *General Manager*

# Crown City Manufacturing Company



## *Our Plant Today*

February 1, 1905, the Crown City Manufacturing Company began business in Pasadena in a comparatively small way. Today our plant has reached the proportions shown in the above engraving, and we are proud of the record of growth, based on conscientious service to the public, square dealing and careful attention to details by each department. *Service and Quality* are our watchwords.

*Mill-Work of Every Description—Sash, Doors, Stair-Building, Mouldings  
and All Finish Work.*



WEST GREEN STREET AT  
VERNON AVENUE

W. L. LEISHMAN  
PROPRIETOR



## OCCIDENTAL COLLEGE



Liberal Arts course leading to  
A. B. and A. M. degrees.  
Preparation for Elementary and  
High School Certificate.  
Pre-Medical and Pre-Engineering  
courses, etc.

**Remsen D. Bird, President**  
Occidental College, Los Angeles

## ORTON SCHOOL

FOR GIRLS

Established 1890

Day and Boarding College, Pre-  
paratory, General Courses, Art,  
Music, Athletics, Riding. Illus-  
trated booklet.

**ANNA B. ORTON, Principal**

## BROADOAKS

Kindergarten - Elementary School  
AN OUTDOOR SCHOOL  
FOR CHILDREN

also

Kindergarten Training School  
An Accredited Training School  
ADA MAE BROOKS, Director  
714 West California Street  
Pasadena  
Telephone Colo. 5747 Non-Sectarian

## Pasadena Schools and Colleges

**S**UPPLEMENTING its splendid school system, the private schools, academies, preparatory and collegiate institutions of Pasadena admirably complete the city's educational facilities. Whether specialized or general instruction is desired, Pasadena offers unusual advantages, in an environment that is unequalled anywhere else with like opportunities for study and investigation. Tutors, special courses, lectures, etc., are always available.



## Pasadena Military Academy

Thorough mental, moral, physical training. Modified military system. Complete, modern equipment. College preparatory, fully accredited. Special free courses in business, wireless, music. Upper and lower school, small classes. Outdoor life year 'round, with monthly mountain hikes. Swimming pool, gymnasium, tennis, horsemanship. Summer camp. Register any time.

**COL. C. M. WOOD, Supt.**

R. D. 2, Box 12Z

Pasadena, California

## PASADENA UNIVERSITY

Motto—"Loyalty to Christ and the Bible."

One of Pasadena's oldest Christian Colleges.

Although associated with the Church of the Nazarene, PASADENA UNIVERSITY is non-sectarian.

The following departments are maintained:

College of Liberal Arts

School of Music

Bible College

School of Oratory

College Preparatory

**Christian Environment**

**Reasonable Terms**

For information communicate with

PASADENA UNIVERSITY

Rev. C. B. Widmeyer, A.M., D.D., President

University Park, Pasadena, California

## The Oneonta Military Academy

South Pasadena, California  
Phone 352-630



Beautiful buildings and surroundings with 22-acre campus, fine large athletic field, tennis courts, military training, officer's course, student's newspaper and amphitheatre.

INDIVIDUAL ATTENTION by  
trained instructors.  
PRIMARY, ELEMENTARY AND  
HIGH SCHOOL

## Eleanor Miller School

—of—

EXPRESSION AND MUSIC

Complete Courses in  
Expression, Dramatic Art, Litera-  
ture, Voice, Violin, Piano

251 Oakland Avenue, Pasadena

Write for Catalogue  
Phone Fair Oaks 336

## Pasadena School of Tutoring

525 South Pasadena Avenue

Directors: Fair Oaks 4173

G. A. Mortimer, M. A., Oxford

Russell Richardson, M. A.,

College Preparation; High School

and Grade Subjects; Boys and Girls

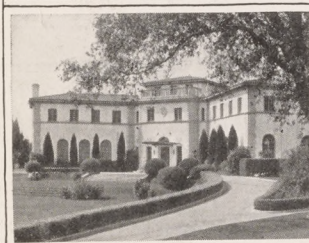
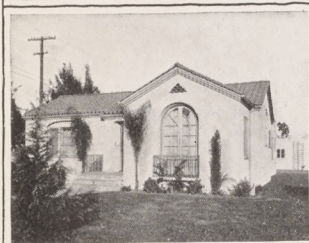
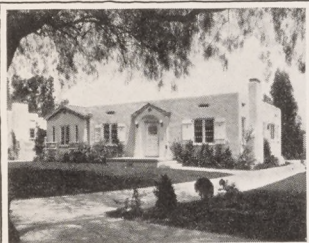
admitted any time.

Send for Catalogue



# Achievement

RECENT SALES



## The Meline Organization

**T**HE charm of Southern California's beautiful residential districts is famed throughout the world.

The Frank Meline Company with 14 Branches in Southern California has played a leading part in this wonderful development.

Beverly Hills, Oak Knoll Molino and a score of other successful subdivisions developed exclusively by The Frank Meline Company are typical Frank Meline achievements.

Dependability, vision, and a reputation for many years of public usefulness have made The Frank Meline Company Southern California's foremost realty organization.

*through Dependability  
and Service*

## The Pasadena Office

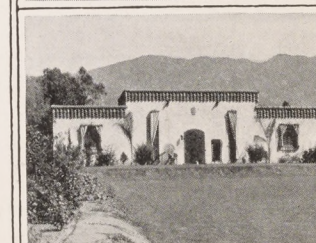
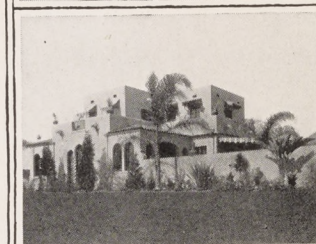
**A** STAFF of 78 persons, each a trained specialist in his particular field, operates out of the Pasadena office—the largest Branch of The Frank Meline Company.

The city of Pasadena and the outlying sections are divided into 10 districts, each with a district manager and a corps of assistants qualified to render complete realty service in that district.

The ideal of friendly helpfulness through expert knowledge and dependable service is back of Frank Meline achievement in Pasadena.

Wherever you reside, your business can safely be entrusted to this company.

A HOME FOR YOU?



# THE FRANK MELINE CO.

26 North Euclid Ave.

REALTORS

Pasadena

Incorporated



Pasadena Star established 1886; Pasadena News established 1896; merged in Star-News March 1, 1916. Is one of California's Leading Evening Newspapers.

TOURNAMENT OF ROSES NUMBER

# Pasadena Star-News

The Pasadena Star-News with its circulation of more than 17,500 copies daily, enters almost every home in Pasadena and vicinity.

C. H. PRISK, *Editor and Manager*  
J. H. PRYOR, *Associate Editor and Manager*

PASADENA, CALIFORNIA, JANUARY 1, 1924

LON F. CHAPIN, *Associate Editor and Manager*  
A. J. HOSKING, *Associate Manager*

## Fiftieth New Years Day Dawns for a Transformed Crown City

ON January 27, 1874, members of the Indiana Colony assembled on the present site of Pasadena and divided among themselves the land which representatives of their association had bought. Here, each on his own fertile acres, these pioneers built their homes and planted their groves. And when the time was ripe, they and those who came after them laid the foundations of a city that was to rise in beauty far beyond their dreams.

With appropriate ceremony, Pasadena will observe the fiftieth anniversary of the founding of the city. The Founders' Day celebration will be held January 27, 1924, at Carmelita Park, near the spot on which the original gathering took place. The exercises of the day will be in charge of the Pasadena Pioneer Society.

But Pasadena's fiftieth anniversary is too happy an occasion to be passed over with a single day's ceremony. The entire year has been dedicated informally to such observance. Beginning with the Tournament of Roses, which has been given a distinctly historical color, every month will add its event or events to the celebration. More

than a score of national, state and district conventions will be held here in the course of the year. Among the bodies which have chosen Pasadena as their convention city are leading business, technical and fraternal organizations. Every effort will be made to entertain the thousands of delegates who will attend these conventions. Music festivals, community dinners, a community picnic, art exhibits, a home products exhibit and many other special entertainments already have been planned.

One of the central ideas of "Pasadena 1924" is that instead of an exposition in the ordinary sense of that word, Pasadena itself will be an exposition, a community in action, with all its organizations functioning and all its beauties on display. Among these it is planned to make Pasadena's gardens especially feature blue and golden flowers this year, thus repeating over all the city its jubilee colors.

With this idea in mind, the machinery of "Pasadena 1924" has been made very simple, being organized only to such a degree as is necessary to encourage and co-ordinate existing activities. George A. Damon is chairman of the 1924 Committee of the Chamber of Commerce, which is in general charge of the year-long reception.



COLORADO STREET (Looking West From Fair Oaks Avenue) ABOUT 1888. ITS PRESENT DAY ASPECT. PROCESSION OF PIONEERS (Looking East on Colorado Street About 1886)





## An Era of Highly Intensified Home Building

**N**EW homes that of themselves would constitute a beautiful little city have been built in Pasadena in the year just closed; an era of unprecedented building activity. Building permits for the year reached a value of nearly \$12,000,000, and although much of this volume was made up of business structures, churches and schools, residence construction predominated throughout the year. The number of residence permits issued in the year was nearly 1600.

To visualize this intensive home building activity it is necessary only to note that all of the houses shown in the illustrations on these two pages have been built in the same immediate neighborhood, within two blocks of each other and within little more than a year. This is not exceptional, but is representative. It is the peculiar characteristic of the twelvemonth just closed that every section of the city and its environs has shared in the remarkable growth which is transforming Pasadena into real city proportions.

Residences, some large and some small, have sprung up in the Oak Knoll and adjacent southeast section, while the northeast has filled up scores of vacant lots in the more thickly settled area and has extended its boundaries for many blocks. The same is true of the east side and Lamanda Park section. The southwest and northwest, which are among the older residential sections, have seen more growth in the past year than in any other like period. Many stately homes have gone up along the banks of the Arroyo Seco, including San Rafael Heights, Linda Vista and Flintridge districts as well as the east bank of the arroyo. To the north, the foothill residential district of Altadena has shown a magical growth.

Most of the homes built have been substantial in construction and beautiful in appearance. Builders of small homes have found that such homes may be made as attractive and as artistic as the more pretentious dwellings, Spanish, English, Colonial and other styles of architecture have been mingled here, and the effect of

that mingling has been beauty without sameness, a characteristic of the Crown City.

The chief glory of every Pasadena home is its garden, and there has been a great development in the planting of garden plots to produce a real California setting for mansion and cottage, and afford the maximum of outdoor life under Southern California's sunny skies, so conducive to health as well as to pleasure.

In the typical Pasadena home, a charming intimacy exists between house and garden so that it is not always easy to tell where one leaves off and the other begins. The patio of the Spanish house is in reality an outdoor living room, enclosed on three sides by the wings of the house and ordinarily opening directly from the living room across a low terrace. The inner court idea has also been developed extensively in connection with the Italian and English types of architecture. In many other beautiful homes, the broad verandas, terraces or walled gardens serve the same delightful end.

Home owning is general in Pasadena and a very large proportion of the houses built are for the immediate occupancy of owners. However, in the building activity of the past year considerable attention has been given to the construction of rental properties, especially in the form of bungalow courts and small apartment houses, filling a considerable demand.

The expansion of Pasadena has brought about the offering of many new homesites, and the subdivision and sale of real estate has assumed larger proportions in 1923 than in any previous year. Nearly all of the tracts placed on the market for homes have carried restrictions intended to assure the erection of attractive residences. All have been laid out under rules laid down by the city or county, providing for proper street improvements and other necessities of urban and suburban life. A number of these new tracts have become real residential centers almost overnight and have added much to the charm of Pasadena as a home city.



*The Above Illustration is from a Picture Taken in Pasadena in Late November, 1923*



the decoration of the Whittier Elks' float, on which were represented several symbols of the organization. Miss Fern Morehous, a beautiful girl in white, represented Charity, while little Betty Moore represented Need.

*Redlands Elks*—The Elks Lodge of Redlands entered an attractive and picturesque float, marked by a striking color scheme.

*Santa Monica Elks*—A sylvan glen was represented in the float of the Santa Monica Elks, which was dedicated "To Our Absent Brothers." Smilax, purple heather and white carnations were used most effectively.

*Alhambra Elks*—The float of the Alhambra Lodge of Elks represented a pioneer cabin scene in a rough and picturesque setting. It was attractively decorated with simple flowers and shrubbery.

*Huntington Park Elks*—A forest in which appeared four white elks was the effective entry of Huntington Park Lodge of Elks. The float was decorated with calla lilies and other flowers and with an abundance of greenery. Those who rode were little Jackie Foster, Billie Salvin, Marie Seaboldt, Margaret Child, Reid Shoemaker and Stewart Child.

*Pasadena Elks*—A lifeboat, in the construction of which 100,000 carnations are said to have been used, was the beautiful float of Pasadena Lodge of Elks. The crew was attired in oilskins.

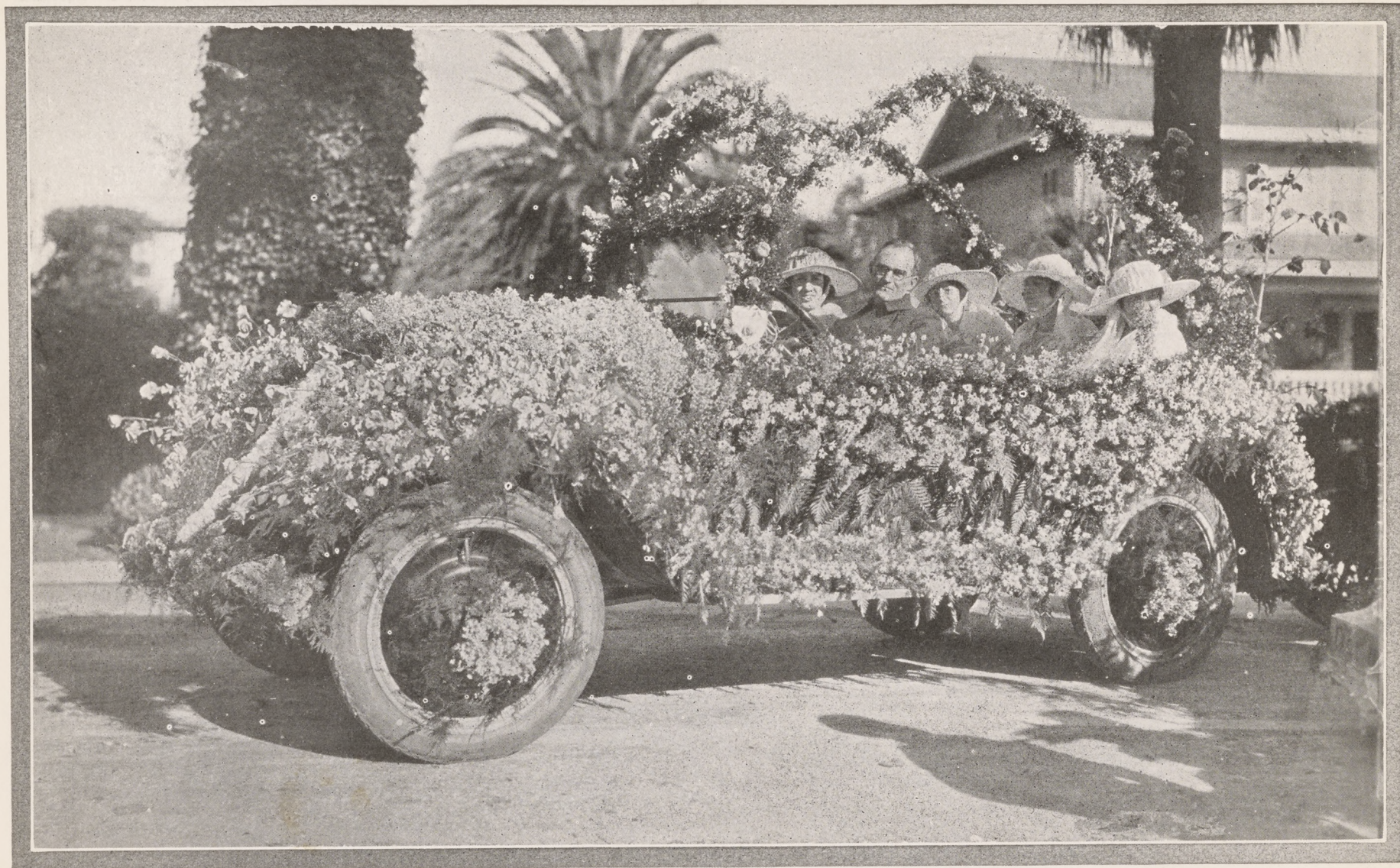
*Sixth Division*—T. Fenton Knight, marshal; B. P. Lester, S. R. Wilkeson, Dr. James W. Chapman and Varick D. Martin, aides.

*Realty Board*—Two enormous birthday cakes, one with fifty and the other with sixteen candles, were represented in the Pasadena Realty Board float, signifying fifty



From Further Up the Valley: At Left, Cup of Gold with Attractive Group Supplying Oranges from Redlands; Upper Right, Airplane Decorated in Blue and Gold Flowers, Entered by Upland and Ontario; Lower Right, Ramona Pageant Entry of Hemet-San Jacinto Chamber of Commerce.





*Members of One of the Many Social Organizations of the Crown City, Attired in Summery Costumes, Find the Ride through Long Lines of Tournament Spectators Gives New Thrill as Sunshine Shimmers on Wealth of Flowers with Which Their Float Is Decked.*





*Two Large Birthday Cakes, Fashioned of Thousands of White and Pink Carnations, Show Pasadena Fifty Years Old and Pasadena Realty Board Sixteen Years Old, While Attractive Bungalow Makes One Long to Follow Realty Board's Advice to "Own Your Own Home."*





*Pasadena Shrine Club Band—Pasadena Elks Band—Pasadena Post American Legion Drum Corps—California Institute of Technology Band.*

years for the city and sixteen years for the Realty Board. The cakes were of white and pink carnations and were decorated with sweet peas. Miniature houses illustrated the motto: "Own Your Own Home."

*Great Northwest*—Two attractively decorated cars were entered by the Great Northwest Improvement Association of Pasadena. Oranges and several varieties of flowers were used. Those who rode were Ernest H. Stagner, president; Russell Killgore and Frank Williams, vice president, and J. A. Kay, F. G. Huber, J. L. Burt, Lawrence Williams, A. Anderson and George Roth. M. E. Wakelee and L. A. Huston drove.

*Will M. Glass*—Singing his latest song, Will M. Glass rode in a decorated touring car, accompanied by Misses Charlotte McNulty, Dorothy Shepard Conant, Claire Warren and M. O. Rogers.

*H. S. Thompson*—H. S. Thompson and party of Los Angeles drove a car decorated in flowers and greenery.

*Postal Employes*—An attractively decorated car bore five employes of the Pasadena postoffice. The four carriers in uniform were Harry B. Truss, Elmer C. Carvey, W. J. Tyner and Otto G. Reisner.

*Daughters of Empire*—England and her colonies were represented in the float entered by the Daughters of the British Empire. British and American flags were used, the floral adornment being in poinsettias, geraniums and other flowers.

*Young Ladies' Institute*—A handsomely decorated car, done in roses and carnations, with a floral arch, was entered by the Young Ladies' Institute. The four young women who rode were Miss Josephine Collins, Mrs. Mary Eisenbarth, Miss Loretta Gates and Mrs. Maud Kyffin.

*Civic League*—Officers of the Woman's Civic League of Pasadena rode in an artistically decorated car on which carnations and other flowers were used. Those riding were Mrs. Maynard Force Thayer, Mrs. Frank S. Wallace, Mrs. M. Grant Edmands, Mrs. George H. Martin, Mrs. Edwin F. Gillette and Mrs. C. E. Ashcroft.

*Salvation Army*—The Los Angeles Salvation Army presented a float based on the song, "Lead, Kindly Light." It depicted children being led forward by a woman whose eyes were fixed on a gleaming star. Those who rode were Brigadier Mrs. W. H. Gooding, Mabel Fraser, Gwendolyn Spiller, Ruth Kaim.

*Osteopathic College*—The beautiful story of Alice in Wonderland was revived in the float of the Los Angeles College of Osteopathic Physicians and Surgeons, one of the striking entries. Those who rode were Miss Edna Miller, Miss Lillian Armour, Miss Norma Plantico, Miss Leotia Flower, J. G. Painter, Gordon Hatfield, J. C. Humphrey, Ray Huff, William Bell, F. M. Hildreth and K. E. Palmer.

*Church of the Nazarene*—The Holy Bible was the central feature of the float entered by the First Church of the Nazarene. Four little girls represented angels. Marigolds and other flowers were used against a background of greenery. The girls who rode were Dorothy Hunt, Mabel Spangler, Esther Osborn and Charlotte Jensen.

*Angelus Temple*—Emblematic of the crusades was the float entered by Angelus Temple of Los Angeles. The central feature was a replica in flowers of the temple. The float was escorted by outriders and marching women. Violets, marigolds, dahlias and other flowers were used. Among those who rode were Misses May Dillard, Evelyn McQuarrie, Violet Persson, Caroline Smith, Iva Persson and Gladwin Nichols. Mr. and Mrs. Joseph Flores rode in advance as crusaders.

*County Forester*—"Conservation" was the message of the float entered by the Los Angeles County Forestry Department, depicting a mountain scene. The float was preceded by four burros bearing fire-fighting equipment.

*Girl Scouts*—A home scene of charm was depicted by the Pasadena Girl Scouts with a simple and effective setting of green and gold.

*Seventh Division*—Ewart W. Adams, marshal; Col. George F. Landers, R. L. Crane, E. M. Greening and C. Balch, aides.

*Motor Car Dealers*—A pergola, crowned with a bronze basket of yellow chrysanthemums, was a striking feature of the entry of the Pasadena Motor Car Dealers Association. Pink carnations were used in the lettering. Those who rode were Misses Loretta Owens, Marjorie Brisley, Dorothy Groves and Max Alcorn.

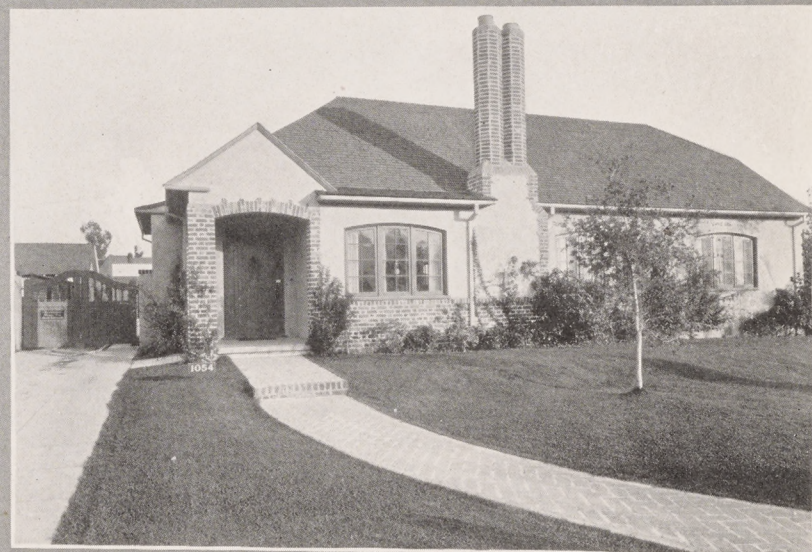
*Board of Labor*—The Village Smithy was represented in a cleverly designed float entered by the Pasadena Board of Labor. Appropriately, this was one of the few horse-drawn floats. The Jubilee Year colors were worked out in flowers. H. O. Bundy represented the blacksmith.

*Clearinghouse*—Hundreds of pink and yellow roses, as well as carnations and heather were used in the beautiful float of the Pasadena Clearinghouse Association, representing the banks of the city. The five young women who rode were Misses June Morris, Anna Roberts, Dorothy Finer, Betty Merritt and Lucille Scott.

*Western Auto Supply*—Progress in the automobile industry was represented in the float of the Western Auto Supply Co., showing a car of this year's model and one of 1897. Carnations and sweet peas were used in the decoration. Those riding were Ben W. Smith, Alice Dickerson, Maud Sibbald, Harry Teeple, Mrs. E. H. Wilcox, Misses Florence and Esther Pepperdine and E. H. Wilcox.

*T. D. & L. Theaters*—A stage banked with roses and carnations, on which dispersed





*These Houses Are Neighbors in Fact and Have the Same Relative Positions on Their Street That They Do in the Above Group—They Also Admirably Illustrate the "Neighborliness" of Differing Types of Architecture and of the Bungalow and Larger House*





*The Types of Spanish Houses Shown Above Are Coming Much Into Vogue In Recent Years, Being Built With Various Adaptations of Style and Often Featuring Enclosed Gardens Where Flowers Bloom Throughout the Year Against Friendly Sheltering Walls*





*Entrances to the Grounds of Pasadena's Beautiful Homes Are Frequently of Real Distinction, and even Where the Approach Is Open There Is Still Preserved That Due Privacy Which Is One of the Charms of the Best Homes Everywhere*



# Adoption of Civic Center Plan Notable Achievement of the Past Year

**I**N PASADENA'S history the year 1923 will stand conspicuously for a double achievement: Adoption of the Pasadena City Plan and provision of the sum of \$3,500,000 for carrying out the central portion of that plan. Within the golden jubilee year of 1924 it is expected ground will be broken for the erection of a City Hall on Garfield avenue, looking west down Holly street. This will be the first of the three great municipal buildings to comprise Pasadena's civic center group. The Public Library will be built on Walnut and the Municipal Auditorium on Green street facing Garfield avenue.

Plans for the three buildings of the civic group will be selected through a competition now being conducted under the rules of the American Institute of Architects. Ten of the leading architects of California have been invited by the city to submit designs, which will be judged by an authoritative jury. The architect submitting the winning design will be commissioned to erect the buildings. This competition will close Feb. 15.

The bond issue of \$3,500,000, voted on June 7, 1923, provides for the cost of the three buildings, for the land which they will occupy and for the necessary approaches to give them a distinction of setting. Already practically all of the land has been acquired and important steps have been taken toward the planning of the buildings.

The achievement of 1923 was not so much the voting of money to erect three greatly needed public buildings but the promptness and unanimity with which the citizens of Pasadena responded to the practical vision of a planned city, a city in which a civic center, an art center, a park system, a boulevard system and a transportation system should constitute an economic and artistic whole.

It was in April, 1922, that the Board of City Directors appointed the Pasadena City Planning Commission, consisting of Stuart W. French, Dr. George Ellery Hale, Dr. J. H. McBride, Hiram W. Wadsworth, Franklin Thomas, Carl C. Thomas, T. D. Allin, L. R. McKesson, H. I. Stuart, Frank May, Samuel G. McMeen and John McWilliams, Jr. The resignations of Dr. McBride and Carl C. Thomas brought about the only

two changes in the personnel of the commission, their places having been filled by Ernest A. Batchelder and Edwin R. Sorver. From the beginning, Mr. French has served as chairman. Mr. McMeen served as secretary until a few months ago, when Mr. McWilliams was elected to that position. The Chicago firm of Bennett, Parsons, Frost & Thomas are consultants.

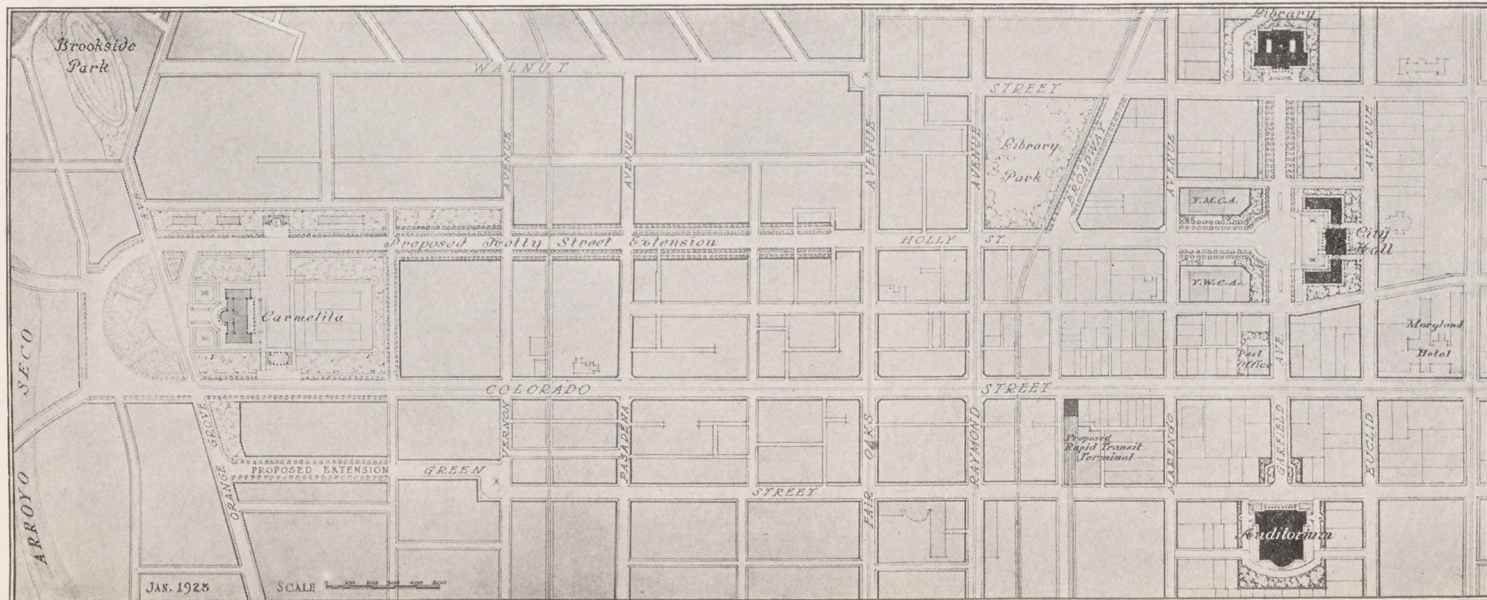
The commission's first report, covering the civic center and approaches, was made public March 28, 1923. In many cities, such reports have lain neglected for months and even years. In Pasadena, a campaign was organized under the leadership of the Chamber of Commerce which brought overwhelming endorsement of the commission's work in little more than two months from the date of its first report.

The civic center plan, as adopted, has Holly street as its central axis and Garfield avenue as its cross axis. It contemplates the opening and improvement of Holly street to connect the civic center with Carmelita Park at Colorado street and Orange Grove avenue. This park, a gift to the city by a group of citizens, is regarded as the logical site for a museum and art gallery. Dr. and Mrs. Carr, the original owners of Carmelita, had it planted with many rare trees and shrubs, which still adorn the plot.

Beautiful, park-like approaches to the city, both at the Colorado street bridge and in the Lamanda Park section are contemplated in the general plans of the commission.

In addition to working out details of the civic center group, the commission and its architects have devoted a great deal of attention in the last few months to plans for the improvement of the street and boulevard system of the city. The commission has also considered and acted upon proposed changes in the zoning ordinance.

It is a continuing body, created to study and advise the city upon all questions that may arise with reference to the planning of the city's future. Its successful proposal for the creation of a civic center dealt with only one of these questions although the civic center is regarded as "the heart of the City Plan."



*First Units of Pasadena's City Plan for which bonds to the amount of \$3,500,000 have already been voted. Carmelita, at the west, a park-like plot of 13 acres, was the gift of public spirited men to the city, and admirably fits into the general plan. The City Hall, facing Holly street, and the Library and Auditorium, with vistas of Garfield avenue—all surrounded by open spaces,—will give distinction to the Civic Center.*





*Most Diversified Are Pasadena's Gardens, Including As They Do Stately and Formal Planting and Also Showing Borders Where a Variety of Shrubs and Flowers, Indigenous to California or Brought from Other Climes, Bloom in Festive Company and Are Equally at Home*



# Educational and Cultural Interests Have First Place

**M**ATERIAL development of Pasadena's public school system has been especially marked in the year 1923 with the completion of the great building program undertaken more than a year ago. Seven complete new school buildings of the most modern type have been erected. These are the George Washington, John Marshall, Abraham Lincoln, William McKinley, John C. Fremont, Arroyo Seco and Vocational schools. A new primary building has been erected at Altadena school and various additions have been made, notably at the Emerson school.

Growth in registration has kept pace, the gain in number of pupils for the year having been about 1700. The school population of the city is more than 15,000. The complete system of schools includes the high school, three junior high schools, and twenty-five grammar and elementary schools. Kindergartens are conducted in connection with many of the schools.

Pasadena's schools are widely known for their policy of giving to each child the greatest possible opportunity to develop such natural abilities as he may possess. From the kindergarten up through the grammar grades, junior high school and high school, every effort is made to apply this policy.

With the success of the John Muir Junior High School, the Washington and Marshall schools are now being transformed into junior high schools. The junior high is intended to meet the needs of pupils of the seventh, eighth, ninth and tenth grades by providing broader fields of interest and closer personal attention in bridging over

the gap which has heretofore existed between the grammar schools and the high school.

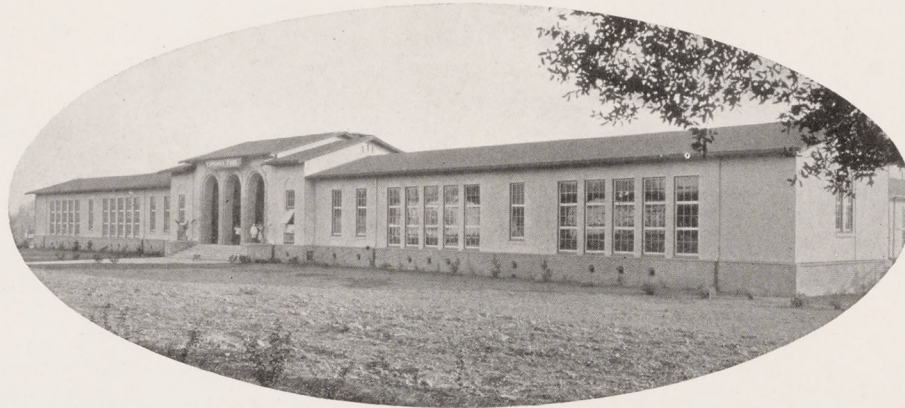
Pasadena High School is a large and well equipped institution, occupying a campus of forty acres. It includes under one administration all the ordinary high school and polytechnic branches. One of its chief aims is the development of initiative and leadership. The total enrollment, including the evening school and part-time school, is 4700. W. F. Ewing is principal and J. P. O'Mara, vice-principal, of Pasadena High School. Under their able and experienced direction is a teaching and administrative staff of more than 150 members.

Among the departments of activity to which increasing attention is being given in the local schools are those of child welfare and physical education, while recently a special teacher has been appointed to visit and instruct "shut-ins."

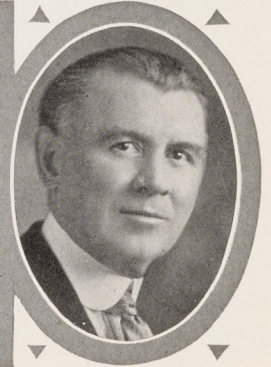
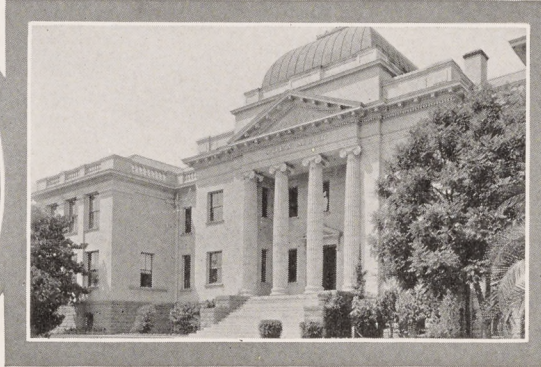
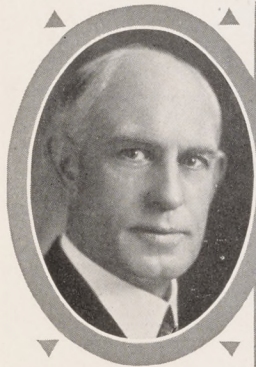
The large plant and campus of the Vocational School is designed to meet the needs of pupils who, for one reason or another, do not fit into the ordinary scheme of graded school work.

The administrative staff of the Pasadena schools is headed by Superintendent John Franklin West, who has filled the position with great success for several years. The larger part of the efficient teaching and administrative group remains unchanged from year to year, making possible the building up of definite policies and the development of spirit and loyalty.

In addition to the usual administrative officers, the Pasadena school system has a business manager, whose entire time is



*Lamanda Park, a Typical Grammar School*



*From Left to Right—Supt. John Franklin West; Main Building Pasadena High School; Principal Wm. F. Ewing; John Muir Junior High School and Vice-Principal J. P. O'Mara, of the High School Faculty.—Supt. West Plans for 15,000 Pupils While Messrs. Ewing and O'Mara Are in Direct Contact With 3,000 Full Time Students.*





OUTDOOR graduation exercises of the Pasadena High School have become one of the unique and beautiful events of the year. Last June the number of graduates was 449. Thirty thousand persons witnessed the event, which was held in the Pasadena Stadium, where the annual Tournament of Roses game is played. As the stadium will seat fully twice the number that attended the last graduation exercises, and as the Public Address System sound amplifier proved an entire success, making voices audible everywhere in the amphitheater, it is planned to make Pasadena's next High School commencement an unprecedented community affair, with a gathering of citizens never equalled at a like event. The event differs in a marked degree from the old-fashioned "graduation day." A theme is selected which is carried out in artistic and colorful pageantry, with appropriate lighting effects, as dusk descends. Outdoor graduation exercises were first sug-

gested because the size of the graduating classes made it impossible to accommodate the relatives and friends of the graduates in the High School auditorium. So pleasing was the result of the experiment that it has now become a fixed custom. Each year an increasing number of prominent educators from other cities and states have attended the ceremony and many have praised it as the most impressive of its kind they have ever witnessed.

This use of the Pasadena Stadium, or "Rose Bowl," as it has come to be known, is illustrative of the many ways in which such a vast outdoor meeting place fits into the life of the community. With the background of mountains and the nearer sweep of the arroyo banks, the stadium provides an extraordinary scenic setting for pageants and large public gatherings in addition to accommodating the leading athletic events of the year.





*Left to Right—Dr. Norman Bridge, Norman Bridge Laboratory of Physics, and Dr. Robert A. Millikan, Its Director and Executive Council Chairman—Throop Hall—Dr. Arthur A. Noyes, Director of Gates Chemical Laboratory—Facade of the Laboratory—Arthur H. Fleming, Chairman of the Board of Trustees*

devoted to handling the very large business affairs of the district. Mr. F. F. Martin, the first to fill the position, has justified the innovation.

The government of the system rests primarily in the Board of Education, composed of public spirited citizens who devote much of their time to the interests of the schools. The members of the Board of Education are W. R. Litzenberg, president; Mrs. Clara Morgan Odell, Fred Bull, A. B. Stevens and R. A. Swink.

Advantages of higher education are to be found close at hand by Pasadena young people, a number of colleges and universities being within easy reach.

California Institute of Technology, which in the past few years has come to be known as one of America's leading scientific schools, is a Pasadena institution in almost the same sense as are the public schools. Situated on an oak-dotted campus in one of the attractive residential districts of the city, it opens a wide door of opportunity to the 500 young men to whom its enrollment is limited. Dr. Robert A. Millikan, executive head of the Institute, has just been awarded the Nobel Prize for Physics in recognition of his notable contribution to scientific knowledge affecting the constitution of matter. Dr. Millikan in the field of physics and Dr. Arthur A. Noyes in the field of chemistry, are among the world leaders in natural science who are here engaged both in research and instruction. The year just closed has been made notable for the Institute by a gift of nearly \$5,000,000 to its endowment fund, the donor being Arthur H. Fleming, president of the Board of Trustees of the Institute. A high-voltage electrical laboratory and an addition to the Norman Bridge Laboratory of Physics have been built within the year. California Institute of Technology is an independent, privately endowed college, managed by a Board of Trustees made up of representative men of Pasadena and Los Angeles.

Occidental College, situated at Eagle Rock, three miles west of this city, is another institution which is closely attached to Pasadena by many ties. This college, under the leadership of Dr. Remsen D. Bird as president, has just passed through a year marked by exceptional achievement. The high standard of scholarship maintained by Occidental has gained for it increasing recognition as one of the leading co-educational colleges of the west.

William Meade Orr of Alhambra has proven one of Occidental's staunchest

friends the past few years. Just recently he has given funds with which to build the long needed woman's dormitory, to be called Bertha Harton Orr Hall, as a memorial to his wife who died a few months ago. Mr. and Mrs. Orr together gave the funds for the ornamental gateway to the campus, constructed a year ago.

Many Pasadena young people also attend other colleges and universities in near-by cities. The University of Southern California and the Southern Branch of the University of California are situated in Los Angeles, less than fifteen miles distant. Pomona College is thirty miles from Pasadena, Whittier College fifteen miles and Redlands University sixty miles.

Well known as a religious and general training school is Pasadena University, a school which has as its motto: "Loyalty to Christ and the Bible." It is conducted under the auspices of the Nazarene Church. Preparatory and classical courses are offered as well as courses in theology, oratory and music. The student body, numbering about 600, is drawn from many parts of the United States and several foreign lands.

In the field of parochial and private schools, Pasadena stands high, as it does in other fields. The Academy of the Holy Names and St. Elizabeth's School are excellent parochial schools of the Catholic Church, the former including high school as well as elementary classes.

Such private schools as the Orton School for Girls, Pasadena Military Academy, Pasadena School of Tutoring, Broadoaks Kindergarten Training School (the largest school of its kind west of Chicago), Eleanor Miller School of Expression, Polytechnic Elementary School, Oneonta Military Academy, and many others, enjoy a reputation for excellence which extends to many parts of the country.

Throughout Pasadena's educational system, public and private, an increasing amount of attention is being given to the provision of buildings and grounds which afford the maximum enjoyment of fresh air and sunshine.

Education has well been called "one of the principal businesses of Pasadena." It is truly that, in a very broad and satisfactory sense. Mental, moral and physical training of the highest type have their places in this great business which aims to produce men and women who know how to live and how to lead.

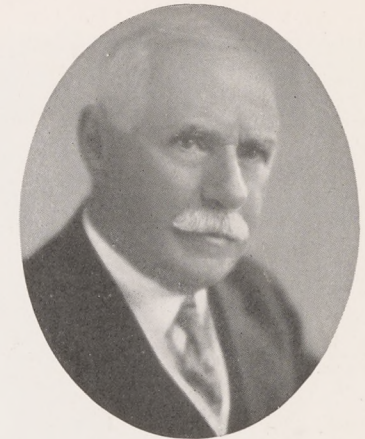




Dr. Remsen D. Bird,  
President Occidental College



GROUP OF OCCIDENTAL COLLEGE BUILDINGS  
From left to right—Facades of Johnson and Fowler Halls—Fine Entrance to Johnson Hall—A "close-up."



William Meade Orr  
Donor of Woman's Dormitory

## Calendar of Pasadena's Golden Jubilee Year

Plans for the celebration of Pasadena's Golden Jubilee Year include, in addition to the activities of scores of local organizations, a large number of events of much more than local interest. Among the general events on the calendar are the following:

(Note—Where dates are left blank, the exact dates have not yet been fixed.)

### JANUARY

1—Tournament of Roses; 6—"My City" Sunday; 27—Founders' Day Program.

### FEBRUARY

12—Lincoln Birthday Program; 22—Washington Birthday Program; —Home Products Week.

### MARCH

13—Daughters of the American Revolution, State Convention.

### APRIL

10—National City Planning Conference Dinner; 14—Grand Council, York Rite Masons of California; 15-16—Grand Chapter, Royal Arch Masons of California. 17-19—Grand Commandery, Knights Templar of California; 15-20—Southern California Amateur Golf Tournament; 28-30—California Library Association Convention; —Pasadena District Epworth League Convention; —Drama League National Convention; —Flower Show.

### MAY

4-7—Knights of Columbus State Convention; 12-18—Grand Lodge of Odd Fellows of California; 19-24—Master Plumbers' Association of California Convention; 20-24—Congress of Mothers and Parent-Teacher Associations of California; 30-31—California Federation of Women's Clubs Convention; 30—Memorial Day Program and Parade; —State Optometrists' Association Convention.

### JUNE

13—California Institute of Technology Commencement; 14—Flag Day Program; 16-20—National Convention, American Society of Civil Engineers; 19—Pasadena High School Commencement; 25-28—California and Nevada Regional Convention, Veterans of Foreign Wars; —Registered Nurses, State Convention; —Pharmaceutical Association, State Convention.

### JULY

4—Independence Day Celebration; 31—Robert J. Burdette Day; —State Firemen's Association Convention; —National Park Commissioners' Convention; —Community Picnic; —Festival of States.

### AUGUST

5-7—Pacific Coast Fire Chiefs' Association Convention; —Midsummer Festival; —Thaddeus Lowe Day.

### SEPTEMBER

1—Labor Day Celebration; 9—Admission Day Celebration; —Woman's Christian Temperance Union State Convention; —California Funeral Directors' Convention.

### OCTOBER

1—Southern California Methodist Conference; 8-11—California Real Estate Association Convention; 12—Columbus Day Program; 13-17—California Grand Chapter, Order of Eastern Star; 13-18—National Convention, American Institute of Electrical Engineer; 27—Roosevelt Day Program; 31—Hollowe'en Parade; —Flower Show.

### NOVEMBER

11—Armistice Day Celebration; 21—Playground Day.

### DECEMBER

10-13—Poultry Show. 25—Christmas Observance. Mile of Lighted Christmas Trees.



# Thirty-Fifth Annual

PASADENA'S masterpiece of floral pageantry, the thirty-fifth annual Tournament of Roses, was presented today under the sunniest of skies. In number and variety of entries and in the size of the crowd which witnessed it, today's parade probably never has been surpassed in the entire history of the Tournament. Estimating the size of a Tournament crowd is never possible with any accuracy, but it certainly would not be far above the mark to say that today's parade was witnessed by more than a quarter of a million persons.

Literally millions of flowers were used in the decoration of floats, some of the entries being a mass of roses, while in some the predominating flowers were carnations, poinsettias, marigolds, chrysanthemums, challengilas, cornflowers, many varieties of wild flowers and a score of other choice blossoms of the southwest.

Today's parade demonstrated more than any that has gone before it that the Tournament of Roses is no longer strictly a Pasadena event. From all parts of Southern California came representatives of gracious sister cities bringing happy congratulations to Pasadena on entering her Golden Jubilee Year.



*Upper Left, Naval Academy Float; Lower Left, American Legion; Lower Right, Grand Army*

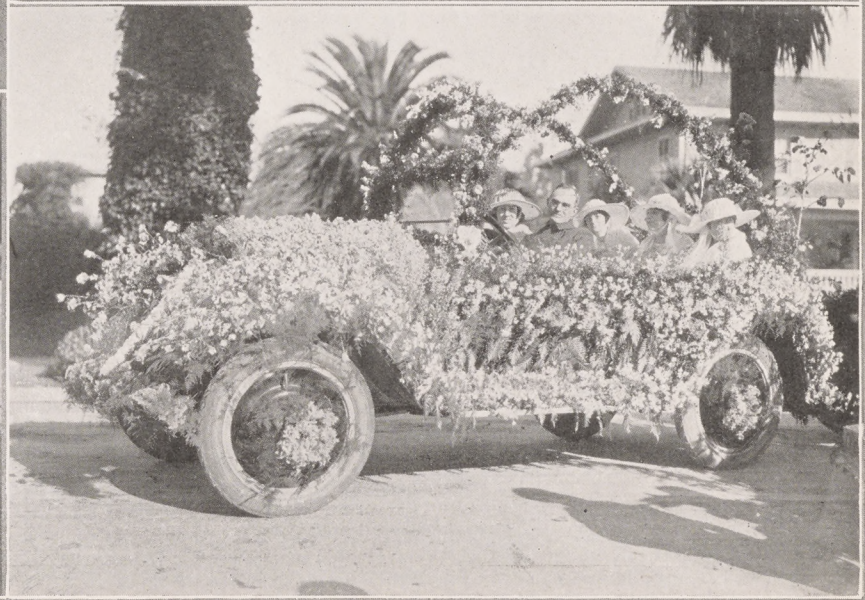


# Tournament of Roses

OUTSTANDING features of today's parade were the historical floats and the Elks' floats, constituting two entirely new divisions, the third and the fifth. The historical division was planned for Golden Jubilee year to tell a portion of Pasadena's romantic story. Its floats, sponsored by various organizations, portrayed historic scenes from the distant past to the teeming present. The pictures of Indian, Spanish and pioneer days were especially effective.

The Elks' division was also planned especially for this year in honor of James G. McFarland, Grand Exalted Ruler of that fraternity, who is here on an official visit to Harry M. Ticknor, Grand Esteemed Leading Knight of the Elks and chairman of the Parade Committee of the Tournament. Lodges of Elks from all parts of Southern California participated and the distinguished visitor reviewed the pageant from the steps of the Elks Home on West Colorado street. To show his appreciation of the honor, Mr. McFarland offered a beautiful silver trophy for the best entry in the Elks' division. This was won by Glendale Lodge of Elks.

*Below, Woman's Relief Corps; Upper Right, Washington University Float; Lower Right, Young Ladies Institute.*





# Historical and Representative Floats Portray Beauties of Southern California

**W**ITH the blast of a bugle by a mounted member of the American Legion, the Tournament parade swung down Orange Grove avenue on its long march at 10:45 this morning. The bugler was followed by Chief of Police Charles H. Kelley and a detachment of officers. The Pasadena Elks' Band was first in line.

**Grand Marshal and Aides**—Col. George S. Parker, grand marshal, and his aides, J. H. Henry, Dr. Russell Ball, William H. Archdeacon and George W. Wetherby, rode at the head of the first division.

**Tournament Entry**—"Madame Butterfly" was the entry of the Tournament of Roses Association. An immense vase of white carnations, holding red roses, was a central feature. A gorgeous butterfly was perched atop the float, while the outwalkers were also representative of butterflies. Those who rode were the Misses Wiberg, Ruth Thompson, Bernice Asadoorian, Morris Stanley, Myron Thomas and Joseph Stout, while those walking were Stanley Rise, Charles Fisher, Marlin Jenkins, Marvin Jenkins, Elton Hankins, Perry Seilor, Nestor Oulie and Donald Montgomery.

**Tournament Directors**—A group of directors of the Tournament Association rode in a richly decorated car, in which pink roses and pink carnations were used. Those riding were President W. F. Creller, W. L. Leishman, H. M. Cole, J. W. Wood and L. H. Turner.

**County Supervisors**—In a car decorated profusely with Scotch heather and pink carnations rode representatives of the county government. Those in the car were Supervisor and Mrs. Henry W. Wright, Supervisor P. F. Cogswell and Miss E. M. Belcher.

**Los Angeles City**—The City of Los Angeles was represented by Acting Mayor Boyle Workman and the mayor's secretary, H. H. Kinney, riding in a car, which was literally a bower of the loveliest roses. Members of the Los Angeles City Council rode in another car, decorated lavishly with red roses. Those riding were Ralph Criswell, Robert M. Allan, Miles S. Gregory and City Engineer John A. Griffin.

**City Directors**—Pasadena was officially represented by a car decorated in pink carnations, pink roses, sweet peas and ferns. Those riding were Chairman Hiram W. Wadsworth, City Manager C. W. Koiner, Directors Frank May, Carl C. Thomas, Franklin Thomas, F. R. Harris, MacD. Snowball and J. H. Simpson.

**Second Division.** M. S. Pashgian, marshal; C. E. Hill, G. M. Wilson, M. W. Atwood and Dr. LeRoy B. Sherry, aides.

**Los Angeles Chamber**—"To Pasadena" was the toast of the Los Angeles Chamber of Commerce, worked in violets against a marigold background, forming Pasadena's jubilee colors. A huge loving cup was filled with gorgeous roses. Four daintily attired girls enhanced the beauty of the float.

**Glendale**—In one of the most elaborate floats ever entered in a Tournament parade, the City of Glendale was depicted as a fairyland at the end of the rainbow, where the gold of contentment is to be found. Cornflowers, marigolds, sweet peas of rainbow hues,

orchids, narcissus, roses and many other flowers were used in the decoration of this float.

**Sierra Madre**—A country club scene, with veranda, pergola and tea garden was depicted by Sierra Madre. The beautiful floral decorations included the wistaria, symbolic of "The Wistaria City." The float was entered by the Civic Association of the foothill city.

**Long Beach**—A gondola of pink carnations and smilax was the entry of the Long Beach Chamber of Commerce. The charm of the beach scene was enhanced by the presence of little Virginia Montgomery as queen and Misses Katherine Maher, Enola Thrash, Audrey Shelton, Edna Granger, Inez Donovan and Harriet Grizy as mermaids.

**Anaheim**—The shield of the Golden State was depicted in the entry made by the California Valencia Orange Show of Anaheim. The floral shield was ten feet in diameter and the figures were attractively posed and costumed.

**Hermosa Beach**—An ocean wave of carnations and other flowers rolled upon the shining sands of Hermosa Beach in the float entered by the Chamber of Commerce of that city. A beautiful woman in red satin gown typified the "Aristocrat of the Beaches."

**Montebello**—The entry of the Montebello Chamber of Commerce was one of that city's municipal busses, decorated in white narcissus and smilax. Twenty-five charming high school girls rode.

**Pomona**—Golden oranges and varicolored flowers were used in profusion by the Pomona Chamber of Commerce in its entry, representing the Goddess of Fruit. Miss Edna May Diaz posed as the goddess. Bearing orange trees were planted at the corners of the float.

**Santa Monica**—A yacht of flowers, fashioned of white candytuft, cornflowers and other blue and white blossoms was the striking entry of the City of Santa Monica. Dancing on the deck of the yacht was a group of boys and girls made up of Frances Hopkins, Isabel Wyse, Patricia Woodard, Max Stanley, John Card and

Fred Stadelman. The effect was heightened by the appearance of the Santa Monica band in yachting costume.

**Culver City**—A typical California home and garden were represented by the entry of the Culver City Business Men's Club. Red and white carnations and other flowers were used in profusion.

**Redlands Chamber**—A shell of gold, carrying Pasadena's jubilee colors, was the graceful entry of the Redlands Chamber of Commerce. A mass of marigolds was used to fashion the great shell. Corn flowers and other blossoms were used to advantage against a background of desert holly. Those who rode were Miss Gladys West, Cora Heath, Laura Heath, Barbara Crane and Margaret Gregory.

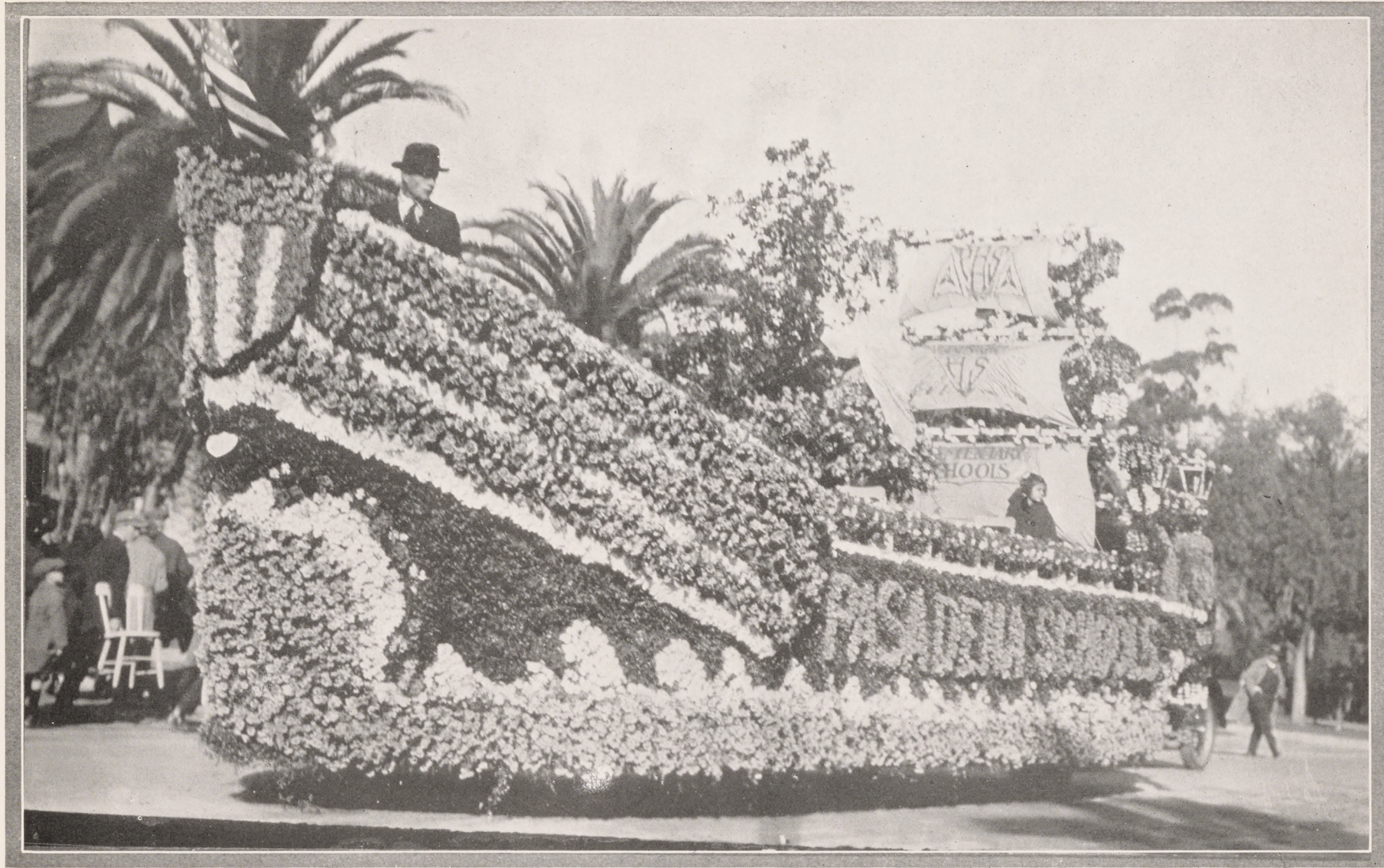
**Upland and Ontario**—Congratulating Pasadena upon her jubilee year, the cities of Ontario and Upland entered an airplane float, decorated in blue and gold flowers. Miss Ruth Crikling was "Miss Ontario," and Miss Lena Blair was "Miss Upland."

**South Pasadena**—"South Pasadena on top" was the idea carried out literally in the





NORTHEAST BRANCH



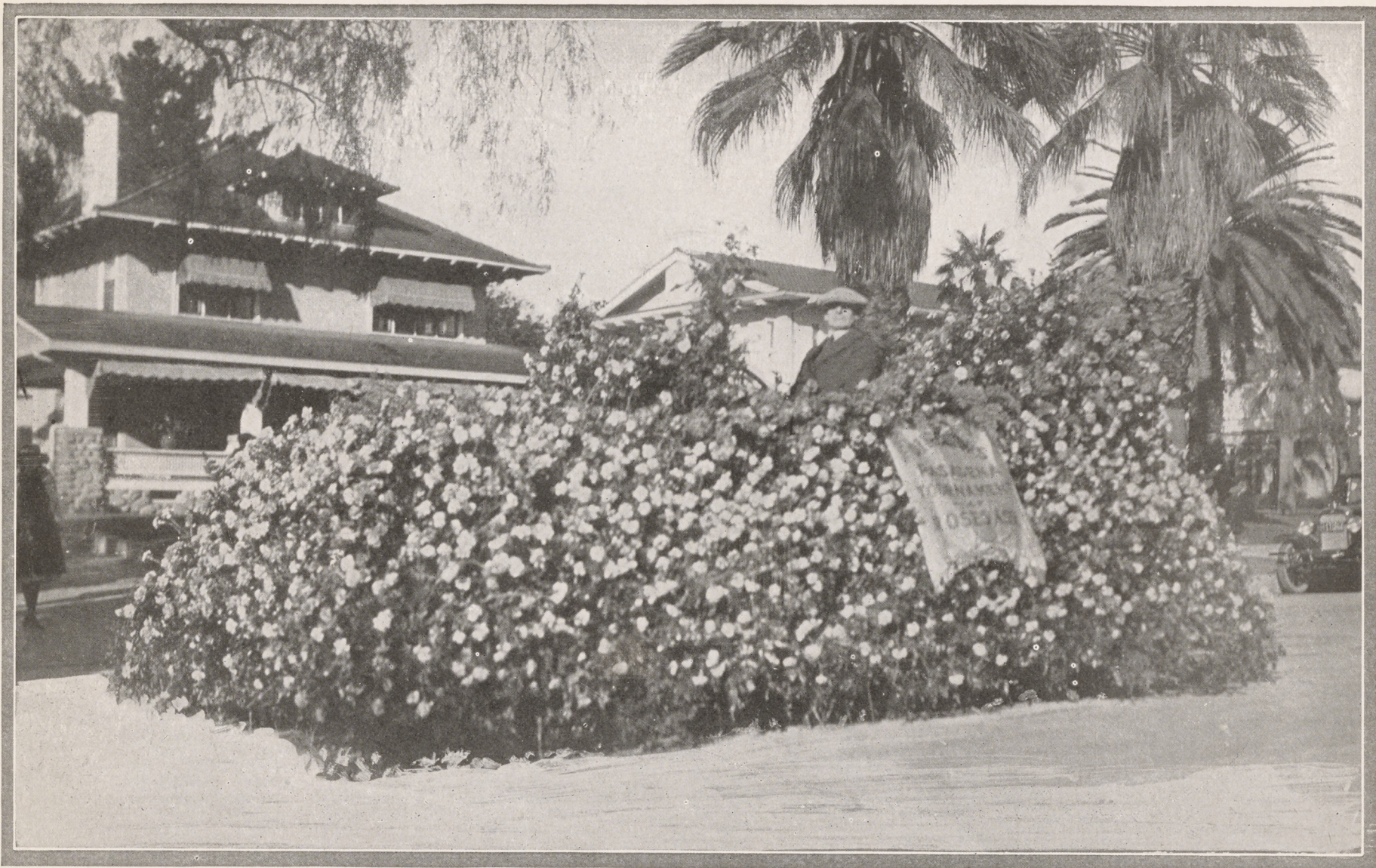
*Public Schools of Pasadena Represented by Gorgeously Decorated Float of California Flowers, Depicting Ship in Full Sail, Manned by Valiant Crew of Happy Boys and Girls Who Are Here Obtaining Their Education Under Ideal Conditions.*





*Tournament of Roses Association Float Depicts Charming Scene, Wrought in Beautiful Blossoms, in which Madame Butterfly Brings a Huge Vase of Flowers, with a Fairylike Company of Gossamer Winged Attendants Reveling in California Sunshine.*





*Pink Roses and Pink Carnations Predominate in Second Entry of Tournament of Roses Association, a Striking Example of Beauty in Massed Blossoms without Resort to Allegorical or Representative Characterization in Producing Its Effect for California's Midwinter Event.*



float entered by that city. The spinning floral top was a novel and attractive feature. A group of girls rode on an elevated platform banked with flowers. They were the Misses Esther Hargrave, Betty Oswald, Hazel Russell, Jeanette Luebbert and Margaret St. Claire.

*Monrovia*—A Venetian gondola was the beautiful entry of the people of the neighboring city of Monrovia. Poinsettias, carnations and heather were used in the lavish decoration of the float. Three high school girls, Lurene Tuttle, Ruth Talbert and Dorothy Clifton rode on the float.

*Pacific Palisades*—The largest float and one of the most elaborate was the Temple of Peace, entered by the Palisades Chamber of Commerce, representing the temple to be built at the Pacific Palisades. White carnations, white sweet peas and a profusion of wild flowers were used. Those riding were Jean Barnbrook, Wendell Scott, Robert Gettys, Jean Anglemeyer and Bonnie Buckner.

*Pasadena Hotel Corporation*—Two floats entered by the Pasadena Hotel Corporation were typical of the two institutions participating in today's football game. The Naval Academy float featured two swans of white carnations, driven by Miss Dorothy Savage as queen of fairies. Her attendants were Dorothy Shute and Benjamin Wilcox, Jr. Sailors leading the navy mascot, a goat, brought up the rear. The University of Washington float showed a racing shell manned by small oarsmen. The craft was made of yellow chrysanthemums. Those riding were Jean Carlton, Herbert Packard, Robert Peterson, Bennett White, Harold Packard and Lawrence P. Roth.

*Raymond Hotel*—The three white horses which for years have drawn the Raymond hotel entry were hitched this year to a Chinese ship, named the "Mah Jongg." Cerise and white carnations and sweet peas were used. Those who rode were the Misses Bessie, Alice and Florence Cotterill, Miss Blanche Ellis and Norman Felder.

*Pasadena Schools*—The public schools of Pasadena were represented by one of the most beautiful floats in the parade. It represented a large sailing vessel and was fashioned of roses, carnations, candytuft, cornflowers and many other blossoms. A large group of school pupils were passengers aboard the magic ship.

*Chamber of Commerce*—Pasadena was beautifully represented as the heart of Los Angeles county in the float entered by the Pasadena Chamber of Commerce. Heather and pink carnations were used in profusion. Those who rode were Miss Jessie Ogston, Miss Marie Heinen and a group of children.

*Third Division.* Dr. J. Tyler Parker, Jr., marshal; C. Elmer Anderson, Lawrence M. Jones, Neil C. Hotaling and Ray C. Maple, aides.

*Park Department*—Assuming that Pasadena was the site of the garden of Eden, the first float in the historical division depicted Adam and Eve in the garden. Beautiful flowers and trees and tropical birds made a little paradise of this float, which was the entry of the Pasadena Park Department. Miss Nita Bandbury and H. A. Webber rode.

*Cauldron Club*—The Cauldron Club entry represented the smoking of the pipe of peace between a Spanish officer and an Indian chief. A picturesque campfire scene was shown, with natural shrubbery. F. B. Guernsey, Robert Loofbourrow and Edwin Jones rode.

*Mission Play*—The beautiful and elaborate entry of the Mission Play was a representation of the San Gabriel Mission at the height of its glory. Spanish dancers and

musicians in colorful costumes gave life to the picture. The float was preceded by a group of real Indians, giving their Indian dances.

*Lions' Club*—The Old Mill, one of Pasadena's historical landmarks, was depicted in the Lions' Club entry. Poinsettias and eucalyptus fronds were used and a picturesque group of early day personages was introduced. Those who rode were Joseph A. Moore, Jack MacBride, H. Barraclough, Jesse Petrick and Glenn Owens.

*Mexican Riders*—Hobart Bosworth and Blanche Tuck Davis, film stars, appeared in the historical division as Mexican riders. Their horses and costumes formed a perfect picture.

*Optimists Club*—The Fiesta of San Pasqual in 1844 was depicted in a colorful float entered by the Optimists Club. Trees, shrubbery and potted plants were used in addition to flowers. Those who rode were Evelyn Crist, Kathryn Walker, Marguerite Gagnon, Philip Krieger, John Krause and George Garrigan. Bernard Temple was banner bearer.

*Valley Hunt Club*—A tally-ho drawn by four horses and accompanied by mounted fox hunters, was the picturesque entry of the Valley Hunt Club, recalling the days when the club's name was a descriptive one. Red carnations and smilax were used in decoration. A dog wagon and several fox hounds followed the float. R. C. Wentz rode beside Frank Williams, who drove. A group consisting of Frederick Carter, Louise McFarland, Virginia McFarland, Dana Marble, George Bent and Lorna Macdonell, also rode

in the tally-ho. Riders were Dick Marble, Robert Sutton, P. B. Michel, F. E. Michel, Jean Marble, Mrs. Marble, Foster Rhodes, III, T. R. Lee, Mrs. T. R. Lee, Thomas Campbell and William Carey Marble, Jr. With the hounds were W. C. Marble and C. H. Snyder.

*Kiwanis Club*—A replica of the historic Adobe Flores was presented by the Kiwanis Club. Poinsettias and eucalyptus leaves were used, the color effect being red, green and silver. Riding were Miss Marion Bates, Miss Virgene Herrington, Charles, Howard and John Black and Frank Wengren.

*Daughters of the Revolution*—The fashioning of the first American flag in California by Donna Bandini was depicted in the beautiful float entered by the Daughters of the American Revolution. The flag was a masterpiece of floral design and the grouping was an attractive one. Mrs. V. V. Van Noy posed as Donna Bandini, surrounded by her children.

*Hemet-San Jacinto*—The Ramona Pageant, presented by the sister cities of Hemet and San Jacinto, was represented in the entry of the joint Chamber of Commerce. The entry was a Mexican cart drawn by two great oxen and attractively decorated in red flowers. Ramona was impersonated by Kathryn Warner and Alessandro by Jeannette Rideout.

*Native Sons*—The Native Sons Parlors of Los Angeles and Pasadena joined in presenting a real stage coach of the old days. Gaily caparisoned horses were driven by Charley Bryant, a real stage driver. His passengers were a group of charming girls. Cowboy outriders, accompanied the coach. The entry was decorated in a variety of flowers. Passengers were Miss Adelaide Hutchinson, Miss Marval Thomas, Miss Mildred Ripley, Frank Pursell, Charles Gassagne and Al Rosecrans, with Joseph P. Coyle as messenger. The outriders were C. C. Adams, Lawrence J. Hossick, Leon Leonard, G. P. Sidener, H. Tappa, J. W. Neighbors, P. Crittenden, Dr. W. P. McNamara, W. Slosser, G. Cuccia and Manuel Duarte.

*Pioneer Society*—The plow of the pioneer orchardist was represented in flowers



G. W. Wetherby, Dr. Russell Ball, Aides, and Col. George S. Parker, Grand Marshal.



NORTHEAST BRANCH



Four Pasadena Floats: Upper Left, Pasadena City Directors in Car of Roses; Upper Right, Wealth of Pink Carnations Used in Pasadena Chamber of Commerce Entry; Lower Left, Pergola in Yellow Chrysanthemums, Representing Motor Car Dealers' Association; Lower Right, Replica of Rose Bowl by Pasadena Merchants' Association.





*Guest from Fairyland Visits Pasadena's Rose Pageant—Mission Players of San Gabriel Portray the Old Regime—Bevy of Young Ladies Representing Hotel Raymond.*

by the Pasadena Pioneer Society in an artistic historical float. Challengilas and bachelor buttons were used in carrying out the blue and gold color scheme.

**First Schoolhouse**—The Indiana Colony of Pasadena and the Federation of Parent-Teacher Associations jointly entered the float representing Pasadena's first schoolhouse. Geraniums, poinsettias and greenery were used in decoration. Those who rode were Miss Carmelita Seeds as the teacher and Barbara Ward and Ruth Detrick. Roger West drove.

**Rotary Club**—Significant of Pasadena's name, as Crown of the Valley, was the float of the Rotary Club of Pasadena. A profusion of blue and gold flowers were used in forming the crown which was the central feature. A golden vase of roses stood at each corner. Four children represented fairies. They were Marian Slater, Madge Laird, Betty Laird and Betty McKey.

**Merchants' Association**—One of the landmarks of today, the Rose Bowl, was represented in the float entered by the Pasadena Merchants' Association. Roses, pink carnations and smilax were used in fashioning this beautiful replica of the stadium and all the details of the football field. Two boys, Kenneth Harris and John Brookman, rode in football uniforms.

**Pasadena Churches**—The theme of "religion" was represented in the historical division by a float entered by the churches of the city. The world and the open Bible were the central features of the float. Carnations and smilax were used in the decoration. The American Flag and the Church Flag of the United States Navy were carried.

**Red Cross**—Poinsettias formed the striking decorative feature of the float entered by Pasadena Chapter of the American Red Cross. The Red Cross Volunteer was the central figure on the float. Those who rode were Mrs. Earle S. Wallace, Delphine Murray, Harry Horn and Lew Edwards.

**Grand Army**—Patriotism was typified in the float of the Pasadena Grand Army veterans. Poinsettias, carnations and violets were used as a setting for the historical scene. Those taking part were Charles F. Prickett as Abraham Lincoln, J. C. Lawrence, commander of John F. Godfrey Post; Capt. M. W. Halsey, color bearer; Jasper Culver, banner bearer; O. W. Kinsman, John McDonald, O. C. Stevens and B. LaMarche, drummer boys of '61; M. P. Winterburn, Frank Templeton, E. H. Williams and S. M. French, fifers.

**Woman's Relief Corps**—Another patriotic float was that of the Woman's Relief Corps. The float was decorated in poinsettias and other flowers. Those riding were Mrs. Ruth Snyder, president of the local corps, Mrs. Ida Hanson, Mrs. Myrtle Sherwin and Miss Sarah Aiken.

**American Legion**—Miss Z. A. Dupuis, nurse; Leroy Reynolds, soldier; George Sabin, sailor, and Earl Fike, marine, represented various branches of service in the

beautifully decorated float entered by Pasadena Post of the American Legion. Poinsettias and greenery gave an effective setting.

**Boy Scouts**—Pasadena District Council of Boy Scouts of America was represented by a float featuring the badge of the organization, worked out in wild flowers. The boys who rode were Carl Millar, E. W. Fobes, Bobbie Becker, Bob McKinley, Eustis Dyer and Watson Endicott.

**Fourth Division**—Fred S. Kenfield, marshal; Frank H. Randall, R. M. Thurin, E. M. Gossett and A. W. Anderson, aides.

**Grand Opera**—The De Lara Grand Opera Company was featured in a float entered by Robert J. Ogden. The float was decorated with wild flowers while the singers appeared in gypsy costume.

**Jaeger Children**—A floral submarine drawn by a Shetland pony was the lavishly decorated entry of the Jaeger children, Thelma, Robert, Norman and Edwin.

**Turkish General**—Enver Bey Debs, aged ten, rode as a Turkish general. He was accompanied by A. A. Thibault as an Arab attendant.

**Decorated Dogs**—C. W. Seifert appeared as a deputy fire warden, accompanied by two Airedale dogs.

**Historical Figures**—Alice and Laura Thibault represented "The Last of the Arroyo Seco-ans."

**Novelty**—Mrs. L. S. Kleimer entered a small novelty turnout.

**Equestrian Entries**—The equestrian entries were more numerous and more attractive than for several years, all of the entrants handsomely costumed and well mounted. Among those riding were Miss Mildred Raymond, Yvonne Jaeger, Miss Doris G. Ray, Miss Kathleen Fisher, Mrs. H. A. Crane, a group from the Pasadena Military Academy, consisting of George Hester, James Huston, Robert George, Erwin Wagenbach, Charles Hanson, Haskell Shay and Glenn Poole; a group of young women headed by Mrs. George C. Hester and including Miss Florence Schiffman, Miss Holly Oberle, Mrs. Lodice Strang, Mrs. Ruth Johnson and Miss Florence Otis; Miss Maud Banks of Covina, Russell Van Damme, Seraphin Van Damme, Paul Anderson, Millicent Marie Murdock, Margaret Barry, Leslie Haight, James Williams, A. G. Shriner, Miss Mabel Stau, A. H. Bailey, Julia Bestor, Joseph Gonzales, May Barry, Marguerite Rippe, Dorothy Mann, Joe Montgomery, Florence Otis, Clement Callahan, John Callahan, Verne Cook, Flore Bestor, William Cassidy, Helen Rittig, Lucy Westlake, Mrs. M. C. Curtis, Henry J. Stevens, G. R. Wellbaum and Miss Louise Wellbaum.

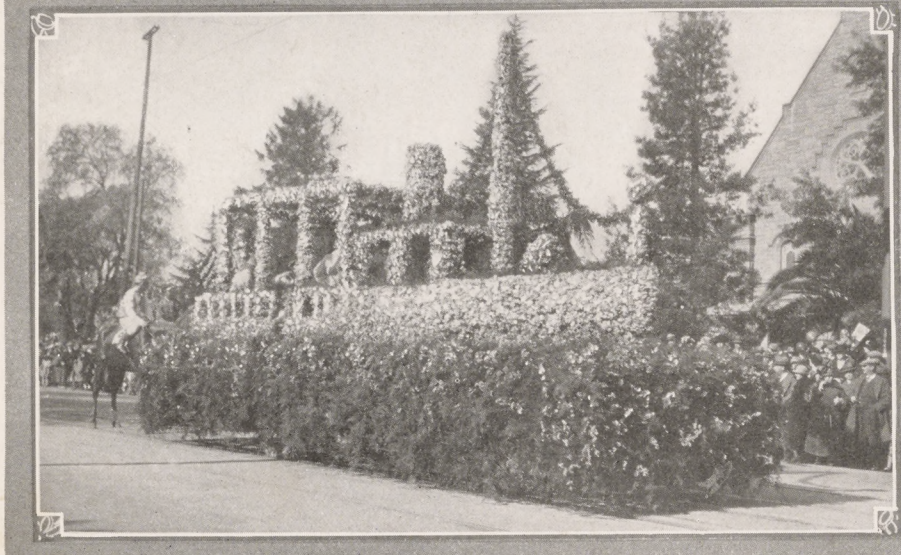
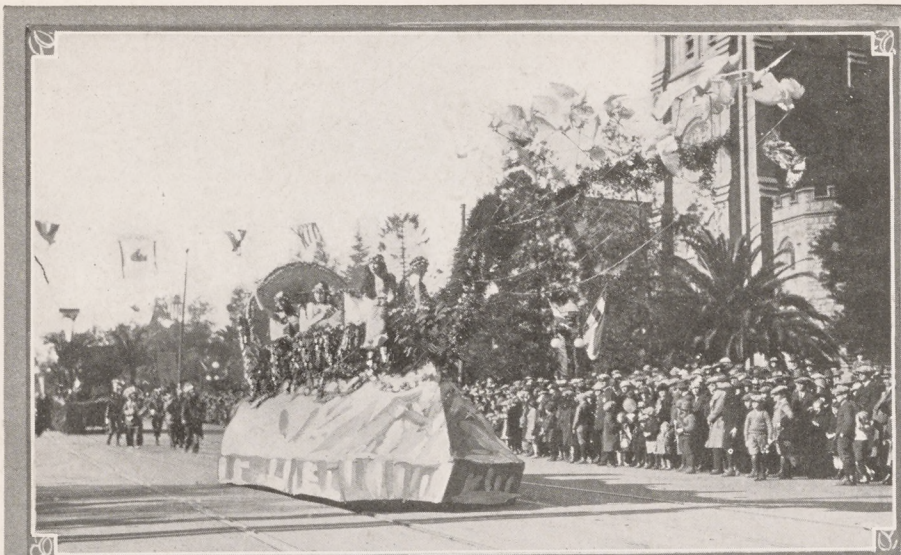
**Novelty Entries**—Charles F. Young drove a one-cylinder Cadillac decorated with garlands of roses and greenery, the entry of the Don Lee Company. The other occupants of this "honeymoon special" were Claire Painter, M. S. Richmond and F. H.





*Floats from Four of Pasadena's Sister Cities: Upper Left, South Pasadena's Top in Red Flowers; Upper Right, Country Club Scene Representing Sierra Madre; Lower Left, Charming Craft with Charming Crew from Monrovia; Lower Right, Goddess of Fruit Representing Pomona.*





Hunt. Stanley Milne appeared as Barney Google, Earl Hollander as Sunshine. They were accompanied by a burro, disguised as Spark Plug. The Harley-Davidson agency entered a decorated motorcycle with sidecar.

*Fifth Division*—Dr. W. A. Boucher, marshal; Charles Okey, M. N. Litson, W. F. Biatch, Fred Fowler, Charles Hayes, R. Bartlett, W. L. Brown, Joseph Miller and Paul Robinson, aides.

*Los Angeles Elks*—A floral clock fourteen feet high and twenty-two feet long was the entry of the Los Angeles Lodge of Elks. The details of the huge timepiece were worked out with artistic skill. Members of the drill team of the lodge rode.

*Long Beach Elks*—A large elk occupied the front of the float entered by the Long Beach Lodge of Elks. In the background were snow-blanketed mountains, the whole scene being artistically conceived and carried out.

*Glendale Elks*—Symbolic of Charity was the beautiful float entered by the Glendale Lodge of Elks. White roses and masses of other flowers were used in the decorations. The figures were in white carnations.

*Imperial County Elks*—El Centro and Brawley lodges were represented by a charming float of violets and roses, with dainty hanging lamps and baskets. Miss Emma Krueger rode as Charity.

*Orange County Elks*—Bouganvillea and white carnations were used on the entry of the three Elks lodges of Orange County, those of Santa Ana, Anaheim and Orange. The principal feature was a large clock wrought in flowers.

*Whittier Elks*—White narcissus, heather, violets and smilax were used profusely in



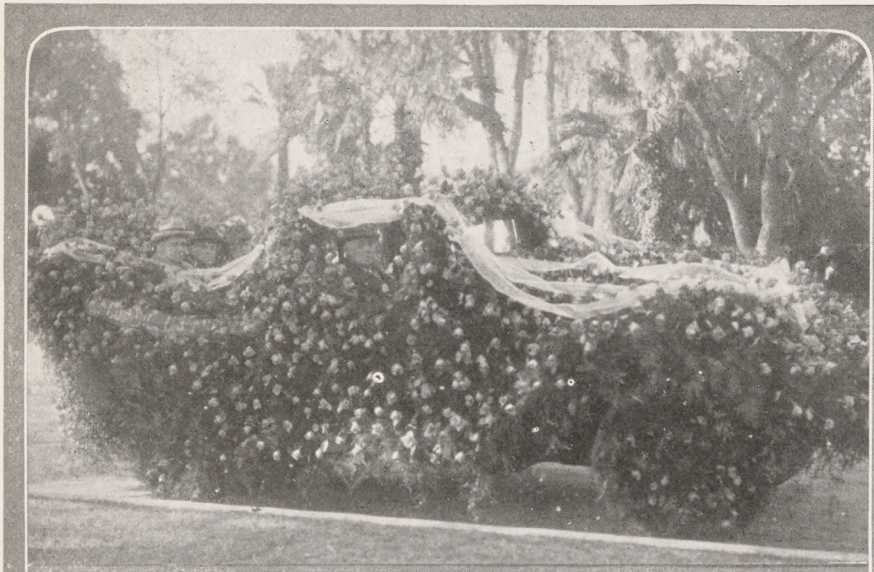
*Choice Offerings of Seaside Cities: Upper Left, Gondola and Charming Mermaids from Long Beach; Lower Left, Fully Equipped Floral Yacht with Boys and Girls Dancing on Deck, from Santa Monica; Right, Waves Breaking on Shining Sands of Hermosa Beach with Languid Lady Afloat on Topmost Crest of Incoming Breaker.*





*Glendale's Wonderful Prizewinning Float Portrays Pot of Gold at End of Rainbow, with Gnomes and Fairies Loading their Hands with Treasure of Contentment; Entire Float Being Worked Out through Use of Thousands of Carnations, Marigolds, Roses, Sweet Peas and Wide Variety of California Flowers.*





four little dancing girls, was the attractive entry of Turner, Dahnken & Langley. An orchestra on the float provided music.

*Fire Department*—The Thomas H. Ince Trophy, recently won against all Pacific Coast cities for fire prevention work, was featured in the entry of the Pasadena Fire Department. Flower baskets and floral shields in carnations, violets and chancellilas were used.

*Light and Water Departments*—An American flag made of red, white and blue flowers was the entry of the Municipal Light and Water Departments. More than 12,500 carnations and hundreds of cornflowers and chancellilas were used against a background of smilax.

*Many Bands*—Bands marching in the parade were Pasadena Elks, Pasadena High School, Long Beach Municipal, Santa Monica Municipal, Compton Municipal, Van Nuys Kiwanis, Pasadena Municipal, Franklin High School, California Institute of Technology, Pasadena American Legion Bugle and Drum Corps, Jinnistan Grotto Bagpipe Band, Santa Barbara Elks, Los Angeles Elks, Glendale Elks, Whittier Elks, San Pedro Elks, Huntington Park Elks, Pasadena Shrine Club, Salvation Army Staff Band of San Francisco, Covina Municipal, Whittier State School.

*TROPHIES AWARDED TO ENTRANTS IN MANY CLASSES*

Sweepstakes: City of Glendale, first; Naval Academy Float entered by Pasadena Hotel Corporation, second.

Class A, civic division: City of Glendale, first; Pacific Palisades, second; Pasa-



*Los Angeles City and County Pay Tribute to Tournament: Upper Left, City Council of Los Angeles in Float of Roses; Lower Left, Representatives of Los Angeles County Board of Supervisors Ride in Richly Decorated Car; Right, Los Angeles Chamber of Commerce Brings Mammoth Vase of Roses.*



## NORTHEAST BRANCH

dena City Schools, third; fourth, City of Santa Monica; fifth, City of South Pasadena; sixth, Hermosa Beach Chamber of Commerce; seventh, Redlands Chamber of Commerce.

Class B, civic clubs of Pasadena: First, Pasadena Realty Board; second and third, (two entries) Great Northwest Improvement Association.

Class C, hotel class: First and second, Pasadena Hotel Corporation for Navy and Washington floats; third, Hotel Raymond.

Class D, decorated autos for four or more persons: First, Crown City Young Womens' Institute; second, Woman's Civic League; third, Salvation Army, Los Angeles.

Class E, autos for two persons, no entries.

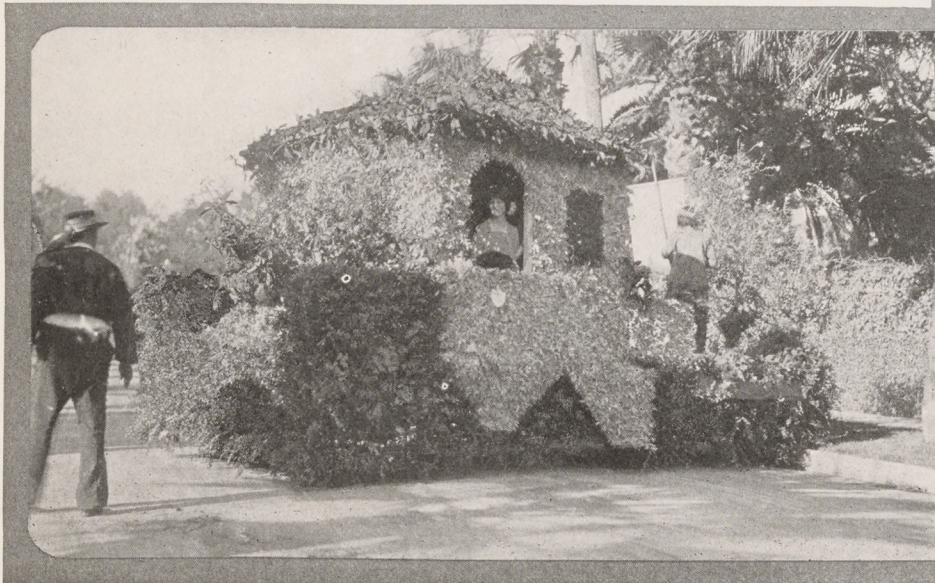
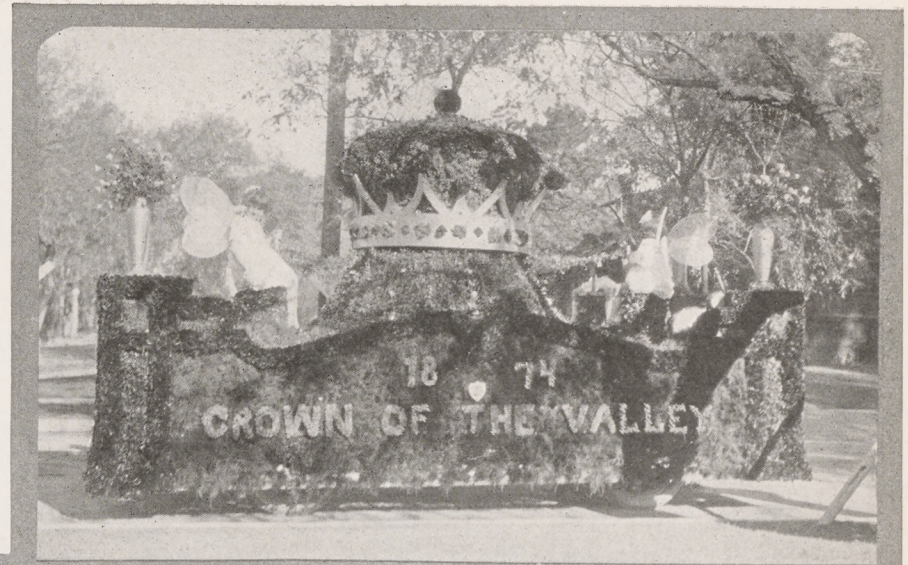
Class F, historical pageant, commemorating Pasadena's fiftieth anniversary: First, Valley Hunt Club; second, Ramona parlor, Native Sons of the Golden West; third, Mission Play, San Gabriel.

Class G, Elks' lodges of California: First, Glendale lodge, second, Huntington Park lodge; third, Los Angeles lodge.

Class H, commercial floats: First, Western Auto Supply Company; second, T. D. & L. theaters; third, Pasadena Motor Car Dealers' Association.

Class I, floats other than commercial: First prize, Los Angeles College of Osteopathic Physicians and Surgeons (K. E. Palmer); second, Angelus Temple, Echo Park; third, Salvation Army, Los Angeles.

Class J, historical characters: First prize, Even Bey Debs; second, De Lara Grand Opera Company. No third prize award.



*Pasadena Clubs Take Active Part in Great Pageant: Upper Right, Rotary Club Float Representing Pasadena's Name and Fame as Crown of the Valley; Kiwanis Club Presents Representation of Historic Adobe Flores; At Right, Lions' Club Depicts Old Mill as it Was in Days of Spanish and Mexican Regime.*





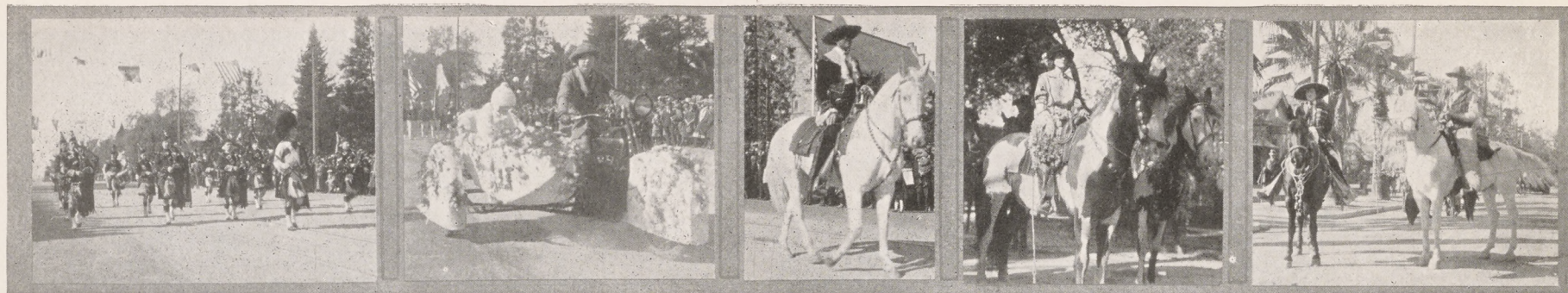
Elk Lodges of Southern California Join in Pageant: Illustrations Show Floats of Huntington Park Lodge, Orange County Lodges, Santa Monica Lodge, Redlands Lodge, Imperial County Lodges and Glendale Lodge, while Inset Portrait is that of James G. McFarland, Grand Exalted Ruler of Elksdom, in Whose Honor this Division Was Arranged.





*Symbolism of Benevolent and Protective Order of Elks Is Seen: Illustrations Are Alhambra Lodge Float, an Antlered King on Another Elk Float, Pasadena Lodge Float; Santa Monica Lodge Float; Los Angeles Lodge Float, Typical Symbolic Clock, a Defiant Elk, Whittier Lodge and Long Beach Lodge.*





*Kilties Band—A Modern Parambulator—El Caballero—Waiting for the Start—Hobart Bosworth and Blanche Tuck Davis.*

Class K, individual historical characters: First prize, James M. Williams; second, G. R. Wellbaum; third, Louise Wellbaum.

Class L, one-horse or two-horse vehicles; No entries.

Class M, one-pony or two-pony vehicles; First, Thelma, Robert, Norman and Edwin Jaeger; second, Lucile Van Damme.

Class N, municipal floats: No entries, such floats being entered in other classes.

Class O, saddle horse, lady rider: First, Miss Maud Banks; second, Mrs. Ruth Johnson; third, Miss Doris G. Ray. Miss Banks also won the Col. W. J. Hogan prize for the best horse in the parade. Miss Banks was riding Confidence.

Class F, saddle horse, gentleman rider: First, Henry J. Stevens, second, Jose Gonzales; third, George Hester.

Class Q, Shetland pony, boy or girl rider: First, Millicent Marie Murdock; second, Marguerite Rippe. No third prize.

Class R, saddle pony, boy or girl rider: First, Margaret Barry; second, Flora L. Bestor.

Class S, novelties: First, Charles F. Young; second, Harley-Davidson agency; third, Stanley Milne.

## Pasadena's Rose Bowl Has Scenic Setting in the Arroyo Seco

FOR many years the Tournament of Roses was held at Tournament Park, at the corner of Wilson avenue and California street. With the advent of the East-West football game, the old field with its low grandstands proved totally inadequate. With resolution, the directors of the Tournament Association set themselves to the task of providing a stadium which would be adequate to all future needs.

Selecting one of the most picturesque sites in Southern California in the level valley of the Arroyo Seco, the Association in 1922 undertook to finance and construct the stadium. Their efforts met with success through the support of many individuals and organizations. Late in the same year the stadium was completed and the big game of January 1, 1923, was played there.

The stadium was constructed half by excavation and half by embankment, the entire tier of seats being based on solid earth. Twenty large tunnels give access to the stadium, making it possible to fill or empty the gigantic bowl in a very short space of time.

The stadium had not long been built when by common consent it was christened the "Rose Bowl," although no such designation has been attached to it formally. Improvements now in progress will make it a Rose Bowl indeed, with climbing roses growing over the exterior earth walls.

Seats are now provided for well over 50,000 spectators and the stadium is so planned that additional seats can be added with little difficulty.

Surrounding the noble structure is the great Arroyo Seco park, owned by the City of Pasadena and now undergoing development which will make it one of the finest parks of its kind. No effort will be made to introduce a formal park plan but rather to enhance the natural beauty along lines that will be in keeping with the rugged contour of the land.

Within the year which has just closed, the city has constructed a notable system of roadways leading to the stadium, so that it is now possible to reach the scene of the Tournament athletic event without undue congestion of traffic. The last of these roads, connecting with Colorado street at the west end of the Colorado street bridge was completed only a few days before the present New Year's Day celebration. The new roadways are wide, and ample free parking space is provided by the city near the stadium.

Not far from the site of the stadium, to the south, lies Brookside Park, Pasadena's most popular playground, where hundreds of picnics, large and small, are held every year and where many thousands of persons annually patronize the two swimming pools.

Eventually, the entire Arroyo Seco from Los Angeles through South Pasadena and upward through Pasadena to the mountains will be one great park. The three cities are co-operating toward this end and already the city of Pasadena has practically completed its share through the gradual acquisition and improvement of land over a considerable period of years.





*Typical Entries in Historical Division: Upper Left, Tally-ho of Valley Hunt Club; Upper Right, Floral Plow on Float Entered by Pasadena Pioneers' Society; Lower Left, Float Entered by Daughters of American Revolution, Showing First American Flag in California; Lower Right, First Schoolhouse, by Indiana Colony and Parent-Teacher Federation*





Floats of Wide Variety Entered in Today's Pageant: In Order as Seen, Left to Right, Pacific Palisades, Churches of Pasadena, First Church of the Nazarene, Pasadena Boy Scouts, Salvation Army, Pasadena Chapter of the American Red Cross; Below, Angelus Temple.





*Symbolism and Artistry Seen in Many Floats: In Order as Seen, Left to Right, Hotel Raymond, Woman's Civic League, Entry of the Jaeger Children, Daughters of the American Revolution; Daughters of the British Empire, a Basket of Posies, Pasadena Board of Labor.*





*Pretty Pony Cart—B. O. Kendall on His Mount—M. S. Pashgian Has Gorgeous Trappings—Miss Maud Banks—A Turkish General.*

SCORES OF PREVIOUS EAST-WEST FOOTBALL GAMES AT PASADENA

Year	
1916	Brown University, 0; Washington State College, 14.
1917	University of Pennsylvania, 0; University of Oregon, 14.
1918	Mare Island 19; Camp Lewis, 7.
1919	Great Lakes Naval Training Station, 17; Mare Island Marines, 0.
1920	Harvard, 7; University of Oregon, 6.
1921	Ohio State University, 0; University of California, 28.
1922	Washington and Jefferson, 0; University of California, 0.
1923	Pennsylvania State College, 3; University of Southern California, 14.

NAVY:  
Taylor  
Clyde  
Carney  
Matthews  
Levinsky  
Shewell  
Brown  
McKee  
Cullen  
Devens  
Shapley

THE LINE-UP  
L.E.R.  
L.T.R.  
L.G.R.  
C.  
R.G.L.  
R.T.L.  
R.E.L.  
Q.  
R.H.L.  
L.H.R.  
F.

WASHINGTON  
Hall  
Petrie  
Bellman  
Walters  
Bryan  
Kuhn  
Dubois  
Abel  
Wilson  
Ziel  
Tesreau

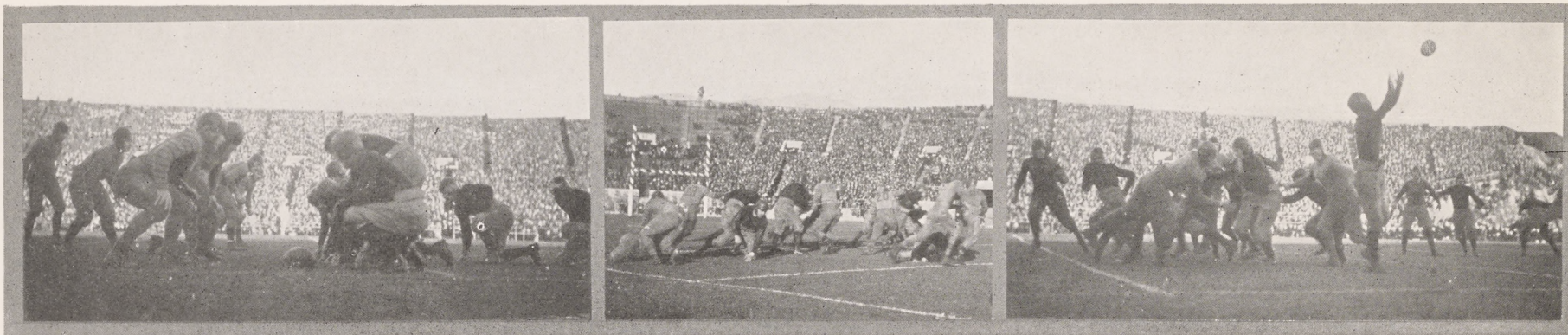






*Numberless Interests Represented in Floats: In Order as Seen, Left to Right, Municipal Light and Water Departments, Pasadena Fire Department, Postal Employees, Chief of Police, Garden of Eden as First Park, Los Angeles County Forestry Department, Montebello, Valencia Orange Show, Native Sons' Stage Coach.*





*Some Tense Moments in the Evenly Matched Struggle Between the Husky Elevens Representing the East and West on New Year's Day.*

## Navy and Washington Battle to Tie With Score 14 to 14

**B**ATTLING desperately before a throng of forty thousand persons the football teams of the University of Washington and the United States Naval Academy played a tie game 14-to-14, today at the Rose Bowl Stadium. The day and the field were ideal for the game which will go down in Tournament history as one of the best and most exciting of the series between the East and West.

The Navy was the first to score a touchdown and kicked goal in the second period, the teams going scoreless in the first, while the Huskies, as the members of the Washington team are familiarly called, regained strength in the same quarter and evened up matters. In the first quarter the Navy nearly scored a second touchdown but wonderful defensive strength on the part of the Pacific Coast team held back the future Admirals of Uncle Sam's navy. Washington held the Navy for downs with the ball less than one foot from the goal line. It was a bit of defensive work that reminded the followers of the game of the great defensive playing by the University of Oregon against Harvard several years ago in one of the early Tournament games. The Navy's first touchdown was scored by Cullen on a forward pass, a type of play which was well executed by both teams and which figured to a great extent in the scoring. McKee kicked the goal. Washington quickly evened up matters, Wilson taking

the ball through center for several yards, followed by a long forward pass Abel to Dubois, after which Wilson dodged through a broken field for a touchdown, running 22 yards. Sherman kicked the goal.

Between halves the massed bands of the Navy, numbering more than two hundred musicians, serenaded the rival rooting sections and the Navy goat and the Washington "husky" dog paraded the field.

In the third period neither team was able to score, the ball see-sawing back and forth, being held first by one and then by the other of the battling elevens. The Navy was the first to break the tie, scoring a touchdown and kicking goal. The Navy also made an attempt at a field goal which failed.

With the fourth quarter nearly over, the Navy fullback missed a low pass on the Navy ten-yard line and a Washington player recovered the fumble. The Washington team quickly scored a touchdown and kicked goal, tying the score. While the Navy fought bravely to keep Washington from threatening its goal line, the Huskies attempted a goal kick in the last five minutes of play, but the ball went wide, the game ending with the score 14 to 14.

George Varnell, University of Chicago, referee.

J. W. Crowell, Swarthmore College, umpire.



*Washington and Navy Football Enthusiasts Compare Merits of Their Mascots.*





*Modern and Historic Are Scenes Depicted: In Order from Left to Right, Great Northwest Improvement Association, a Spanish Entry, a Novelty from the Old Days, Will M. Glass, Alice in Wonderland, Turner, Dahnken & Langley, De Lara Opera Co., a Private Entry, Western Auto Supply Co.*



## Chamber of Commerce and Civic Association

PASADENA Chamber of Commerce and Civic Association, an organization of 1000 members, is one of the most potent factors in the advancement of Pasadena. As its full name implies, this body is broader in its scope than the ordinary Chamber of Commerce, its activities covering the field of civic improvement as well as promotional work for the community. The Chamber is supported entirely by memberships, which are open to all.

Among the outstanding achievements of the Chamber of Commerce in the year which has just closed was the carrying on of the successful campaign for the adoption of a City Plan and the erection of a civic group of buildings. The Chamber has also given its endorsement to the movement for establishing a municipal golf course and for other improvements required by the rapidly growing city.

A great deal of time throughout the year has been devoted to the Pasadena community advertising campaign.

Officers of the Chamber of Commerce are T. D. Allin, president; John McWilliams, Jr., vice-president; J. B. Williams, second vice-president; J. T. Jenkins, treasurer, and William Dunkerley, secretary. The directors are T. D. Allin, John McWilliams, Jr., J. B. Williams, J. T. Jenkins, H. I. Stuart, James H. Jones, Harold B. Landreth, J. A. Phelps, J. Herbert Hall, W. H. Archdeacon, James H. Kindel, Wallace S. Woodworth, Joseph E. Leddy, J. Tyler Parker, Jr. and Franklin Thomas.

Co-ordination of the various community activities has been an outstanding achievement of the Chamber of Commerce. This has been accomplished in part through the readiness of the Chamber to co-operate with other organizations in efforts for the benefit of the community, and in part through the physical bringing together of the headquarters of these organizations at the Chamber of Commerce rooms, 100 South Raymond avenue.

## Pasadena Tournament of Roses Association

ON the opposite page are portraits of the men in charge as directors of the Tournament of Roses Association, a civic organization formed and perpetuated for the purpose of presenting to the world Pasadena's classic midwinter event.

The Tournament of Roses originated January 1, 1890, as an informal village fete, expressing the love of beauty which characterized the early residents no less than the present-day residents of Pasadena. It was suggested by the late Dr. Charles Frederick Holder, a distinguished writer and lover of nature, and its details were worked out by Dr. Holder and the late Dr. F. F. Rowland. Originally held under the auspices of the Valley Hunt Club, the pioneer social organization of the city, in the course of a few years it became distinctly a community affair and in 1895 the Tournament of Roses Association was organized to foster it.

From the beginning, the Tournament of Roses has consisted of two somewhat distinct events, the floral parade and the program of sports, although the worldwide fame of the Tournament has rested largely upon the floral parade which moves through the public thoroughfares and is witnessed by 200,000 or more persons banking both sides of the long line of march.

The afternoon program consisted originally of western sports and minor athletic events. For many years the Roman chariot races were a distinctive feature. For several years the great East-West intercollegiate football game has entirely taken the place of other athletic events and has made January 1 one of the important dates on the world's athletic calendar. The building of the Pasadena Stadium in 1922 made it possible for 60,000 persons to witness the football games. The Tournament Ball is a third event of the day, which is given in honor of the members of the visiting football teams. It is ranked as one of the principal social functions of the season.



*Pasadena Shrine Club Band, the Members Resplendent in their New Uniforms.*

## The Pasadena Merchants' Association

FOSTERING a spirit of co-operation and friendliness among the business men of Pasadena, the Pasadena Merchants' Association has become one of the strongest and most useful organizations of the Crown City. Officers of the association are E. H. Munson, president; John Barnett, vice-president; Capt. Charles S. Conner, secretary and manager, and Mrs. Frances H. Pratt, treasurer. The directors are E. H. Munson, John Barnett, E. L. Pauley, George F. Warwick, H. L. Dickson, F. C. Nash, C. R. Seward, Theodore W. Smith and L. A. Keller.

The association has shown rapid growth in the past two years, its membership now being well over 500. Its activities have expanded in all branches. Especially has this been true of the association's credit bureau, which is now recognized as one of

the strongest and most efficient bureaus of this kind on the Pacific Coast.

A business development committee, a Spring and Fall opening committee and a committee on Advertising Censorship are among the numerous committees of the association which have functioned with great success throughout the past year.

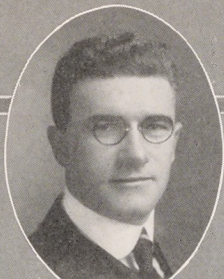
The monthly dinners of the association and the luncheon meetings of various trade units within the organization have done much to bring about more cordial relations among the members and to promote the general interests of business in Pasadena.

Officers and members of the Merchants' Association have co-operated in many movements for the advancement of the city.

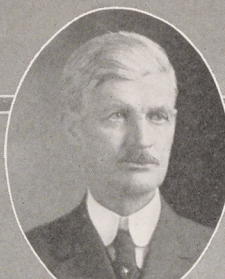




GEORGE J. BRENNER



JOHN H. SIMPSON



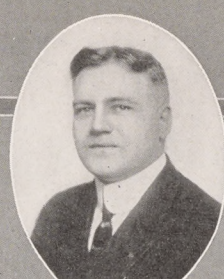
J. W. WOOD  
TREASURER



W. F. CRELLER  
PRESIDENT



HARRY M. TICKNOR  
VICE-PRESIDENT



J. J. MITCHELL



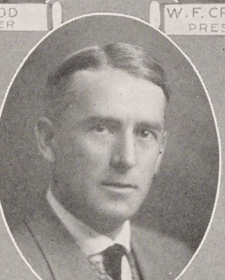
L. H. TURNER



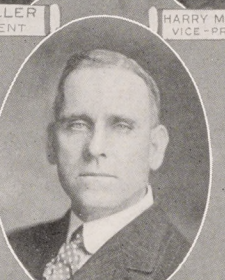
W. L. LEISHMAN



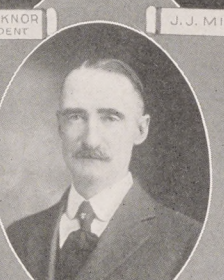
E. L. PAULEY



MALCOLM A. FRASER  
SEC'Y. - MGR.



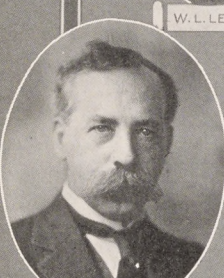
GRANT ORTH



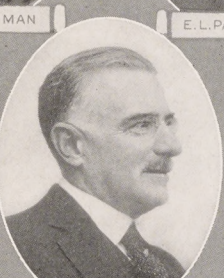
H. M. COLE



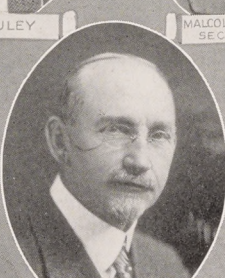
E. T. OFF



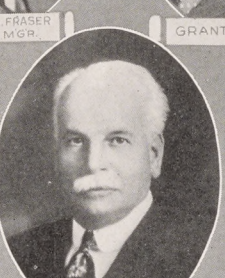
A. J. BERTONNEAU



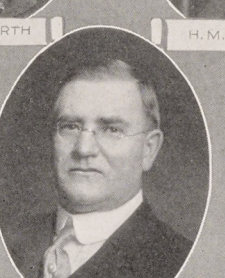
D. M. LINNARD



A. L. HAMILTON



WALTER RAYMOND



E. R. BRALEY



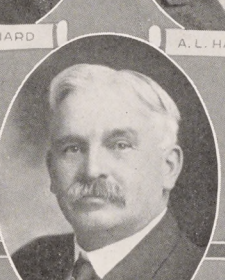
DAVID BLANKENHORN



H. L. MILLER



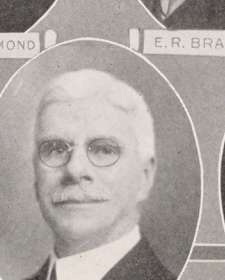
LESLIE B. HENRY



H. G. CATTELL



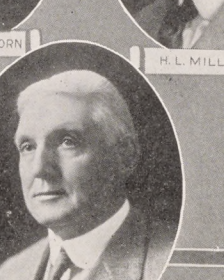
H. W. HERLIHY



GEORGE S. PARKER

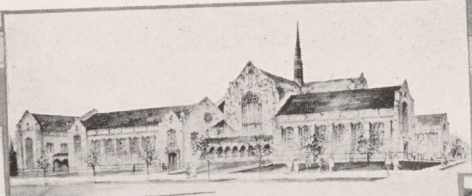


EDWIN F. HAHN

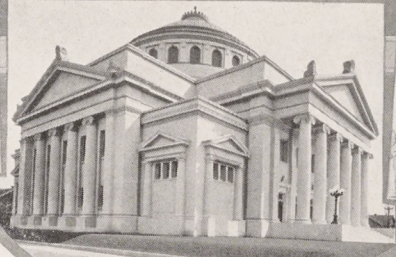


B. O. KENDALL

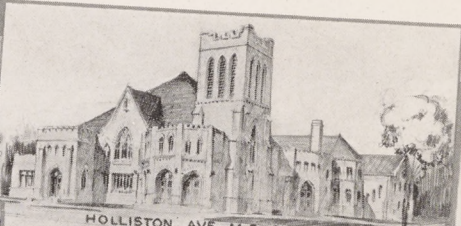




FIRST METHODIST EPISCOPAL CHURCH



FIRST CHURCH OF CHRIST SCIENTIST



HOLLISTON AVE. M.E. CHURCH



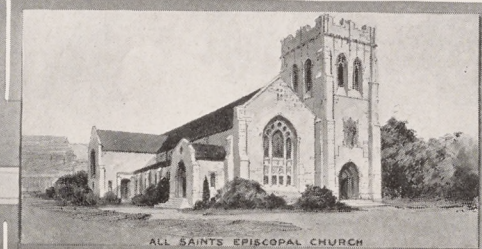
FIRST CONGREGATIONAL CHURCH



FIRST CHURCH NAZARENES



CALVARY BAPTIST CHURCH



ALL SAINTS EPISCOPAL CHURCH



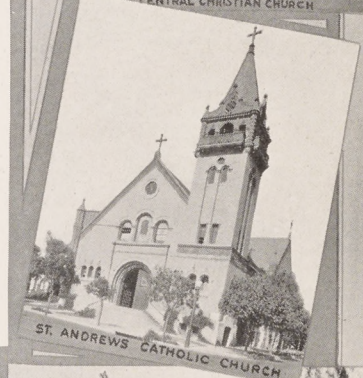
UNIVERSALIST CHURCH



PASADENA PRESBYTERIAN CHURCH



CENTRAL CHRISTIAN CHURCH



ST. ANDREWS CATHOLIC CHURCH

## Churches Have Large Place in Life of Pasadena

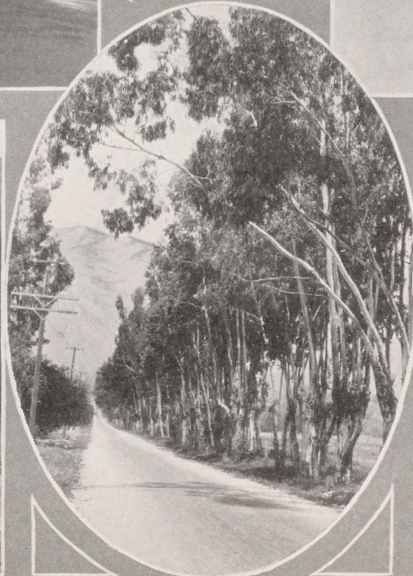


EW and enlarged church buildings and equipment are important but perhaps not the most significant indication of the high plane of religious life in Pasadena. Among the many thousand church communicants and attendants there is great devotion to the gripping world plans of practically all the churches—plans looking to a broader educational program within the churches, to missionary extension and still more practical work in missionary fields, to closer interdenominational relations and continuation of the fine unity of spirit that is indeed one of the most hopeful and helpful signs in the church life of Pasadena. It is felt by all that this city, with all its educational and cultural advantages should furnish to the world young men and young women in every way truly equipped for the leadership so sorely needed by the world today. Among the new church buildings recently completed or in process of construction are those of the First and the Holliston Avenue M. E. churches, the All Saints Episcopal, the Universalist and the Calvary Baptist, while the First Baptist and the First Congregational churches are maturing building plans. The new First Presbyterian Kirk House is also admirably serving the educational and Sunday School work of that large church body.





Fine Roads and Entrancing Scenery Draw Thousands of Motorists





# Scientific Research, Literature and the Arts in Pasadena

HOME of "The Blue Boy." Who can say but that this will be the title by which Pasadena will be best known to the world in future years? When one thinks of the fame which notable works of art have brought to many European cities, the idea does not seem far-fetched. At any rate, "The Blue Boy," young and handsome and looking out with clear eyes upon a world filled with beauty, might well be taken as a symbol of this young community in its fiftieth anniversary year; for the end of a half century marks only the beginning of springtime in the life of a city.

The year just closed has seen the completion of arrangements by which the Henry E. Huntington Library and Art Gallery is to become a free heritage to the people of California and to the world. In the art gallery are housed Gainsborough's great painting and many other almost priceless works of art. The library contains what is said to be the finest collection of rare books outside of the British Museum, as well as a number of unique collections covering important historical and literary periods. It represents not merely the expenditure of a vast sum of money but also the devotion and zeal of a real book lover over a long period of years. While these treasures have not yet been disclosed to the public, they are being rapidly classified and catalogued under the direction of the librarian, Dr. George Watson Cole. Scholars and art lovers everywhere await with keen interest the opening of this great institution, which represents one man's gift to future generations.

With the Henry E. Huntington Library and Art Gallery at one edge of the city, the Mount Wilson Observatory at the other and California Institute of Technology between, Pasadena is favorably situated to become a great center of science and art. Already the closest co-operation exists among these institutions. In the fields of physics, chemistry, astro-physics, the men of the Institute, under the leadership of Dr. Robert A. Millikan and Dr. Arthur A. Noyes, and the men of Mount Wilson, under the leadership of Dr. George Ellery Hale and Dr. Walter S. Adams, are working in harmony toward common objectives.

At the Mount Wilson Observatory, Dr. Adams, for years a distinguished member of the staff, has recently succeeded Dr. Hale as director. All Pasadenans have learned with pleasure, however, that Dr. Hale will continue to make his home here, where he is closely identified with the city planning movement and other important civic interests. The observatory, which is conducted by the Carnegie Institution of Washington, is situated on the mile-high summit of Mount Wilson and its offices and laboratories are in Pasadena. Its equipment is unexcelled. One of its instruments, the 100-inch reflecting telescope, is the greatest astronomical instrument of its kind in the world.

While the institutions already mentioned contribute greatly to the fame of Pasadena, other organizations and individuals are working in an equally notable, if less conspicuous ways, for the advancement of literature, art, music and drama in the community.

The Community Playhouse Association has achieved a most noteworthy success, taking its place in the front rank of such organizations in America. Under the talented direction of Gilmor Brown, its members for several seasons have offered the highest type of community drama. This association is now planning the erection of its own playhouse, a building worthy of the public-spirited enthusiasm it is receiving.

The Junior Players, under the direction of Miss Sybil Eliza Jones, is fostering the same ideals of dramatic expression among the children. The Pasadena Center of the Drama League of America has also accomplished a great deal to elevate the standards of the drama here. In the professional field, an excellent stock company provides entertainment in one of the most attractive, modern theaters in the West.

Musically, the people of Pasadena have found many forms of expression. For several years the Pasadena Music and Art Association has presented a series of concerts by noted musicians and by such organizations as the Los Angeles Symphony Orchestra. The Pasadena Music Meeting, held every week during the winter months under the direction of Arthur Farwell, well known composer, is now in its second successful season. The Tuesday Musicale, the Music Study Club, the Fine Arts Club and the music department of the Shakespeare Club are among the organizations fostering musical activity. The Cauldron Club Singers, directed by Roy V. Rhodes, and the Woman's Choral Club, led by Mrs. C. C. Blauvelt, are heard in concerts every season. The Coleman Chamber Concerts, presented by Mrs. Alice Coleman Batchelder, are also among the musical events

of the year. Several bands and orchestras enjoy much public favor.

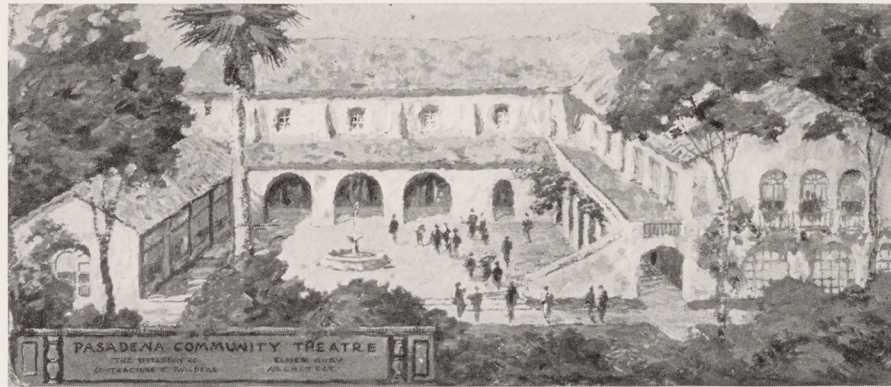
Pasadena is the home of a number of distinguished artists whose work is widely known. A public gallery and museum, where the work of these and other artists may be exhibited, is among the possibilities of the not distant future.

Writers, like scholars and artists, have found a congenial atmosphere in Pasadena, and several men and women well known in the literary world are residents here.

Pasadena's Public Library, which will be adequately housed in the new civic center group of buildings, contains a well chosen collection of books and its patronage exceeds that of almost any other city, in proportion to population. Miss Jeanette M. Drake is the efficient librarian in charge.

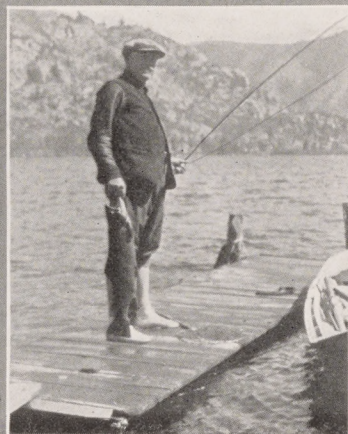
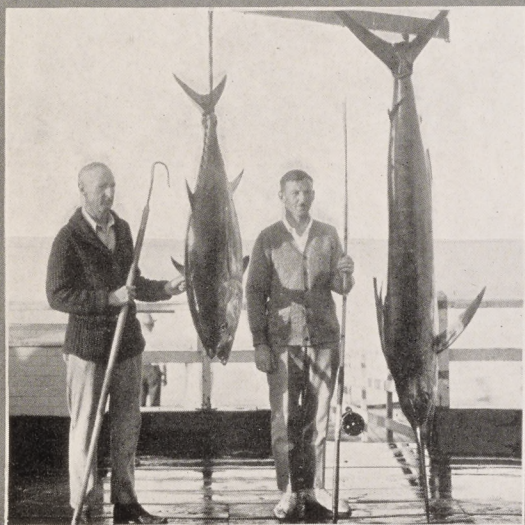
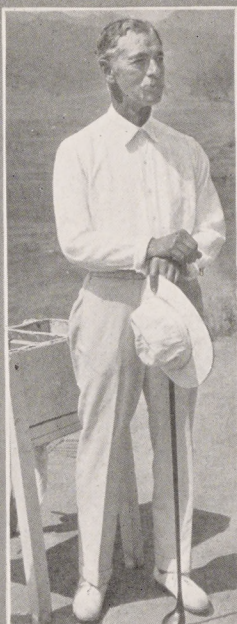
Pasadena has several successful woman's clubs, the largest being the Shakespeare Club of more than a thousand members and the Woman's Civic League. The Shakespeare Club is about to begin the building of a beautiful new clubhouse.

The University Club of Pasadena is among the important new organizations of the city. Although in existence less than two years, it has a membership of more than three hundred men. A score or more of clubs, some purely social and some combining the social and educational, are among the assets of Pasadena.



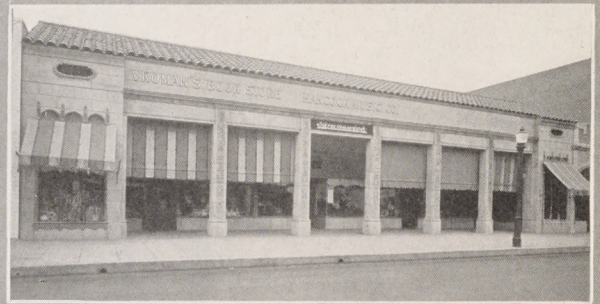
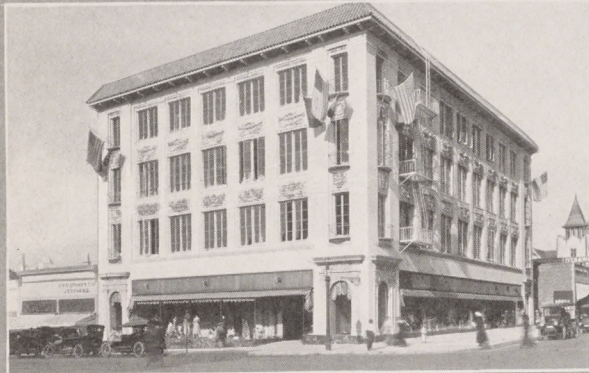
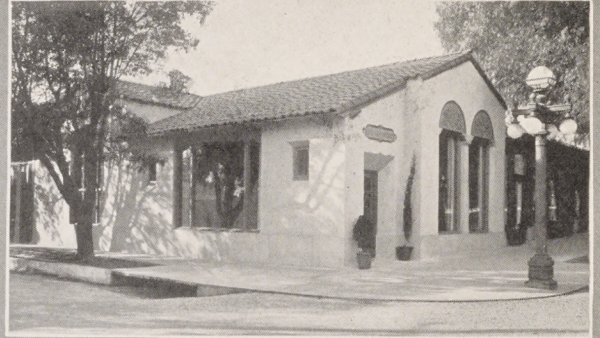
DRAWING FOR PROPOSED PASADENA THEATER





*In This Winter Playground Golfing, Yachting, Ocean and Inland Fishing, Hunting and Camping All Add Zest to Life—Left to Right (Lower Group) H. G. Chaffee, Who Operated Their Launch and His Son Frank Who Landed the First Marlin Swordfish of the Season at Catalina—Joseph Welch Takes a Beauty—Mrs. B. O. Kendall's Prize 125-lb. Blue-Fin Tuna, Jack W. Kendall Serving as Boatman and Gaffer*





*Pasadena's Business District is Substantial and Not Without Its Special Distinction, Especially in More Recent Buildings Which Show a Tendency Towards a Truly Artistic and Somewhat Embellished Style of Architecture That in Time Will Make a Pleasing Impress on the City*



*J. Magnin & Co.*

*Retailers and Importers  
of Womens and Misses  
Wearing Apparel*

*Shops at*

Los Angeles  
The Ambassador

Pasadena  
Hotel Maryland

Hollywood  
6340 Hollywood Blvd.

Del Monte  
Hotel del Monte

Coronado  
Hotel del Coronado

Santa Barbara  
The Arlington

San Francisco  
Grant Ave. at Geary

# Real Estate Practice

This office offers to you the safety and satisfaction of dealing with a responsible corporation of long standing.

The members of the Blankenhorn Realty Co. are trained and experienced men thoroughly familiar with Pasadena properties.

Our large list of residence and business properties, for rent or sale, includes all the good buys in the Pasadena district. A call or letter from you will bring a selected list with full description and photographs.

*May we serve you?*



## Blankenhorn Realty Co.

Colorado Street at Marengo Avenue  
PASADENA



Architectural Designing, Plans and Specifications, Contracting and Building, Economy, Convenience and Results



**FOSS DESIGNING & BUILDING CO.**  
45 N. Euclid Avenue, Pasadena, California  
Hundreds of Homes

Since 1903

Inc. 1911



**ELLIS BISHOP & CO.**

REAL ESTATE, INSURANCE AND INVESTMENTS  
28 GARFIELD AVENUE, PASADENA  
SPECIALISTS IN HIGH GRADE PROPERTIES

**WM. R. STAATS COMPANY**

Established 1887

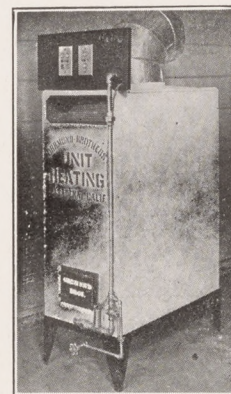
**Bonds**

Dealers in

**Municipal and Corporation Bonds**

*Execute Commission Orders in Listed Securities  
Phone Fair Oaks 2300*

311 East Colorado Street, Pasadena  
LOS ANGELES                      SAN FRANCISCO



THE  
**OHRMUND BROTHERS**  
Electrically Controlled  
Unit System of Heating

Sets the  
Standard of the World  
with  
Superior and Distinctive Features

Our System of Heating Makes  
a House a Home

Pacific Coast Representatives Wanted

**Ohrmund Brothers**  
PASADENA GAS APPLIANCE CO.  
Pasadena, California

Fair Oaks 93

901-3 East Colorado Street

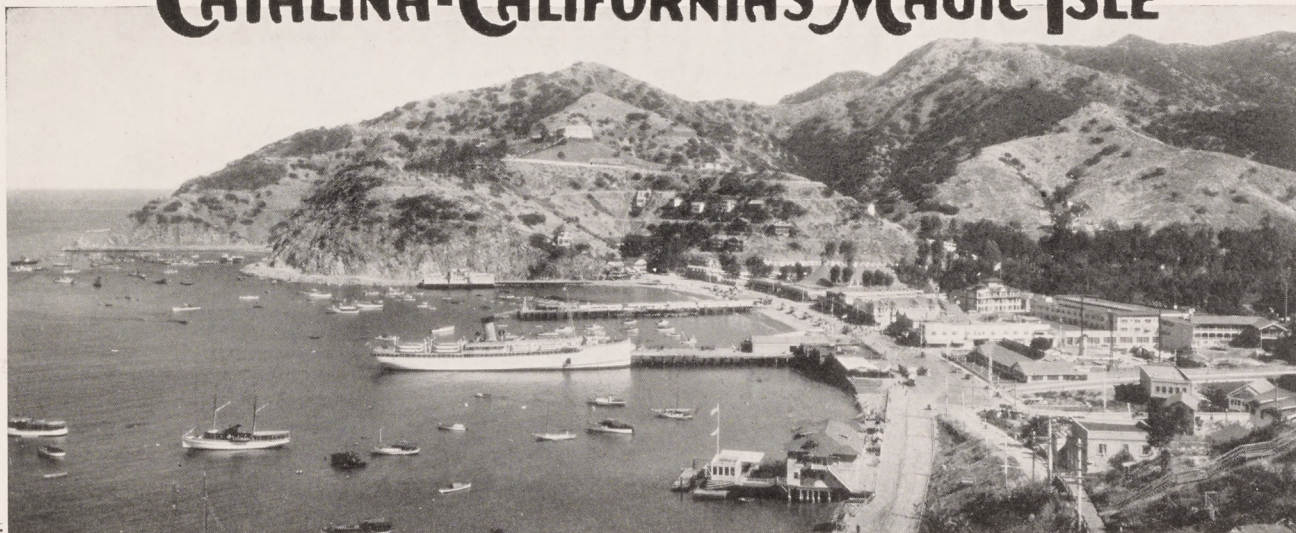


The One-Day  
Trip or a  
Longer  
Vacation



Two and Three  
Day Excursions  
\$10 and \$15  
All Expense  
Included

# CATALINA-CALIFORNIA'S MAGIC ISLE



Tickets and  
Information  
148 E. Colorado  
Cor. Broadway  
Pasadena  
Phone F. O. 46



Sixth and Main  
Los Angeles  
Phone 872-961

## PASADENA MUSIC HOUSE

Established 1892 87 E. Colorado St., Second Door East of Raymond Ave.  
PIANOS VICTOR TALKING MACHINES RECORDS

*The Orchid*

PASADENA'S  
LEADING FLORISTS  
342 East Colorado St.



*A.C. Riddler and Son*  
DEPENDABLE SERVICE

CLEANERS AND  
DYERS

Phone Fair Oaks 554

673 S. Raymond Ave.,  
Pasadena

C. F. Lamb

Lewis H. Salisbury

Arthur C. Lamb

**C. F. Lamb & Sons**

Formerly Reynolds & Van Nuys

**Funeral Directors**

Invalid Coach

Pasadena and Eagle Rock

Private Crematorium

Established 1887



Estimating  
Contracting  
Service

## W. J. Creller Plumbing

Steam and Hot Water Heating



120 W. Colorado St.  
Pasadena, Calif.

We Operate Our Own  
DRY CLEANING PLANT

Phone Colorado 67

## Royal Laundry Co.

465-481 S. Raymond Ave.  
PASADENA, CALIF.

We maintain a genuine French  
Handwork Department

Personal Service—Quick Delivery

# SIERRA LUMBER CO.

F. O. 12—On Walnut at Allen Ave.

### THREE IMPORTANT DATES

1874—The Founding of Pasadena

1904—The Founding of H. L. Miller Co.

1924—The 50th Anniversary and Golden Jubilee Year of Pasadena

The 20th Anniversary of



H. L. MILLER COMPANY  
ELECTRICAL CONTRACTORS AND DEALERS  
TELEPHONE FAIR OAKS 34  
N.E. COR. RAYMOND AND UNION  
PASADENA, CAL.

Everything Electrical

E. O. Nay, President  
E. W. Nay, Sec'y and Treas.

## E. O. Nay Company

(Incorporated)

Plumbing Heating  
Ventilating

186 East Union Street  
PASADENA, CAL.  
Phone Colorado 62

DOMESTIC WALL PAPER

**PAUL SCHWENZFEIER**

Painting and Decorating  
Phone Colorado 8087

182 South Raymond Ave.

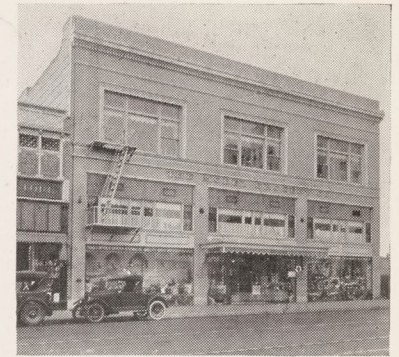
IMPORTED HANGINGS

Pasadena, California

## BURNHAM FUNERAL PARLORS

F. Dwight Burnham, Funeral Director and Embalmer  
317 Lincoln Avenue Fair Oaks 210 Pasadena

Private  
Ambulance  
Service  
Lady Embalmer



27 Years of  
"Quality" "Price" "Service"  
The Model Grocery Co.  
250 E. Colorado St.  
Pasadena

## Glee & Wood

The Ideal Gas Furnaces  
and Unit System

Built for Comfort and  
Efficiency

## Foss-Jones Company

28 E. Union St. Pasadena





**Everard & Son  
Jewelers**

Diamonds  
Clocks  
Semi-Precious  
Stones

197 E. Colorado St.  
Pasadena

**A Fortune in Ranch**

A RARE OPPORTUNITY—840 acres less than five miles from the city of Visalia (County seat of Tulare County, California). All fenced and cross fenced. Modern ranch house and outbuildings. Nearly half of this ranch is rich river bottom land especially suited for alfalfa.

Belonging with the property is valuable water stock, giving an abundance of water for all purposes.

The price has recently been reduced to \$75.00 per acre, making it a wonderful purchase for either stock and dairy, or subdivision purposes. Reasonable terms can be arranged.

Communicate with

**DORN-SYKES CO.**

30 S. Raymond Ave.

Pasadena, California

Quality



Service

Send it to a "Master"

*The Elite*  
DRY CLEANERS  
& DYERS

797 South Fair Oaks, Pasadena

**VROMAN'S**  
STATIONERY  
**AC**  
**V 94**  
PHOTO SUPPLIES  
**BOOKS**  
**PASADENA**

**Ives & Warren Co.  
Morticians**

Hubert F. Ives, President

Clyde K. Warren,  
Secretary-Treasurer

Marengo at Union  
Pasadena



**THE EDISON YARDSTICK**

OUR CONSUMERS are invited to measure every transaction with this Company by the policy laid down by our President:

**GOOD SERVICE  
SQUARE DEALING  
COURTEOUS TREATMENT**

This is the standard maintained by  
4500 Employees

in  
31 Districts  
Having  
67 Offices  
Serving  
2,000,000 People

We invite the newcomer to make us his counsel in all electrical matters.

**66,000 STOCKHOLDERS**

**SOUTHERN CALIFORNIA EDISON COMPANY**  
OWNED BY THOSE IT SERVES





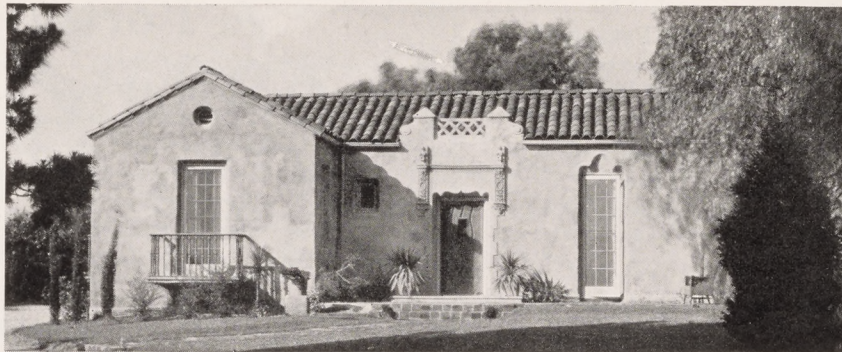
**D  
O  
G  
S**

All fashionable breeds for sale. Over 100 show dogs always on hand. Largest and best equipped boarding and exhibition kennel in America. Thoroughbred puppies for sale with health and satisfaction positively guaranteed.

Fourteen Champions at Stud

**H. M. ROBERTSON**

Lamanda Park California  
Phone Colorado 6672



**THIS BEAUTIFUL RESIDENCE**  
Spacious grounds—well planted for sale through this Company  
When seeking a home in Pasadena or Los Angeles—see

**The WILLIAM WILSON Co.**

OVER 30 YEARS OF SERVICE  
REAL ESTATE INSURANCE



SASH, DOORS, MILLWORK



Pasadena Manufacturing  
Company

145-227 S. Broadway



Books  
Stationery  
Picture  
Framing

190E. Colorado  
Pasadena

Phone, Colorado 1034

**F. W. BIRNIE**

Service Station, Willard Batteries, Stromberg Carburetors, American Bosch, Gray and Davis, North-East.  
Colorado St. and Pasadena Ave.  
Pasadena

**J. R. Bragdon & Co.**

Real Estate, Loans, Rentals  
and Insurance  
15 S. Raymond Ave.  
Pasadena, Cal.

**F. M. HUDSON**

FLORIST  
CUT FLOWERS AND DESIGNS  
A SPECIALTY  
88 N. Los Robles Phone Fair Oaks 536  
Opp. Hotel Maryland, Pasadena

Jewelers

Estab. 1899

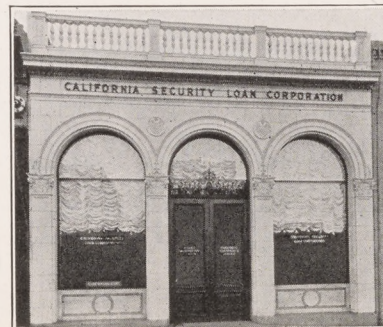


FROM THE MANUFACTURER → THROUGH HALLMARK → TO YOU

96 E. Colorado St

*J. Herbert* **HALL** Company

Pasadena



**California Security  
Loan Corporation**

Resources

**\$2,220,091.46**

170 East Colorado Street  
Pasadena



# Member Banks

## FIRST NATIONAL BANK

JAMES S. MACDONNELL  
*President*

## SECURITY NATIONAL BANK

ERNEST H. MAY  
*President*

## SECURITY TRUST AND SAVINGS BANK

JOSEPH CAUNT  
*Vice President and Manager*

## CITIZENS SAVINGS BANK

W. H. HUBBARD  
*President*

## PACIFIC-SOUTHWEST TRUST AND SAVINGS BANK

JOHN WILLIS BEAR  
*Vice President and Manager*

## CENTRAL NATIONAL BANK

WILLIAM H. MAGEE  
*President*

## FIRST TRUST AND SAVINGS BANK

JAMES S. MACDONNELL  
*President*



# Pasadena Clearing House Association





Beautiful Pasadena  
 Ever ready to serve you  
 Send it to us  
 The Pasadena Laundry Company  
 Phone Col. 320 974 South Fair Oaks



New Location of  
**Pasadena Screen  
 Company**  
 About Feb. 1st  
 745 S. Raymond Ave.  
 Corner Ritzman Street  
 Where We Will Be Able  
 to Give  
**Prompt Service  
 Finest Quality**  
 555 North Fair Oaks Ave.  
 Phone Fair Oaks 1096  
 M. O. Sanford, Prop.

Picture Framing—Artistic Material  
 Toys and Wheel Goods

**GULCK  
 Stationery Company**

Phone Fair Oaks 39

173 East Colorado Street  
 Pasadena

**Fruit Boxes  
 de Luxe**

Containing the  
**Finest Fruits and Nuts**  
 Ready for Eastern Shipment  
 Prepaid  
 20 Different Sizes

**F. C. Nash Co.**  
 141-151 East Colorado Street

Notaries Public and Commissioners  
 of Deeds for Eastern States

**John McDonald & Co.**  
 Incorporated. Established 1886

REAL ESTATE  
 INSURANCE  
 LOANS STOCKS BONDS

32 East Colorado St. Pasadena

**Le Roy D. Ely**

INTERIOR DECORATORS  
 FINE ARTS  
 ART NOVELTIES

335 East Colorado Pasadena

HIGH GRADE TIRES



**AKRON  
 VULCANIZING  
 WORKS**



86 West Colorado St.

**W. P. Fuller & Co.**  
 Paints, Varnishes & Glass



50-54 West Colorado St.  
 PASADENA

Established 1907  
 E. LOCKETT E. A. LOCKETT

**E. Lockett & Son**

Wholesale and Retail Dealers in  
**Lime, Lath, Plaster  
 Portland Cement**

552 S. Raymond Ave.,  
 Pasadena

**H. R. Slayden  
 COMPANY**

Coal - Fuel - Wood  
 Tires - Tubes  
 Gasoline - Oils

237 West Colorado Street  
 Pasadena









**Grand Piano Company**

Baldwin  
Pianos  
Sonora  
Phonographs

A. C. ONG, Proprietor  
827 East Colorado St.

The Home of Quality Merchandise for the Past 38 Years

Domestic  
Gas Ranges  
Herrick  
Refrigerators  
Humphrey  
Radiantfires



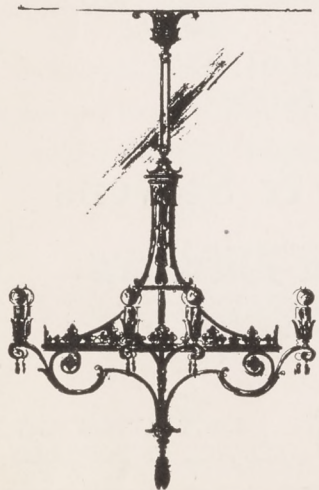
Store closed  
Every Saturday  
One o'clock



**PASADENA HARDWARE CO.**

66-76 West Colorado Street

**Lighting Fixtures —**

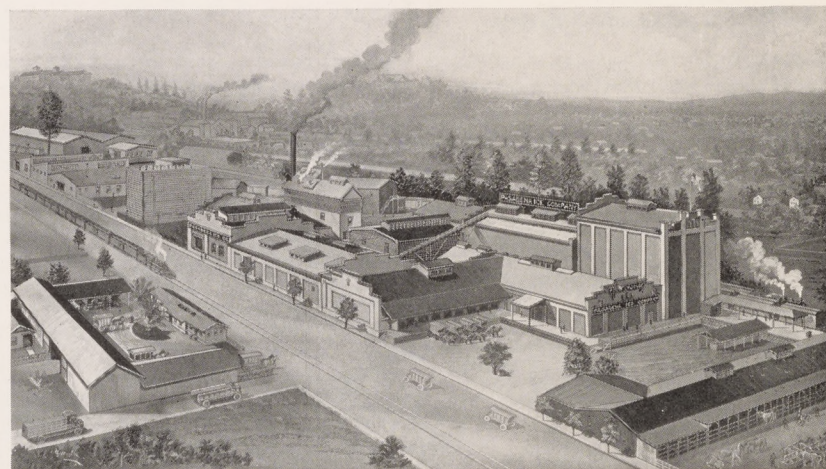


Exquisite Creations  
in Wrought Iron and Brass  
Designed and Manufactured  
in our plant



**WILKINSON SCOTT CO.**

Formerly The Webster Co.  
176 E. Union St.  
Pasadena



Furs, Fabrics  
Rugs, Etc.,  
STORED

**PASADENA ICE CO.**

Office and Plant, S. B'dway near Glenarm

Pure Ice from  
Distilled  
Water





## Fireproof Warehouse

Household Goods—Moved—Stored—Packed—Forwarded.

MEMBERS { National Furniture Warehousemen's Association  
Pacific Coast Furniture Warehousemen's Association

We offer a complete service in handling household goods, giving special attention to the distribution of Pool Cars.

Daily Truck Service between Pasadena and Los Angeles.

Baggage checked from Hotel or Residence, direct to destination.

*Agents for Trans-Continental Freight Co.*

**PASADENA TRANSFER & STORAGE CO.**

55 South Marengo Ave.

*R. R. Sutton, Mgr.*



## Own A PASADENA HOME

UNSURPASSED views and climate, the most select home center in Southern California. Shady trees, green lawns and wide paved boulevards. Schools of international reputation, the best in church, excellent clubs and social centers; this is Pasadena. Here are also many business opportunities and Los Angeles (9 miles) with its many advantages is within easy commuting distance.

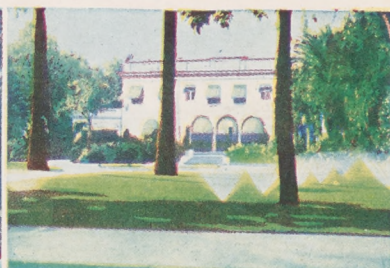
Here we can offer you and yours an opportunity where you may reap an abundant harvest of happy home life. The Leo G. MacLaughlin Co. will help solve your Pasadena home problems within any limit of expenditure you desire to make, from modest homes of individual character to extensive estates. These homes are distinctive in design, compact in arrangement, comfortable, conveniently equipped and artistically decorated.

Back up the desire for a Pasadena Home by consulting the

**LEO G. MacLAUGHLIN CO.**

119 East Colorado St., Pasadena

Phone Fair Oaks 4040





# PASADENA FURNITURE COMPANY

One of  
Southern  
California's  
Largest Home-  
furnishing  
Establishments

*Quality · Service  
Assortment  
Value*

