

ADVERTISING SCIENCE

USE SAME JUDGMENT IN ADVERTISING AS YOU WOULD IN DRIVING TEAM

There is a real science about advertising with which the inexperienced merchant has no knowledge. Advertising as a science must be conducted judiciously. The merchant must know how to intelligently direct all advertising. If he does not know how to direct it, he should place the work in the hands of someone who does know how.

The act of advertising may be compared to the team that draws a vehicle. The team is very essential, but the driver and the load have an important part to play. A team without a driver may wander about and be the means of the loss of the entire load. To do business right the teamster must lead wisely. It will not pay him to use a big team to haul a very light load, neither will it pay him to put on a load that is too heavy for the team to haul.

Advertising, like the team, properly guided, will do the work, but advertising must have the intelligent co-operation of all items necessary. The plan is to expect the advertising to do the pulling of business, and it is the place of the merchant to see that when the people are pulled to your place of business he has something worth while to offer them.

Conducting business successfully is a long, steady pull—the advertising of today is sowing seed from which a benefit may not be derived for a month or even six months.

The claim of the publisher of the Evening News is that every merchant should be a regular advertiser in his local paper. Hitch the advertising team to your business and then load up with the right kind of a stock of merchandise, guide your advertising wisely, when you come to a bad place in the road, push business with additional personal effort. Be a live wire.

FAD IN PRUNING

Horticulture is not free from fads, and pruning offers more opportunities for their display than any other branch of it. A few years ago an Italian, A. C. Baronia, introduced a new and what he claimed was the proper method of pruning lemon trees, which consisted of cutting away the entire inside of the tree and leaving the outer limbs for fruit. It was claimed that by this method better fruit was secured, that the bearing wood was kept within reach, as all the branches were within hand reach from the ground, and that the sun penetrating into the body of the tree kept it in a more healthy condition.

This system had quite a run, especially in San Diego, for some time, but of late has fallen into disfavor and some of the growers who had trained their trees on this system have endeavored to form them again into the natural shape.

As a rule, in the training of citrus and all other trees, it is well to follow nature, humor the natural bent of the tree as much as possible, so long as it conforms to our requirements. The less a tree is cut, so long as these requirements can be met, the better. Our fruit trees are largely an artificial production; we have taken the wild fruit and changed its nature to meet our own demands, and in so doing have somewhat changed the nature of the tree itself. For this reason care and culture on our part are necessary, and pruning an absolute necessity in those cases, but at the same time this process should be for the purpose of accomplishing the desired end, which is to the production of good fruit, with as little damage to the tree as possible. The best school today advocates as little cutting as possible so long as results can be accomplished—Pacific Fruit World.

GOING SOME

William Smith of 1525 Columbia street, South Pasadena, counted one hundred and fifty-seven automobiles which passed the corner of Hope street and Fair Oaks avenue in one minute Friday morning. The machines were traveling four abreast and the street was packed solid with them. At this rate there would be 9420 pass a given point in an hour. What a wonderful country, that makes it possible for so many automobiles to be owned and used on the first day of the year!

TOOK HIS WORD FOR IT

On Sunday while a Los Angeles clergyman was advocating that people become robed in garments of righteousness early in the year 1915, a hobo made an incorrect interpretation of the pastor's remarks and helped himself to the minister's overcoat.

ASSOCIATED CHARITIES

VALLEY RELIEF ASSOCIATION TO BE FORMED BY EFFORTS OF LOCAL PEOPLE

In our part of the valley, as in every other community, there are a great many charitably inclined individuals and organizations. Here as everywhere else there are those who need assistance. To serve the desires and needs of these two classes is not an easy task.

When individuals or organizations work independently there is great danger of imposition, duplication and spasmodic action. To avoid the difficulties of independent activity and in order to make the relief work more effective, a mass meeting called some time ago to consider the matter decided that it would be advisable to form an association to supervise the relief activities of the community. The committee was empowered to prepare a plan for the government of the association and to select a central committee or board of directors. The committee has submitted a plan, but believes that the selection of the central committee should be left to the general committee representing the organizations participating in the association.

Glendale, Cal., Jan. 2, 1915.
To Whom It May Concern:

Your committee appointed at a mass meeting held some weeks ago to consider a scheme for administering relief to the needy in the valley, begs leave to submit the enclosed draft of organization:

It is not perfect, but we believe it will serve our present needs. It is hoped that every organization of every kind in the valley will become a member of this association, and help to make our relief work reach those who actually need it with the least loss of time and money.

If your organization desires to participate, will you not send an authorized representative to a meeting at the city hall Saturday, January 9th, at 3 p. m., to complete this organization. This organization will in no way interfere with the charitable plans of lodges or others.

Respectfully submitted,
MRS. C. H. TOLL, Chairman.
E. F. PARKER,
MRS. J. G. HUNCHBERGER,
MRS. E. D. YARD,
T. W. WATSON,
A. W. TOWER.

Constitution

Article 1—The name of this organization shall be the "Valley Relief Association."

Article 2—The purposes of this organization are:

- 1. To investigate requests for relief.
- 2. To administer aid in all worthy cases so far as possible.

Article 3—The officers of the organization shall consist of:

- 1. A general committee consisting of one representative from each organization affiliated with this association.
- 2. President, vice-president and a secretary-treasurer, who shall be elected by ballot of the general committee at the annual meeting; and these three, together with two other members who shall be chosen by the general committee at the same time and in the same manner, shall constitute a board of five directors of which the aforesaid officers shall also be officers "ex officio."
- 3. A "relief secretary" shall be chosen by the board of directors to serve at their pleasure. The duties of the relief secretary shall be to investigate all requests for relief and generally supervise the actual work of the association.

The relief secretary shall receive such compensation as the board of directors may deem advisable.

4. The board of directors shall transact all business of the association not otherwise specified by this constitution.

5. All moneys shall be paid out only on warrant signed by the president and secretary-treasurer and authorized by four members of the board of directors.

Article 4 (Membership)—Membership shall be divided into two classes: 1. Active members. Any organization may become an active member of the association on the payment of a five dollar membership fee, and accompanying the same with a statement signifying their willingness to accept their share of the responsibilities. Each organization is entitled to one representative on the general committee.

2. Sustaining members. Any person may become a sustaining member on the payment to the treasurer of one dollar or more per year.

Article 5—Each active member shall pay annual dues of five dollars. The first payment of dues shall be made January 1, 1916.

Any member whose dues remain

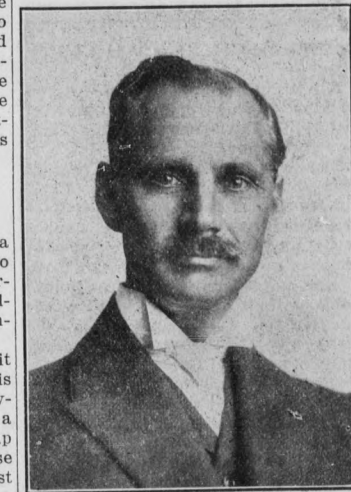
GLENDALE COUPLE ARE FIFTEEN YEARS WED

MR. AND MRS. MATTISON B. JONES CELEBRATED FIFTEENTH ANNIVERSARY OF THEIR MARRIAGE WITH ELABORATE DINNER PARTY AT THEIR BEAUTIFUL HOME ON ORANGE STREET SUNDAY EVENING—COVERS PLACED FOR SIXTEEN

On January 3, 1900, at Louisville, Kentucky, occurred a most important happening when Miss Antoinette Ewell Smith of that city became the bride of Mr. Mattison B. Jones, who had just resigned as commandant of the cadet corps and instructor in mathematics at the state college at Lexington, Kentucky, to come to California. Immediately following their marriage they left for Los Angeles and have spent fifteen happy years in this favored section, where Mr. Jones has become widely known as one of the most able lawyers of the Los Angeles county bar and prominent in the work of the Baptist church on the coast, while Mrs. Jones

with snowy linen, gold and white china and cut glass centered with a low golden basket of white carnations, while at each plate tiny golden baskets served to hold the nuts. The guests found their places by means of cards hand adorned in gold.

One feature of the elaborate and faultlessly served dinner was an immense wedding cake adorned with cupid and a beautiful white dove, while hidden in its delicious depths were the customary emblems of marriage, industry and riches usually concealed in a wedding cake. Served with the brick ice cream were favors in the form of golden horseshoes surmounted by white doves.



Mr. and Mrs. Mattison B. Jones

has been very active in club work, being president of the Tuesday Afternoon club of Glendale at the present time, one of the most active clubs in the state federation.

Mr. and Mrs. Jones celebrated the fifteenth anniversary of their marriage most happily at their home, 106 Orange street, Sunday evening, when they entertained a few friends with a dinner party. The living-room was bright with red carnations and holly berries, while the dining-room decorations were of gold and white. The table at which covers were placed for sixteen was beautiful

Those who assisted Mr. and Mrs. Jones in the celebration of this happy occasion were Mr. and Mrs. Charles H. Toll, Mr. and Mrs. Willoughby Rodman, Mr. and Mrs. Daniel Campbell, Mr. and Mrs. Freeman Kelley, Mr. and Mrs. Howard Martin, Mr. and Mrs. Frederick Baker, Mrs. M. Ewell Smith, mother of Mrs. Jones, and Miss Winifred Jones.

Following the dinner the guests were entertained with music on the Victrola and violin music by Miss Winifred Jones, the talented young daughter of the host and hostess, while Mrs. Jones, who is a pianist of note, delighted all with a selection.

NEW MEMBERS RECEIVED

The Good Templars lodge, No. 46, of Glendale, gave a Christmas tree and social on New Year's night at the I. O. O. F. hall. Two new members were received and then the lodge was opened to invited friends. There was a program consisting of: Piano solo by Miss Lena May Brice, recitation by Miss Leone Brice, piano solo by Mrs. Lilly Fuller, recitation by Prof. A. Dobbins of Los Angeles, and a reading by Mrs. Annie Robbins, after which boxes filled with candy and nuts were given to all and the gifts and cards were taken from the tree. There was a grand march and refreshments in the banquet hall in honor of Mr. K. C. Sipple and bride, at which a huge wedding cake was the center of attraction. Afterwards there were games and music until a late hour.

SUDDEN DEATH

While at work on the new school building on Lomita avenue this morning, Lewis Byer of Second and Los Angeles streets, Los Angeles, suddenly expired. The remains were taken to the Pulliam undertaking parlors and the coroner notified. The authorities are endeavoring to get into communication with the dead man's wife, whose whereabouts are unknown. Byer was a cement worker. His death occurred shortly before 8 o'clock.

unpaid for four months shall be dropped from the roll.

Article 6 (Meetings)—The meeting of the general committee shall be held on the second Saturday in January of each year at 3 p. m. at the Glendale city hall.

2. The board of directors shall hold meetings when deemed advisable by two or more members of the board.

3. Special meetings of the general committee may be held at the call of the executive committee or on the request of ten active members.

Article 7 (Amendments)—This constitution may be amended at any regular or special meeting provided all active members have been given two weeks' written notice of the proposed change.

CHRISTIAN CHURCH

The splendid harmony and spiritual interest existing in this church was shown by the large audience present at the services Sunday morning. The sermon was on the subject of "The Unfolding Life" and was one of the best which the pastor has delivered. It was illustrated by a chart showing the large sphere of the earth within which were the spheres of the world and the church. Steps leading from the world into the church—hearing, faith, repentance, confession and baptism—made a continuous stairway which led on by virtue, knowledge, temperance, patience, godliness, brotherly kindness and love, which opened into the heavenly sphere, only a segment of which, however, is shown here.

The Bible school had a large attendance also. Mr. Learned, the new superintendent, assuming charge. He has been an active worker in the school and is well fitted for the place.

Mrs. Jackson, who has been so efficient for the past year, has had to resign because her physical condition will not permit of the work.

The officers of the church as recently elected are as follows: Elders—E. E. Francis, A. B. Heacock, O. L. Kilborn, I. H. Durfee, L. E. Berkey, W. B. Kirk and Geo. P. Bohannon.

Deacons—S. L. Borthick, C. P. Bowles, W. H. Gilmour, R. G. Rees, J. R. Maxwell, P. A. C. Moore, M. G. Musser, J. E. Peters, J. P. Alexander, F. C. Heron, B. F. Bolen and H. R. Stevenson.

Trustees—S. L. Borthick, F. W. Pigg, W. R. Letton, A. B. Heacock and G. P. Bohannon.

Deaconesses—Miss Mary Chester and Mrs. O. L. Kilborn.

Financial secretary, Mrs. C. E. Hutton.

Treasurer, Mrs. A. B. Heacock.

Clerk, W. B. Kirk.

Head usher, E. H. Learned.

REFRESHING RAIN IN NIGHT

There was a most welcome rain during the night, though it came down so gently that many people never knew it till morning. Mr. Bartlett reports, however, that there were thirty-nine hundredths of an inch fell.

WEINER ROAST

YOUNG PEOPLE ENJOY WATCH PARTY IN VERDUGO CANYON—OTHER NEWS ITEMS

Messrs. Charles Price, Tom Cabriski, Bert Sand and Will Spraker, with the Misses Agnes Steif, Daisy Nebe, Lola Tucker and Leno Hart, under the chaperonage of Miss Steif's parents, Mr. and Mrs. Joseph Steif of 1500 Burchett street, formed a merry party of young people who had a watch party in Verdugo canyon, enjoying a weiner roast under the oak trees and with laughter and song welcomed in the New Year. In the morning the party climbed Mt. Verdugo and had a bountiful picnic dinner on the peak. After spending the day roaming over the hills the party, amply repaid for their efforts by the grandeur of the scenery they enjoyed while on the top, came down to the home of Mr. Steif, where they found a delicious dinner prepared by Mrs. E. Rich awaiting them, and needless to say, was done full justice to. The happy day was completed by a visit to the Palace Grand theater, a fitting closing to a most delightful day, which was so thoroughly enjoyed by the happy young people.

Miss Ruth Browne of 1620 Stocker street left this morning for El Centro, Cal., after spending a very pleasant vacation period during the holidays with her mother, Mrs. N. R. Browne.

Mrs. Oliver E. Wright and daughter, Miss Ruby F. Wright, of 1649 Ruth street, were guests of Mr. Wright's parents, Mr. and Mrs. E. W. Wright of Florence, Cal., on Sunday.

Mr. Nat Browne of Stocker street spent New Year's day at the Los Angeles Country club, where he enjoyed his favorite sport, playing several exciting rounds of tennis.

Dr. and Mrs. J. E. Eckles of 920 North Central avenue, with Mrs. Eckles' parents, Mr. and Mrs. J. H. Dorsey of Arborville, Neb., who are spending the winter here, enjoyed New Year's day in Los Angeles, going to the Majestic theater in the afternoon.

Mr. Harry Browne of 1620 Stocker street and Mr. Allan Davenport of Glendale avenue motored to Azusa by way of Pasadena on New Year's day, where they were the guests of friends.

Mr. Joseph Santley, well known to the public as the star in the beautiful drama, "When Dreams Come True," entertained with a theater party at the Majestic on New Year's eve. Mr. and Mrs. George Melford of First street and Mr. and Mrs. Fred Myton of 210 North Maryland avenue were his guests.

WEDDING ANNIVERSARY

Mr. and Mrs. William Herman West were guests of Mr. and Mrs. James A. Farrell on New Year's day, the occasion being also the wedding anniversary of Mr. and Mrs. Farrell. The party left Glendale at 8:30 in the morning, motoring direct to the Elks' club in Pasadena, where they inspected the beautiful new building and then viewed the Tournament of Roses parade from the balcony.

After that they went outside the city a little ways and partook of the bountiful dinner prepared by Mrs. Farrell under the oak trees. After dinner they took a long ride, visiting many towns, among them Little Lancers, Lankershim, Universal City and Hollywood. They were especially impressed with Universal City, which is a model town, thoroughly organized and fully equipped, having its own hospital, electric lights and all officers. The day was perfect for such a trip and one that will long be remembered with pleasure by all.

EXPOSITION VISITORS

Mr. and Mrs. John R. Barrows of 443 West Colorado boulevard have just returned from San Diego, where they attended the opening of the exposition. They are very enthusiastic about the fair and think the grounds especially are worthy of praise, while the whole exposition looks as if it had been there for years, instead of being of temporary construction.

There was an enormous crowd in San Diego to attend the opening, more than seventy thousand people passing through the gates during the first twenty-four hours. The buildings are all completed, but a few of the exhibits are not quite finished. However, it is thought that everything will be in place for Los Angeles day, which comes this week.

San Diego may well be proud of the work they have done, and everyone in Southern California should visit this exposition that they may more fully appreciate what Southern California is doing.

TROPICO NEWS ITEMS

N. P. BANKS POST G. A. R. AND W. R. C. WILL INSTALL OFFICERS FRIDAY

The joint installation of N. P. Banks Post and Corps will be held in the G. A. R. hall Friday. This will be an all-day session, with dinner served at noon. Mrs. Mary Hartwell, past department president of California and Nevada, will install Mrs. Adelaide H. Imler, president, and her corps of officers, elective and appointive. Hon. T. D. Kanouse, past commander and a member of N. P. Banks Post, will install Mr. George W. Sanford, commander, and his corps of officers. This event, which is held annually, is one of the most enjoyable of the many that are given by these two patriotic organizations.

Nevill Richardson, son of Mr. and Mrs. Frederic C. Richardson, is confined at his home, having a slight attack of chickenpox.

Miss Alta Stone of the faculty of the high school in El Centro, who has been spending the Christmas holiday season as the guest of her parents, Mr. and Mrs. A. P. Stone, returned to El Centro Sunday morning, where she resumes her duties as instructor.

C. L. Chandler of West Park avenue is spending a few days in Calexico on business.

Mrs. D. W. Hasson of Buena Park was the week-end guest of Mrs. Frank I. Marsh of North Central avenue.

Mrs. W. H. Berteaux and son, Herbert Berteaux, former residents of Tropic, who are now residing in Hollywood, spent Sunday visiting friends here and in Glendale.

The board of directors of the Tropic Thursday Afternoon club will be entertained at the home of Mrs. Chas. P. Findley, 433 Gardena avenue, on Tuesday afternoon.

GOODIES AND BIRTHDAY CAKE

A happy children's party was that given by Mrs. C. B. Wilde of 238 North Louise street in honor of the seventh birthday of her little son, Stafford. Mrs. Wilde was assisted by Mrs. T. J. Keleher.

The guests of the occasion were John Faries, Homer Lockwood, Jack Middleton, Elizabeth Faries, Louise Fisher, Vera Lockwood, Geraldine Keleher, Marjorie West, Stafford Wilde and Lucile Wilde. First the children were taken to the Majestic theater to see the pictures, then back to Mrs. Wilde's home, where they enjoyed the party to the fullest extent. The house was decorated with the holiday colors and was bright and pretty, while the table, with its loads of goodies, was very popular with the guests, who did full justice to the birthday cake and were much pleased with the little favors given.

VISITED EXPOSITION

On New Year's eve Dr. and Mrs. E. F. Archer of 621 West Seventh street started for San Diego, motoring as far as Fullerton that evening, where they spent the night and where Mr. and Mrs. Richardson of that city joined them. Next day they all went on to San Diego, where they visited the exposition and spent a couple of days on the grounds, returning to Glendale Sunday. They went by the coast road and though part of the way is excellent road, there are parts that are still pretty bad. The whole way will be repaired and in excellent condition within the next two months, however.

THOUGHT HE WAS DILLON

Riley Lyons was "some personage" in Santa Ana on Sunday. While at the ball game there he was taken for Dillon, manager of the Los Angeles ball club. Riley said this morning he wasn't quite sure whether it was a compliment for Dillon or for him, but if the writer should have a guess he'd say it was the classy style that Lyons is now wearing his mustache that makes him the "double" of Dillon.

TEAM SPLITS EVEN

The Glendale baseball team played two very good games at Santa Ana, one on New Year's day, with a score of 6 to 4 in favor of Glendale, and the other on Sunday, with a score of 4 to 1 in favor of Santa Ana. Galt pitched for Glendale on New Year's day and Hasty pitched on Sunday. We feel that our boys did exceedingly well, as Santa Ana had several Pacific league players and a very strong team. Glendale will probably play Redondo Beach next Sunday.



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One Month .35
One Week .19
Single Copy .02

Entered at the Postoffice at Los Angeles, Cal., as Second-Class Mail Matter

GLENDALE, CAL., JANUARY 4.

REAL ADVERTISING

Real advertising is newspaper advertising. That kind of advertising is the recognized kind of the world over.

Offering prizes to induce people to buy is not classed as advertising. That comes under the head of merely offering a side inducement.

Real advertising tells the buyer where he may get articles of merchandise he needs, and a premium is an inducement to come back for a second purchase.

DIRT AND DISEASE

In this scientific age people still labor under the delusion that infectious diseases are transmitted by contact with things.

In the Medical Record, Dr. Alvah H. Doty, formerly the efficient health officer of the port of New York, shows how foolish the public is in its fear that infection lurks everywhere.

The best test of the theory that disease is transmitted through paper money would be, not in its ordinary use, but in the treasury department at Washington, D. C.

Although the above statements may be true, it should not be argument in favor of carelessly handling soiled articles.

WORLD'S DARKEST HOUR

Half the world is being debauched by war. The material possessions and the far more precious ideals of a century of painful progress are being ruthlessly destroyed.

But darker yet was the outlook of the world on a day corresponding to this nineteenth hundred years ago.

Long ago silence was said to be golden, and since phonographs, player pianos and honk wagons came in it is rarer than ever.

Announcements

The J. O. C. class of the First Methodist church will hold its first regular meeting of the new year at the home of Mrs. Martha Tarr.

The Ladies' Aid of the First Methodist church will meet at the home of Mrs. W. F. Noyes, 108 North Kenwood street, on Tuesday afternoon, January 5th, at 2:30 o'clock.

A DUTCH AFTERNOON

There is a committee meeting this afternoon at the home of Mrs. W. W. McElroy, 712 Adams street, to plan for another of those popular club teas, being given for the benefit of the building fund of the Tuesday Afternoon club.

OCCIDENTAL GLEE CLUB HERE JAN. 15

Not a little praise is due the Baracaras of the Presbyterian church for their success in planning and building the church playground, which is located at Fifth and Cedar.

BAPTIST WEEKLY PROGRAM

The steady growth of the local Baptist church was manifest at the large gathering of members at the regular monthly communion service.

The present European conflict will result in good to the Jews. It may even restore to them the Holy Land.

The present struggle will also indicate which nation is to gain ascendancy above all others and thus become the cradle of Antichrist.

Tonight at 7:30 the regular meeting of the athletic association.

Wednesday prayer meeting and deacon's session.

Thursday, Spanish class. Friday, Berean Bible class. Saturday, choir practice.

LITERARY SECTION

The literary section of the Tuesday Afternoon club will meet tomorrow afternoon with the curator, Mrs. Wilford, at 231 Orange street.

COLOR OF FIELD UNIFORMS

As fast as they can be finished, new "field uniforms" are being issued to the French army.

PASADENA PROPERTY VALUABLE

That Pasadena real estate was valuable for several hours on Rose Tournament day cannot be denied.

FOR PLUMBING SEE McPEEK
Phone Glendale 889 1210 Bdwy
Prices Right, Work Guaranteed
The only shop in town that combines Sheet Metal and Gas Appliances with his Plumbing Business.

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

Glendale News Printery
920 W. Broadway Glendale
Put your printing problems up to the experts in charge of our Job Office.

Glendale News Printery
920 W. Broadway Glendale
FACTS ABOUT NATION'S FLAGS
It is a curious fact that the United States, while one of the youngest of nations, displays the oldest flag, comparatively speaking.

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

Classified Ads
CLASSIFIED ADVERTISEMENTS
Five cents per line for the first insertion, with a minimum charge of 25 cents.

FOR SALE
Specially prepared pulverized fertilizer for lawns and flowers.

FOR SALE—ESTABLISHED BUSINESS, at a bargain; \$300 to \$500 required; a living and independence for two people assured.

FOR SALE—Wood at \$7 per cord. Jesse Wilson, West Park avenue, Tropic.

FOR SALE—Sweet navel oranges, 10c doz. 1108 W. 7th St. 11816*

FOR SALE—Yale motorcycle with tandem; 1911 model; a bargain at \$35. 373 Orange Grove Ave. Glendale. 11713*

FOR SALE—Oranges, 10 cents per dozen. Pick them yourself if you wish. T. W. Preston, 725 Adams St. 1181f

Save Them Take those Rose Tournament kodak pictures to S. C. MARANVILLE—The Photographer in your town.

FOR SALE—Young White Leghorn hens in fine condition and laying well. Also one White and one Buff Leghorn cockerel; splendid fellows.

FOR SALE—Gas range, \$8; worth \$15. Wernicke sectional bookcase; good as new, \$12. Money to loan on real estate.

FOR SALE—Four-year-old colt; weight 1000 lbs. Broke single and double. Price \$100. 1634 W. Broadway. Phone 65J. 11416

FOR SALE—Three show cases; very cheap. Inquire 336 Everett St., Glendale. 11614*

FOR SALE—Fine young White Leghorn pullets; laying now. Woods Ranch, 1641 W. Seventh St. Sunset 316J. 1031f

FOR RENT—Nicely furnished room in modern bungalow on Maryland; furnace heat; bath and phone; very reasonable to desirable party. Home 1394.

FOR RENT—Nicely furnished six-room bungalow; large sleeping porch, close in; minimum light, water and gas paid. Address "Central Ave.," care Glendale Evening News. 11811

FOR RENT—Office and reception room, 906 W. Broadway; can be finished to suit. Call E. Glane, Broadway tailor, 1112 W. Broadway; both phones. Mon-Tues-tf

FOR RENT—A modern five-room bungalow; furnished; piano and sewing machine. 1536 W. Fifth. Call at 1314 W. Fifth. 11712

FOR RENT—3 rooms, furnished; bath; 2 beds; new; \$22.50. 1321 Hawthorne. 11416*

FOR RENT—5-room modern house, 530 Central, \$16 per month, water paid. Owner, 121 Belmont. Phone Sunset 74. 112110*

WANTED AT ONCE—Young girl to work for room and board and small wages. 1455 Salem St. 11812

WANTED—Tomorrow morning, a good strong woman for laundry work. Mrs. Hall, 1560 Myrtle. Home phone 2714. 11811

WANTED—To buy for cash, Ford machine; give full particulars. Address Box 1, care News. 11813*

WANTED TO EXCHANGE—Fine 2-story, 7-room chalet; 1/2 acre lot; lawn, flowers and trees; equity of \$4000. Want small bungalow and auto or trust deed. Owner, 1416 Lomita Ave. 11613

WANTED—Help of all kinds. Mills Employment Agency, 912 W. Broadway. Phone 242W. 1051f

LOST, \$1 REWARD—Gentleman's kid glove, silk lined, right hand. C. A. Baxter, 526 W. Fifth St. 11712*

LOST—Tuesday or Wednesday, a Knight Templar emblem ring, with diamond. Finder please return to 608 N. Central Ave., Tropic, for reward. 11712

MONEY TO LOAN on first-class security in Glendale; reasonable rate H. A. Wilson, 912 West Broadway Phone 242W. 1301f

MAXWELL—WONDER CAR; SEE IT. Pirtle & Walker, 1011 Broadway. 1041f

PROFESSIONAL CARDS

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

Dr. E. F. Archer OSTEOPATH California Adts. 415 1-2 S. Brand Blvd Glendale, California

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

Residence 467 W. Fifth St., Glendale Home Glendale 1132, Sunset 1019 H. C. Smith, M. D. PHYSICIAN & SURGEON Office 594 West Broadway, Glendale. Phone Sunset Glendale 1019. Hours 2 to 5 p. m.

Phones: Office, Sunset 1091; Residence, Sunset 618W. Hours: 10 to 12 a. m. and 2 to 4 p. m. Sundays and evenings by appointment. A. W. Teel, M. D. Physician and Surgeon Special Attention to Eye, Ear, Nose and Throat. Office, Suite 2, Rudy Bldg., 348 Cor. Brand and Broadway. Residence, 308 North Maryland Ave.

Glendale office at residence, 218 S. Jackson St. Hours 9 to 11 a. m. Evenings by appointment C. A. BURROWS, M. D. Eye, Ear, Nose and Throat. Los Angeles office, 206 Consolidated Realty Bldg., Cor. 6th and Hill Streets. Phones: Broadway 1111; A1111

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

Phone Sunset 523W DR. C. R. LUSBY Dentist Hours—9 to 12, 1 to 5. Evening Appointments if Desired 1110 1/2 W. Bdwy., T. A. Wright Bldg.

Glendale 697W Home 2003 Flower Block, Glendale J. L. FLINT, M. D. Office Hours 10 to 12 and 2 to 4 Evenings by Appointment Residence 142 S. Central Residence Phone Glend. 1125

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It is said people in general do not read advertisements but we are going to test the statement for awhile, so here goes: We are heavily overstocked on coal; we do not want to carry any over into the summer so for a limited time we make the following

UNHEARD OF PRICES
 We have a good, lasting coal, full of heat units, and we sell it now for
\$12.00 A TON
 Or \$6.25 a Half Ton; \$3.25 a Quarter Ton
 By the Sack only 70c

Now we will see if you read ads. Low prices also on Briquets, Wood, all kinds Chicken Feed and Groceries.

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HOT LUNCHES HOT DRINKS

Delicious Light Lunches, Coffee, Hot Chocolate, all kinds of Confectionery Goods.
 We've just added a Candy Factory. All our candies will be home made after Jan. 1.

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Think how helpful a good sewing machine would be to you just now in remodeling old and making new garments. The charm of the SINGER and its new attachments is—you can do everything—Plain Sewing, Tucking, Ruffling, Binding and Hemming.
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We can stop hair from falling out, and can absolutely remove Dandruff and stimulate the growth of the hair by ORFF'S SCIENTIFIC HAIR CULTURE. Treatments for men and women. Come in and see us about it. Remember we make a specialty of cutting children's hair, and all kinds of first-class barber work.

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We offer you every banking facility and provide for safe guarding and growth of your business.

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E. D. Johnson, Riley Lyons, Oma Fish and families spent Sunday with friends at Santa Ana. While in Mr. Johnson's old home town they attended the ball game between Glendale and Santa Ana.

Mr. and Mrs. LeRoy W. Bosserman and Mr. Lyman B. Ashton spent a very pleasant day Sunday, motoring to Santa Monica, Venice, Ocean Park and several other beaches. The day was perfect for such a trip and was much enjoyed by all.

GALLAGHER REMAINS ARE BEING HELD

The remains of John D. Gallagher, which were found in a vacant house between Glendale and Burbank on Christmas morning, are being held at the Pulliam undertaking parlors. The young man was identified by a notebook in which it was asked that D. F. Gallagher of Philadelphia be notified in case of accident. The second wire has been sent to Philadelphia, but as yet nothing has been heard from relatives of the unfortunate young man.

BRING TRAVEL TO BROADWAY

No time should be lost by the "powers that be" to put East Broadway in such a condition that through travel may come west on Broadway from the Eagle Rock road instead of having conditions such that the traffic goes two blocks south of Broadway. The magnitude of a city is largely determined by the appearance of the business part of the city. Why not make it convenient for auto tourists to see the business part of Glendale? We are aware that steps are now being taken to open and widen East Broadway, but what is needed is to provide temporary arrangements to care for the 1915 traffic, which will be of vast importance.

JOHN MUIR

The death of John Muir removes one of those men rare in any generation who have the courage to live their own lives in their own way. John Muir loved the mountains, the trees and the birds, and he chose to live among them just because he loved them. In the beginning he made the little money he needed for his simple living by manual labor in the lumber camps and fields. Finally, he discovered that there were others who wished to enjoy secondhand that which he enjoyed firsthand and so through his books he shared his studies and pleasures with the world, and the world rewarded him by making it easier for him to continue the life he had chosen.

But just as he had lived in the mountains because he loved the life, so John Muir insisted in writing only as he loved to write. He had material in his notebooks for many un-written books, and he had flattering offers from publishers for very much that he refused to undertake to write. His life was simple, direct and genuine, and because he put these same qualities into his books, the whole world learned to admire him and love him for them. More than perhaps any other man, he taught the American people a true appreciation of our mountains and forests.

His literary style was a very remarkable one. It is an extremely finished style, with all the marks of ease and great polish, and yet it was a style written by him with great slowness and effort. John Muir was never a facile writer. Composition was hard labor for him, but just because he labored hard, the labor of his readers is easy. While he showed great skill in language, his writings live because of the reality of his intimacy with the Nature which he portrayed. Not the first impression of the careless visitor, but the finished observations of the lifelong student are reflected in his writings, and perhaps the finish is as much one of thought and knowledge as it is of mere literary style. Among all the Nature lovers of the world, and especially among Californians, the death of John Muir, even in the ripeness of his age, will come with a certain sense of personal loss.—California Outlook.

A WISE MOTOR CAR

"That motor car of mine," said Mr. Chugins enthusiastically, "seems to have human intelligence."
 "What makes you think that?"
 "It has gotten so that when I start up a particularly steep hill it stops of its own accord and waits for a man with a horse and wagon to come along and pull it up."—Washington Star.

The school boy who includes a study of the Spanish language in his curriculum will be on the high road to a fine position when the fight for South American trade begins, as it will in this country in a very short time. It is the key to closer understanding of the life, culture, work and aspirations of the nations that are destined to be associated with us in ever closer union.—The Times.

Do not beat your honest debts, even if it becomes necessary for you to pass around with a subscription paper as a means to raise money to pay them.

People who have purchased anniversary numbers for 25 cents may have as many as they wish for 10 cents each now.

If the Glendale Evening News owes anybody anything, present the bill and you will be paid. This request is reversible.

THE ANTIQUITY OF TOYS

Up to the present nothing with which man has had to do in the progress and development of the human race has changed as little as toys. Ages ago infantile Egypt played with dolls, boats, balls, dishes, wagons, miniature horses and other animals. The little Greeks and Romans amused themselves with much the same playthings, except for the further possession of a rattle, which some wise Grecian gentleman very kindly invented for them.

We know this from the chance words of a few early writers, from the sculptures which have been saved of the different ancient nations which represent children in the act of playing—and also from the fact that many small toys, closely analogous to many toys of today, have been found in the tombs of the children of bygone ages—dolls, balls, boats, tops and tiny dishes, added to which there were small warlike implements for the boys, such as javelins and bows and arrows.

In the Metropolitan Museum of Art in New York there is a fascinating terra-cotta boat, complete to the smallest detail, says the Mothers' Magazine. It was found in the tomb of an Egyptian boy of 4000 years ago. Take the doll, one of the few of the very old toys which fit into the modern scheme of playthings that teach, as girls always have and always will play with dolls because they develop and foster the birthright of every woman, mother-love. The early Egyptians made dolls of earthenware, metal or stone. Sometimes arms and legs were made solid with the body, sometimes separate and attached by a string. The prehistoric Peruvians had pieces of bone wrapped in cloth, a male doll being identified by the blanket over his shoulders, the female by a petticoat.

Horace makes mention of the stick-horses of the Roman children. Missals of the middle ages picture little people still astride such makeshift steeds and the ordinary riding horse of the ordinary child, remained a stick with a horse head until late in the seventeenth century. One hundred years later we find horse forms with curtains around them, so that the child may run on his own legs beneath the sheltering drapery just as clowns in the circus do today. Early in the nineteenth century rocking-horses came into fashion, after which, in 1847, horses were shown at the French exposition covered with hair and very natural in form—the toy horse, as we know him today.—Baltimore American.

RESULTS OF BETTER RURAL EDUCATION

The fathers of more than 70 per cent of the young men and women, representing eighteen different nationalities, who are taking the short courses in agriculture provided at the university of agriculture, are farmers. Recent statistics from the New Hampshire state college at Durham indicated an increasing percentage of its pupils, who, coming from the rural districts, purposely were gaining an education to fit them to abide prosperously and contentedly where they grew up.

Here are straws showing a reversal in a current of population that has run for generations straight from the farm to the town, shop and factory; that has brought about congested urban centers, and that has radically altered the balance of power in the country so that upon the city man now falls final decision of issue of politics. For years it has been the ambition of the typical country lad to leave home, make his way to a nearby or distant city, gain a fortune or professional renown, if possible, and then perhaps to return to the scene of his boyhood and be suitably honored for his achievements. The countryside has seemed tame and unendurable, its economic rewards too meager and its scope for individual endeavor too limited.

Studying this historic trend, latter-day observers have come to see that it was not to be checked or reversed by railing at it or by minimizing the strength or legitimacy of the city's attraction. They have seen that rural communities need educational and recreational enrichment, that new social centers must be established, and that instruction of pupils in the schools must have a more practical bent and tend to equip the youth with powers which he or she can use and profit by without going beyond town bounds.

Conspicuous in promoting this wiser view of education of rural youth and this larger notion of community prosperity and contentment are the state agricultural colleges, such as the one at Durham and the state universities, of which Maine's in the east and Wisconsin's in the mid-west are exemplars. Their programs for the rural youth's education do not tempt him to depart from his father's calling; rather they encourage him to continue with it, on a broader scale and with truer understanding of its possibilities.

To the economist these signs of a check given to depletion of agricultural regions of their best youth are no less welcome than they are to the moralist.—Christian Science Monitor.

The glory of America lies in the opportunities it gives boys and girls to rise from humble estate to power and distinction and vast influence for good. This is a nation of self-made people and nowhere on earth are better jobs in self-making to be found than right here in the United States, says the Pasadena Star.

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EAGLE ROCK

The laying of the cornerstone of the women's new clubhouse will take place Friday, January 8. A splendid program is being arranged for the afternoon and everybody interested in the welfare of the club and city is expected to be present.

The members of the O. F. F. club and their boy friends walked to Pasadena Friday and took in the Tournament of Roses and later enjoyed a fine picnic dinner.

Mr. Stultz of Central avenue is improving the looks of his bungalow by adding a fine pergola to it.

On Wednesday of last week Dr. Post of Ridgeway avenue led the Presbyterian prayer meeting. His subject was "Taking An Inventory" and he proved himself to be a most efficient leader. Dr. Post is a retired minister and over eighty years old, but is still hale and hearty.

Mrs. Wallace Tupper, formerly Miss Megilligan of this city, entertained at her home in Glendale with a delightful luncheon one day last week. Those from here who attended were Mr. and Mrs. Rollin McNitt and Mr. and Mrs. Herman Hensel of Colorado boulevard.

The J. O. C. class girls held a business meeting at the home of their teacher, Mrs. James Robinson, last Friday evening. After the business affairs were over, a delightful time was spent in playing games, and apples, nuts and popcorn were served.

Mrs. Pratt and daughter of Highland Park are now nicely settled in their beautiful new home on Ridgeway avenue.

G. M. Daniels of East Adams avenue, who recently purchased the large greenhouse on East Sycamore avenue, has begun remodeling it.

Mr. and Mrs. C. Slought and son Eber of Rowland avenue spent Christmas at Highland Park.

Mrs. J. Gunsolus of Central avenue was hostess to the Five Hundred Card club last Tuesday afternoon. Delicious refreshments were served.

The O. F. F. club held its regular meeting Saturday evening at the home of Miss Alice Hoyt on Highland avenue. Cards were enjoyed and Messrs. Bessolo and Moshier, Miss Cozey and Miss Burch captured the prizes. A dainty lunch was later enjoyed.

Rev. Dodge of Pasadena supplied at the Presbyterian church last Sunday for both services and his sermons were of much interest to all present.

Mrs. Gleason of Oskaloosa, Iowa, is spending the winter here with her brother and family, Mr. and Mrs. Geo. Howard of Eddy avenue.

Rev. Conaway of East Sycamore avenue occupied the pulpit Sunday morning at the M. E. church and many pronounced his sermon the best they ever heard.

Crowds from this city attended the Rose Tournament held at Pasadena Friday and were delighted with it, but the most interesting feature to them was the float entered by our own fair city. The designing was done by the women of the Twentieth Century club and they deserve much praise. The rock was done in "dusty Miller" and looked like the real thing. Across the front of the boulder was an eagle worked in violets. Leading to the rock was a bridge representing the one at the base of the rock and running back and forth on the span was a miniature auto decked with flowers. Six black horses drew the float.

FIRST ENGLISH EVANGELICAL LUTHERAN CHURCH

On Sunday, January the 3rd, at 11 a. m., the services were in charge of Rev. J. A. Miller, pastor of Saint Paul's Lutheran church of Boyle Heights, Los Angeles. The occasion being the quarterly communion, Rev. Miller preached an able sermon, which was heartily enjoyed by the fair number present. It may be possible that Rev. Miller will supply the Glendale congregation until the first of May, 1915. Members and friends of the church who were absent on the above occasion were depriving themselves of an able, instructive sermon. Rev. Miller is an able, talented speaker and well deserves the presence of the membership. Regular services Sunday, Jan. 10th, at 11 a. m.

Motorcars have perhaps deprived war of much of its picturesqueness, but they have undeniably added to its speed.

We Sincerely Thank the People of Glendale

for the generous patronage accorded us for the year 1914, and call attention to the fact that the New Year finds us nicely located in our new store room in the Palace Grand Theatre Building where we have a full line of Jewelry, Diamonds and Gems.

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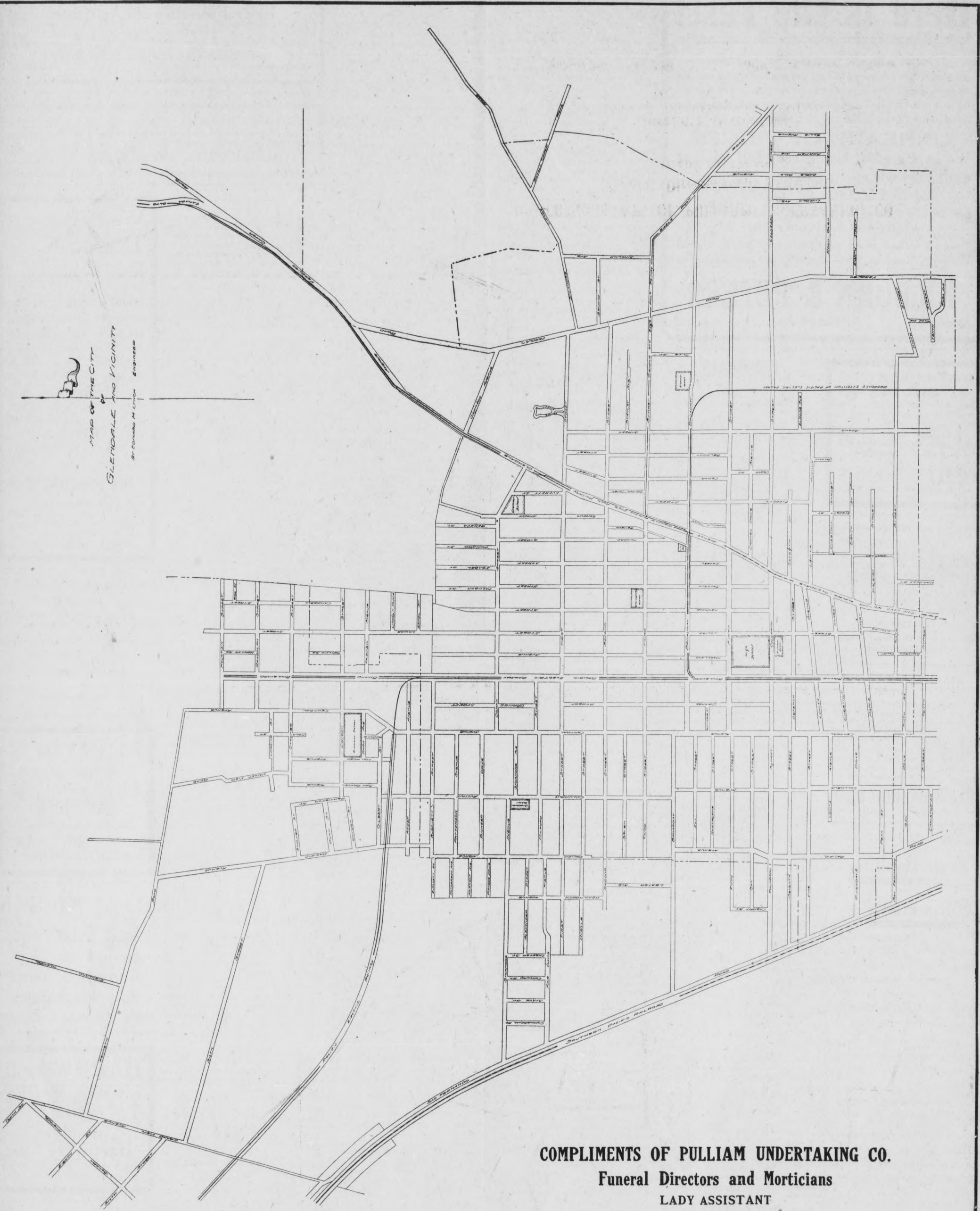
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