

GROWTH OF ANAHEIM	
Total for 1910 was.....	2,268
Total for 1920 was.....	5,526
Today estimated at.....	12,000

ANAHEIM—YOUR CITY	
Founded by German Colonists, 1857	
Assessed Value, 1925, \$10,500,000	
School System Valued at \$951,000	

VOLUME LVI

Anaheim, California, Thursday, December 10, 1925

Number 9

CHRISTMAS

HEAVENLY POLARIS TRADE REPORTED BY THE MERCHANTS OF THE CITY

Unusually Large Stock Purchased for the Christmas Season—Santa Claus Can Find Anything He Wants Here

SATURDAY has always been a busy day in Anaheim, but judging from the throngs that congest the streets every day, is Saturday now. Christmas is only fifteen days away, and apparently everybody is obeying the admonition to shop early and thus avoid the last minute rush, and also get a chance to make selections before the cream has been skimmed off by the wise buyers who shop early.

In consideration of the fact that the past year has been the most prosperous season in the history of this nation, measured by the amount of money that has been spent, the dealers in holiday goods have brought in the greatest stock ever displayed here, and they report an exceptional trade, because people are learning the wisdom of buying early.

A stroll along the streets and a peep at the various window displays will convince any shopper that the Anaheim Santa Claus will want in making up his merchants have on sale everything that floats. The dry goods stores, the clothing stores, the hardware stores, the drug stores, the novelty stores, and all the other business institutions that handle Christmas goods are loaded down to full capacity, and it presents that will please every member of the family cannot be found anywhere. If you want a suitable present for grandfather, grandmother, father, mother, husband, wife, brother, sister, son, daughter, kiddie or the baby, you will find it among a great variety to choose from. You can wait until the day before Christmas and then discover that somebody has beat you to it and got the best.

Right here in Anaheim you can buy anything that is offered for the Christmas trade in the great cities of the United States and at approximately the same price, or probably a shade less. At the dry goods stores you can get a coat for your wife that will cost you a thousand dollars, or you can scale this price down through the hundreds until you find one that is within the reach of the day laborer. At the clothing stores you will find suits for men ranging from the highest price because of the high quality of the goods, down to the lowest possible price, and all made by firms who have no superior on the Pacific coast, and you cannot buy them cheaper anywhere. At the jewelry stores you can buy diamonds, rubies, emeralds, watches or anything else in the jewelry line ranging in price from thousands of dollars down to where it is within reach of a servant. You can get the same article cheaper here than you could purchase it in Los Angeles or New York. If you want a automobile you can get any car that is made in the United States right here at home. You can find anything from an \$850 sedan to a \$5000 Buick, and at the same price you would pay in Los Angeles or at the factory in Detroit.

In the matter of toys—just take a peep at the store windows of Anaheim. If you don't find anything that pleases you, please your kiddies it isn't yet made, and you are out of luck, because you won't find it anywhere else. Let's all be loyal to our town and our friends, the home merchants, and do our Christmas shopping at home.

Placentia Banks Change Ownership

Ameriocommercial Corporation Adds Them to Its Chain

The officers of the Ameriocommercial Corporation of California, Inc., Mrs. Minnette, chairman of the board, and L. M. MacDonald, president, announced the purchase from Mr. A. S. Bradford, president of the Placentia National Bank and the Placentia Savings Bank at Placentia, California.

Mr. Bradford has been identified with the banking business in this section for thirty years. He established these banks in 1911 and has conducted them very successfully. The two banks were mutually incorporated in the Bank of America as a branch of that bank and will add another \$750,000 to its deposits. The present officers of the two banks and the boards of directors will be retained in their duties. The new banks are owned by the Bank of America. They are A. S. Bradford, president; J. E. Scott, vice-president; and Fred C. Woodson, cashier.

The purchase of these two banks is a part of the larger plan of expansion which is being carried out by the Ameriocommercial Corporation through the ownership of the Bank of America and the Placentia National Bank and the Placentia Savings Bank. The grand total of whose assets now approximate forty-one million dollars.

Petting Party Proof Denies Girl Damages

"Contributory negligence" in the view of the court, prevented Mrs. Nellie Anderson, Ballou, former Orange county factory girl, from getting damages against Irwin Jensen, son of the Orange city marshal, and her erstwhile companion on an alleged "petting party," which was wrecked against a cement walling post at a railway crossing.

Because the girl, the court was convinced, had indulged in love making with Jensen while they were motoring along East Center street at the time of the accident, Superior Judge R. Y. Williams denied her \$10,215 damages suit. She had sued Jensen, the Santa Fe railroad, Courland Westover and his father, Ezra Westover. Ezra Westover owned the car and Courtland was a member of the party. Jensen being the wheel.

The girl, then Nellie Anderson, was taken home from the factory after 11 p. m. The plaintiff and Jensen occupied the front seat, and according to the testimony at the trial, were "petting." The car almost was wrecked on the road Friday night, but the girl seized the wheel in time to avert a catastrophe. As they approached the Santa Fe crossing in Anaheim, however, neither Jensen nor the girl gave the danger signal in time to crash. Both were badly hurt in the wreck.

STEADY GROWTH OF VALENCIA PRODUCTS

REMARKABLE INCREASE IN THIS SECTION DURING PAST QUARTER CENTURY

Only an Experiment Twenty-five Years Ago, But Has Become the King of Fruit—Anaheim Section Now Shipping Three Thousand Cars of Oranges Annually, Most of Them Being Valencia.

By G. W. SANFORDS

Twenty-five years ago there were comparatively few oranges raised in this district. What there were, however, comprised Washington navels, Mediterranean Sweeties, St. Michaels, and Seedlings. It did not take long for growers to find out that the Valencia was the most profitable orange to grow and being found well adapted to our soil and climate large tracts were set out to this variety so that where the total output from Anaheim twenty years ago totaled only a few hundred crates, we now find the district shipping over 3,000 carloads, practically all of which are Valencia.

The vineyard, the delicious fruit orchards and the alfalfa fields have, and today this section appears one for the grower. The picking and handling here and there of walnuts, which also do very well under our conditions. The orange of Valencia, however, is most profitable to the man who has the proper soil and water conditions and who will make up his mind to look aggressively after all the small details of the business. It is like any other business, you take out about as much as you can expect to when the effort, time and money you have put into it has given the proper consideration. The profits per acre vary. In a good bearing grove from \$300 to \$750—more or less. Where such changes are required favored orchards still better results. The Valencia, however, requires study and an open mind. Conditions are constantly developing, requiring the proper quantity and grade, and one must be ready and able to make the necessary changes as they appear. Where such changes are delayed, a corresponding falling off in the net profits are usually noticed. There is no industry that we know of where the marketing of the crop is so well organized, where so much is done for the grower. The picking and handling of his fruit gives him no concern, and if he has been successful in raising the proper quantity and grade, not to speak of the very necessary desirable sales, he has little to fear. For he will find his net returns will be satisfactory.

Want Central Site For County Fair

Associated Chambers of Commerce Discuss Question

Appointment by the board of supervisors of a committee of control to study fair grounds park, and levy of a one cent tax to support the county fair, was recommended Thursday night by the Orange County Commercial Secretaries' association to the Associated Chambers of Commerce, meeting in Brea Park.

Approval was made by the appointment of a committee of five, including the chambers, to develop a method by which the plan could be carried out. The committee is composed of Thomas Pickrel, secretary of the Placentia chamber; J. A. Arnault, secretary of the Huntington Beach chamber; George Lord, secretary of the Anaheim chamber; V. D. Johnson, secretary of the Brea chamber; and S. W. Stanley, president of the Orange County Bureau and secretary of the Tustin chamber.

Presentation of the recommendation was made by Harry Welch, secretary of the County Harbor Chamber of Commerce.

Decision of the secretarial association to suggest control of a fair grounds park, which has been discussed for some time, was made by the association at a regular meeting held here.

Pointing out that the county fair is a benefit to the community, Welch said the fact that the fair association wastes annually between \$500 and \$1,000 for maintenance of the grounds was a fair in the temporary location. Welch said it was the opinion of the members that the cost of the distribution of the costs could be made only by a tax, and that unless the fair was made permanent by law by establishment of permanent fair grounds.

Welch directed attention to the possibility of making a fair ground park the center of his activities of the county, and suggested that a building erected for housing exhibits could be used for the holding of big conventions.

Welch said the committee planned to work out details plans for the park, and to take into consideration other county-wide projects that may be worthy of inclusion in the program. It was intimated that the California Valencia Orange show, in Anaheim, would be a part of the program.

Declaring that location of the grounds near the center of the county was essential to the success of the scheme, Welch said that recommendation of a site would be made by the committee of either the committee appointed or he commission the supervisors will appoint.

The committee was requested to present complete plans at the next meeting of the board of supervisors. The complete plans are to be presented at the board of supervisors to be held on Thursday night, January 25, in Fullerton.

Embryo Scientist In Anaheim Tests Gas, Water Theory

Why not run gas and water through the same material? What a waste that would be! Could it be called "liquid fire"?

These and similar ideas recently ran through the mind of an embryo scientist, a member of the chemistry club of Anaheim Union High school. Finally, instead of test out his theories.

Joining together the water main and the gas line of the high school by means of a rubber tube attached at one end to a water faucet and the other to a gas jet in the chemistry laboratory of the school, he opened the tap. The force of the water proved the stronger and as the 11 1/2 inches of the gas line, the gas was forced back until it took a few hours, the entire gas supply of the school was demoralized.

When the livestock machine in the printing department refused to function and flames went out under kitchen the district office of the department with small streams of water bursting forth suddenly from the boiler, investigation was begun and the hoax discovered.

The youthful investigator has decided that his theories are impractical, school authorities assuring him it is time to drop the idea.

ELKS BUSY WITH THEIR ANNUAL CHRISTMAS CHARITY PROGRAM

Soliciting Cast-off Clothing for the Needy in Northern Orange County—Campaign to End Tomorrow (Friday)

PROBABLY every reader of this paper has hanging in his closet one or more suits of clothes, either new or old, but which he has no further use for. Probably his wife has many garments that she will never again wear because they are not built on the 1925 models. No doubt there are many suits outgrown by the children of the family hanging in the closet, destined to eventually become the prey of the moths or the teeth of time.

These garments will never be of any further use to the owners and former wearers, but there are many people in this section now standing in need of warm and decent clothing, who would be made happy by their possession. Dig them up and give them to the Elks. You will sacrifice nothing yourself, because you are giving something that you have no use for, but you will gain a credit mark for obeying the scriptural injunction to be charitable.

The Anaheim Elks, always on the alert to discover worthy objects of charity, are advised that many people in Northern Orange County are in need of clothing as well as food. They will distribute Christmas boxes at the proper date, but just now they are engaged in a campaign to collect clothing from those who are in need of it. Suits, overcoats, dresses, hats, caps, coats, shoes, underwear, and everything else that is serviceable will be thankfully received. A station will be maintained in general in the community in the north section of the county where the goods will be received. Dig up, just remember, the clothes that you have in your closet, which you have no further use for, you will probably make some deserving person happy. Only persons who can serve assistance will be considered by the committee in charge of the distribution.

Many Are Excused From Jury Service

Judge Williams Forced to Call Extra Panel

Release from jury granted to members of the grand jury panel, when they reported Saturday in Superior court, left only 15 jurors available for duty, and the court was forced to order a special venire summoned for Monday at 9 a. m. Nineteen members are needed for a grand jury of 24. Williams ordered eight more names drawn.

Those available for duty were William H. Harkness, W. E. Thompson, H. J. Swann, W. F. Slater, E. M. Shepherd, Chas. E. Morris, Ben J. Johnson, W. J. Cheney, H. E. Carner and J. D. Burckett.

Three members of the panel failed to report in court. They are Max E. Forster, J. E. Lively Sr. and Mary Parker.

Twelve were excused from service for various reasons. T. S. Gregory, of Fullerton, had illness in his family. City Recorder J. F. Talbot, of Santa Ana, was indisposed because of his official position. John L. Wheeler, of Santa Ana, Hugh T. Thompson, Villa Park; Fred Struck, of Olive; A. A. Jensen, of Huntington Beach, and S. James Tuffrey were excused because their business affairs would prevent their attendance. Henry M. Adams, Anaheim lumberman, was excused because of illness in his family. The public defender, already had a public duty on his hands, as a member of the Huntington Beach board. C. L. McCumber, Buena Park, is engaged in litigation in Los Angeles county. He said, Jennie McPherson, of McPherson, was unfit for service because of poor health.

Work Started on Telephone Building

New Structure on Lemon Street to Cost Company \$125,500

Ground has been broken for Anaheim's new telephone building on Lemon street. The structure will be a two-story building, with a construction work which will cost the Pacific Telephone and Telegraph Company \$125,500, according to Manager E. A. Beard.

The first unit of the new Anaheim exchange building is of great importance to this section of Southern California. It is to contain equipment necessary to the new Orange county telephone cable from Los Angeles, as well as being the first section of the building which will eventually house both the telephone company business office and switching equipment for Anaheim local service.

Providing ample lines to take care of service between Los Angeles and the principal communities of Orange county, the building will be the largest of its kind ever put under way in this district. The cable is the most important and longest in Southern California. To the point where the wires of the cable are strung, there are over 300 talking circuits in the metal sheath. From Los Angeles to the building, the cable is strung in the eastern city limits of Montebello, the big cable is suspended from "reinforced concrete" towers. A million dollars is the cost of the cable and associated equipment and its equipment will cost \$125,500.

Organizing Camp Daughters of Veterans

Mrs. Bernella Daugherty of Los Angeles, department organizer for the Daughters of Civil War Veterans, was in the city this week laying the foundation for a camp here. There are scores of ladies in Anaheim eligible to membership, a number of them already being connected with Julia Ward Howe camp at Fullerton, consequently Mrs. Daugherty had little difficulty in getting the work started. Local ladies are now getting signatures to applications for membership. Only a few of the granddaughters of men who fought in the Union army during the Civil War are eligible.

On Thursday, Dec. 17, at 1:30 o'clock, a meeting will be held in the ladies' parlour of the Hotel California for the purpose of perfecting the organization. It is hoped that all daughters and granddaughters of Civil War veterans will be lined up and assist at the organization. Any lady eligible and wishing to join may apply by calling up Mrs. Maev, phone 1179.

and be happy in the satisfaction of knowing that he is living in a section of the world that is giving him the most ideal conditions one can expect—this state of paradise.

Christian Church Elects New Pastor

The vacancy in the pulpit of the Christian church caused by the resignation of Rev. Leon L. Myers, was filled Sunday evening by the election of Rev. O. O. Williams of Eugene, Oregon, who had been recommended for the post by Mr. Myers in his letter announcing his resignation. There were three other applicants for the position: H. H. Hayson of Los Angeles; C. R. Applebury of Culver City; and F. M. Colville of La Monte, Tex. Williams, however, backed by the unanimous vote of the retiring pastor, had a walk-away.

The new pastor is an evangelist and is well known to the members of the church here, having conducted an evangelistic meeting in this city a couple of years ago. Rev. Myers is preparing to leave his family to Dodge City, Kansas, having been elected pastor of the First Christian church of that city.

may be briefly explained by the fact that the first bond election in 1915, certain the lands were granted the County of Orange and the City of Newport Beach by the State of California. A clause in the original bond act setting when and where bonds may be issued is not sufficiently clear to satisfy the attorneys who represent the bonding houses who will purchase the bonds.

"To prevent any question arising after the election concerning the validity of the bonds," the board of supervisors following the suggestion of the district attorney, Alex P. Nelson, agreed with Mr. Backs that he would return to sign an election call, and in this way the matter would be forced into the courts. "As the situation now stands," Mr. Backs, a good friend of the harbor project, will designate committee the legality of voting further bonds."

Transfer Company Fighting for Its Life

After forty years of service to the people of this city, the Anaheim Truck and Transfer Company is fighting for its right to continue in business. Under one of the numerous antitrust laws adopted by the legislature it appears that the franchise granted the company is jeopardized, and five Los Angeles transfer companies, seeking to monopolize the business in Southern California, are endeavoring to put the local company out of business.

There was a hearing before State Railroad Commissioner Whitsett at city hall Monday at which representatives of the packing houses and lumber yards testified that the company was a necessity to the business, and its continuance was a distinct advantage to Anaheim. The packing houses and lumber yards here for forty years, was unnecessary to the city, as his out-of-town business is being handled by truck and transfer business here.

After hearing many witnesses Commissioner Whitsett adjourned the hearing until December 18.

LIBERTY BELL

Liberty bell will be rung in Philadelphia at midnight, December 31, in commemoration of the opening of the new century. The bell will be rung at radio stations throughout North and South America, as well as stations in the trans-Pacific countries and the islands of the Pacific.

The bell will be rung in the evening. Appropriate exercises are being arranged everywhere. The honor of this city, had the pleasure of seeing the bell on its tour of duty in the city, and they will have the pleasure of hearing it.

HARBOR'S FRIENDLY SUIT

Some confusion has arisen over the suit, regarding the County of Orange, to Mr. Backs in refusing to sign an election call for the \$125,000 harbor bonds to be voted April 7, that in fairness to Mr. Backs, the following explanation is given by H. A. Lake, president of the Associated Chambers of Commerce and chairman of the Orange county Harbor Commission:

"The suit of bond has been asked by various proceedings are necessary to decide if an election can be called. This

Prominent Citizen Stricken by Death

Elmer L. Bowers, Lumber Dealer, Dies After Short Illness

Elmer L. Bowers, one of the proprietors of the Adams-Bowers Lumber Company, died in his home in Santa Ana Saturday after an illness of only a week. Four years ago he was elected to the board of directors of the Elks club, and he was a member of the Elks club. He was a member of the Elks club, and he was a member of the Elks club. He was a member of the Elks club, and he was a member of the Elks club.

Mr. Bowers attended the Santa Ana Elks club Christmas party at the Elks club in Santa Ana, last Saturday, and was ill upon his return to his home. His condition had been serious since that time and death was said to have been due to pneumonia, or inflammation of the lungs.

He was born in Santa Ana, and was engaged in the lumber business there for four years ago when he entered into partnership with Mr. Adams. Mr. Bowers is survived by two children, Mrs. Bowers and her two children, Mrs. Bowers and her two children, Mrs. Bowers and her two children.

Local Brevities

Deputy County Clerk Earl Abbey was in town on Tuesday glad-handling around among his old time friends and associates. Earl says things are quiet politically about the court house with only a few bees buzzing. He holds to the view that gentlemen who may shy their hats into the ring will keep their heads on until after next time.

In the drive to collect funds to preserve "Old Ironsides" from destruction the Anaheim quota went over the top. Anaheim's quota was \$320 and the lodge raised \$127.75.

William Heyring, a former resident of Anaheim, died at his home in Baldwin Park Saturday. He formerly conducted a shoe store here. Requiem high mass was said at St. Boniface's church yesterday morning, and the body was interred in Holy Cross cemetery.

Nick Hugo and Jim Sparks returned the first of the week from a hunting expedition in Oregon, bringing with them full bags of geese and ducks. Some of those birds have been on exhibition at Pete Waiser's sporting goods house this week.

Bill Cook, who was so seriously injured in the first quarter of the Trojan-Oregon football game last Saturday that he was forced to retire from the game, came down to visit the old folks, Mr. and Mrs. John Cook the first of the week. The legions in one of his legs were strained when he was carrying the ball to a touchdown and five husky Argies climbed on him and pulled him down. He is one of the Trojan stars and hopes to be able to play against St. Mary's Saturday.

With approximately \$500 collected by workers in the annual roll call of Anaheim's Old Cross chapter, Dr. J. G. Hillery, chairman of the drive, proclaimed the campaign officially at an end, despite the fact that little more than half of the drive's objective had been obtained.

Though the campaign failed to raise the desired quota of \$500, the work of the chapter will not be impeded during the coming year. It is pointed out, inasmuch as there is in excess of \$100 already in the chapter's treasury, as was revealed by the treasurer's report, presented at a recent meeting of the board of directors.

Phillip Salcido, Mexican, who pleaded guilty to the theft of an automobile from Tucson, Arizona, was sentenced by Superior Judge R. T. Williams, to a term of from one to 10 years in San Quentin. The car was stolen November 28.

James S. Espinosa, charged with driving an automobile while under the influence of liquor, pleaded not guilty in Superior Judge E. J. Marks' court Friday. His trial was set for December 16. Espinosa was arrested November 16 in Anaheim.

C. O. Humphrey, of Anaheim, was awarded a decree by Superior Judge R. T. Williams, cancelling a contract of sale covering a lot at Anaheim. Arthur Cohen was defendant in the suit.

Members of the Orange County Underwriters association were entertained at dinner Friday night by the Merchants' Life Insurance company, at the California hotel, Fullerton. George W. Reid, secretary of the Anaheim Chapter of Commerce, was the speaker of the evening, taking as his theme "Life Insurance and What It Has Done for this County."

Approximately 25 Mexicans, all men, suddenly have left their homes in the Mexican settlement of Colonia La Paz, located on West Seventeenth street, near the Garden Grove road, according to a statement made by federal immigration officers, who have been working in Orange county for the last several months. Fear that the federal government would deport them from the United States is given as the cause for the sudden disappearance of the foreigners. It was said, and officers say of the opinion that many of them have returned to Mexico. Reports also have been received by the officers that several Mexicans have left the Huntington Beach district for the same reason.

Returning to Anaheim after a two-year absence, the Rev. Bud Robinson, nationally known evangelist, will open a four-day convention Thursday evening at the Nazarene tabernacle, North and Claudia streets. Mr. and Mrs. Kenneth Wells of Indianapolis will have charge of the special music. The Rev. Robinson is known throughout the nation, having conducted evangelistic meetings in every state in the union. He claims more than 60,000 converts under his ministry. On his previous visit to Anaheim several hundred are said to have been turned away at the tabernacle. Although when he was converted at the age of 21 the minister could not write his own name, he is today credited with the ability to quote one-fifth of the Bible. At the time of his conversion the Rev. Robinson was a cowboy in Texas.

Although it happened a month ago, Carl Martin is still carrying a bandaged hand as the result of an accident. He was driving a scraper with a pair of mules attached, and while trying to adjust something in the machine, got his hand caught. The mules stopped instantly at the word of command, which saved his hand from being torn off. The fingers were badly lacerated, but no bones were broken.

FREE CHRISTIAN SCIENCE LECTURE

A free Christian Science lecture, under the auspices of First Church of Christ, Scientist, of Anaheim, will be given Monday evening, December 14, 1925, at 8 o'clock, in the Anaheim High School auditorium. The lecture will be delivered by Peter V. Rose, C. S. B., of San Francisco, Cal., a member of the Board of Lecturership of the Mother Church, the First Church of Christ, Scientist, in Boston, Mass. The public is cordially invited to attend.

Buena Park Notes

(By MRS. J. P. ROBINSON)

The Women's Club met Thursday afternoon at the club house. Mrs. Ann M. Meager, county health officer, who is in charge of the open air camp in Trabuco canyon, gave an interesting talk about the work being done there. Plans were made for the annual dance to be given at the club house, and others who wish to help are asked to donate jelly for the soldiers at Camp Kearney. Mrs. E. B. Thurman, No. 949 South Grand avenue, there was a good attendance and several new members were received.

Mrs. Mary Lawson died Friday night at the home of her daughter, Mrs. Iva Dragman on Tenth street. Mrs. Lawson, who formerly lived in San Diego, has been here for the past year. Mrs. H. L. Lydick is her daughter also. The funeral, which is in charge of Hiltz and Rollins of Brea, will be at San Diego Tuesday.

Mrs. W. F. Strain who has been at Downey for several weeks caring for a sick friend, was home over Sunday, returning to Downey Monday.

Mrs. C. R. Dougherty of Bakersfield visited her parents, Mr. and Mrs. L. C. Ranabottom last week.

Mrs. Wm. Loughboro of Grand avenue entertained the "Jolly Butchers" with a Christmas party Wednesday afternoon. Delicious refreshments were served at the close of the social hour.

Mr. Frank Ball and son of Tuljans called on Mr. and Mrs. S. W. Little Wednesday.

Mrs. Wylie Magruder of Montebello was in town Wednesday.

H. H. Haggerty is suffering from a lame back.

The Associated Chamber of Commerce of Orange county held their monthly meeting at the Masonic hall Wednesday evening. The Eastern Star served a delicious meal during which a musical program was given. Mrs. J. A. Costar and Mr. Frank Jones gave vocal solos. They were each accompanied by Mrs. C. R. Snyder. Robert Malt of Fullerton favored with a cornet solo. Dr. J. A. Schofield welcomed the visitors and J. A. Price of Fullerton responded. A business session was then held.

T. J. Long of Globe, Arizona, is looking after his business interests here. Mrs. Dan Brownman and son were slightly injured in a stage accident, near Norwalk Thursday evening.

Mr. and Mrs. Mylo Candee were overnight guests of relatives in Los Angeles Thursday night.

Mr. and Mrs. J. Smith of Michigan arrived here Thursday to spend the winter with their son George Smith.

Word is received that Orval Stanford and Miss Katie Lou Davis of Oklahoma were married at Oklahoma City and will come here to live.

Mrs. Minnie Shunk has moved into the house recently built on the rear of her lot of Tenth street.

The Chamber of Commerce held an election of officers at their regular meeting Friday night with the following results: President, C. H. Moriarty; vice-president, J. E. Wright; secretary, Richard Nelson; treasurer, J. J. Kane.

Mrs. Hunsick and children left Tuesday for their old home in Arizona. Mrs. M. E. Kline returned Friday afternoon to the home of her daughter, Mrs. A. H. Hammond of Fullerton after spending the week visiting Mrs. M. S. Berkey and Mrs. J. B. Robinson.

Rev. W. W. Hart performed a marriage ceremony Tuesday, uniting Miss Louisa Verne Bos of Long Beach and Russell Lettitt Hill of Pasadena.

Charles Robinson had his tonsils removed Friday by Dr. Foster.

Mrs. C. W. Glavin has received long distance telephone message, telling of Mr. Glavin's safe arrival in New York from Holland Friday. He expects to arrive in Buena Park next Friday.

Mr. and Mrs. J. H. Spohn were guests at a surprise shower given Miss Hazel Nay at her home in Yorba Linda Saturday night. Miss Nay, who was a high school chum of Mrs. Spohn, will become the bride of Clyde Wedell Jones, Dec. 28, at the home of her parents, Mr. and Mrs. Earl Nay of Yorba Linda.

Mr. and Mrs. G. E. Murch, Mr. and Mrs. C. W. Middleton, Mr. and Mrs. Glen Crilly, Mrs. Wyeal and Mr. and Mrs. Carl Christian attended the Moose dance at Anaheim Thursday evening.

Mrs. W. W. Johnson was called to the home of her daughter, Mrs. Nellie Thompson of Los Angeles last week. Mrs. Thompson underwent a serious operation.

Mr. and Mrs. I. D. Jaynes, Mr. and Mrs. Geo. Jaynes, Kenneth and Clarence Jaynes were Sunday dinner guests of Mr. and Mrs. Clyde E. Ritter of Allandale Sunday.

Mr. and Mrs. R. D. Bacon and Miss Mildred Bacon were Anaheim shoppers Saturday.

Mrs. L. T. Willey and daughter Ruth were Los Angeles shoppers Saturday.

Mr. and Mrs. Perry of Twin Falls, Idaho, are visiting Mr. and Mrs. Geo. Souder. Sunday the Souder family and Mr. and Mrs. Perry motored to Hemet.

Mr. and Mrs. J. W. Bruce and children went to Winchester Friday, returning Saturday.

Mr. and Mrs. Roy Moleano and children of Carpinteria visited Mr. and Mrs. W. B. Shaw Sunday.

Mr. and Mrs. G. E. Murch motored to Silverado canyon Saturday evening.

Mrs. L. J. Robinson and children attended the matinee at Chapman's Sunday afternoon. Others there were Earbars and Dorothy Crilly, Edith Page, Paul Deane, Laurence Jaynes, and Keith Burr.

The Eastern Star will hold installation of officers Friday night when the following officers will be installed: Worthy Patron, Mrs. Ilian Shaw; Worthy Patrons, W. B. Shaw; Associate Matrons, Mrs. Lella Isbell; Conductress, Mrs. Edith Brown; Assistant Conductress, Mrs. Juanita Snyder; Star Point, Ada, Miss Anna Flak; Ruth, Mrs. VanLoewen; Edith, Mrs. H. Page; Master, Mrs. Carl Christian; Electa, Mrs. L. J. Robinson; Secretary, Mrs. Mae Peagan; Treasurer, Mrs. H. B. Schofield; Chaplain, Mrs. Edith Mann; Marshall, Mrs. B. R. Shain; Warden, Mrs. Mead Shaw; Sentinel, H. R. Page; Organist, Mrs. Richard Nelson.

Mr. and Mrs. E. Bastady and children visited friends in Culver City Sunday.

A daughter was born to Mr. and Mrs. M. Bigelow of Homewood on Thanksgiving day.

N. Norcoria, who lived in the Frank Jones house on Grand avenue has moved to San Francisco.

Mrs. D. W. Hanson who has been quite ill is reported some better.

Club Women Hold Meeting at Orange

Start Drive for Sale of Christmas Meals

Miss Beatrice Woodward, state representative of the California Tuberculosis Association, was the principal speaker at the bi-monthly meeting of the Orange County federation of women's clubs held in Orange at the Orange Women's club house Tuesday evening. Mrs. Woodward made such a stirring appeal giving reasons why every one should buy the Christmas seal, every one present felt that they would do all they could to put the Christmas seal sale over in Orange County. Mrs. Amelia Meagher, executive secretary of the Orange County Association, spoke in behalf of the Christmas seal sale.

Reports were given by the county department chairmen. Dr. Rosalia Halc of Anaheim, state chairman of public welfare, gave a talk on public health. Representing Anaheim at this meeting were Dr. Rosalia Halc, Madamame Earl E. Smith, H. N. White, Nellie E. Terry and Miss E. Kate Rice.

FOR SALE OR EXCHANGE 15-acre ranch (about 1000 ft. half in fruit; 4-room bungalow; hen house for 500 hens. Plenty of water; Call at 209 1/2 South Sycamore St., Santa Ana. 12-10-25

A Greater Anaheim, Straight Ahead!

Bell System Owned By the Public

"A new and coming form of public ownership which really credits the public as holders of property has come into being with the tremendously wide-spread stock distribution of the Bell Telephone and Telegraph company declared today.

"The American Telephone and Telegraph company is the finest example of public ownership of a great utility in the world today," he said.

"In the past two and one half years through efforts of employees, there have

been added 123,000 names to the largest list of corporate stockholders in the world.

"Subscribers have taken nearly 1,000,000 shares, an average of seven shares each, and the average price paid has been about \$115 each.

"The total number of stockholders of American Telephone and Telegraph company, exclusive of those holding associated company preferred and common stocks, and of employee purchases not yet paid up, is 388,000. Of this number 69,250 are Bell System employees. About \$14,000,000 in stocks of five associated operating companies have been sold on a similar basis. Grand total of telephone security holders is 650,000."



Wonderful Dining-Car Service on the famous Los Angeles Limited

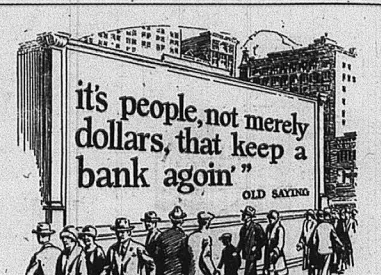
Epicurean meals, wonderfully prepared and perfectly served are a joy, always—but especially so when gliding along a boulevard of steel of velvety smoothness and, just beyond the snowy linen, there unfolds the panorama of a continent. That is dining de luxe on the Los Angeles Limited—and yet it is but one of the enjoyable features of that premier train.

Other provisions for your convenience and pleasure are barber shop for men and women, police service, ladies maid, manicuring, hairdressing, baths, library, buffet and club-lounge for men and women.

STRAIGHT THROUGH TO CHICAGO "Real Service Every Mile of the Way" Lv. Los Angeles - 10:51 a.m. Mr. Chicago - 8:50 a.m.

Through sleepers daily to Chicago, Omaha, St. Louis, Kansas City, Denver, St. Paul, Minneapolis, Butte and Salt Lake City.

Union Pacific G. G. BEEBE, Agent, Anaheim Phone 729



it's people, not merely dollars, that keep a bank again"

Some bankers feel that patrons should naturally swarm to them simply because they're running a bank. We feel that a bank should merit every ounce of business it gets.

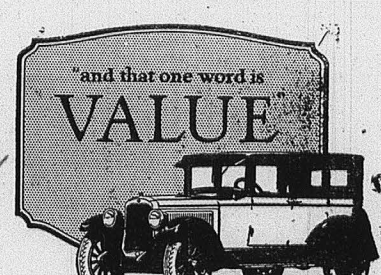
BANK OF AMERICA provides that comfortable, right-at-home atmosphere for its patrons—good, wholesome, cheerful, sincere, impartial, deeply interested service for all.

We play no favorites. "A man's a man for 'a' that," in this bank.

BANK OF AMERICA COMMERCIAL—SAVINGS—TRUST ANAHEIM BRANCH E. E. SMITH, MANAGER Combined Resources Bank of America & Commercial National Trust & Savings Bank AFFILIATED IN OWNERSHIP THROUGH AMERICAN NATIONAL CORPORATION 41 MILLION DOLLARS 24 BANKING OFFICES

FOR RENT—4-room bungalow, 117 South Philadelphia St. \$27.50 per month. 10-21

WANTED—Job on poultry ranch; lots of experience with all kinds of birds. Harry J. Kennedy, R. F. D. 4, box 257, Anaheim, Cal. 12-10-25



and that one word is VALUE

When an article of outstanding merit is offered to the public, its success becomes immediate. And so it is with the Oldsmobile. Only one word can explain its quick acceptance and success:

"—and that one word is Value"

Comparison and demonstration prove Oldsmobile's value. Increasing demand verifies it. Owner satisfaction confirms it. Still another value-advantage is available to the man who buys an Oldsmobile on time through General Motors' own financing plan. GMAC rates, always the lowest, are even lower. Let us show you the GMAC rate card and learn how easy it is to own an Oldsmobile!

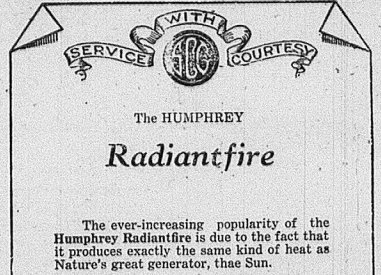
Coch - \$950 SEDAN \$1025 Touring - \$875

Frahm Oldsmobile Co. 620 South Los Angeles Street Telephone 709

PRODUCT OF GENERAL MOTORS OLDSMOBILE SIX

Greater Beauty Finer Performance Lower Price

The Blue Bird Shop Invites You to Join With Them in Celebrating the Fourth Anniversary Of the Inauguration of Their Business in Anaheim, on FRIDAY AND SATURDAY Afternoon Tea Served From 2 to 4 P. M. A DISPLAY OF XMAS GIFT SUGGESTIONS WILL BE FEATURED The BLUE BIRD SHOP 238 East Center Street Anaheim



WITH SERVICE COURTESY

The HUMPHREY Radiant fire

The ever-increasing popularity of the Humphrey Radiant fire is due to the fact that it produces exactly the same kind of heat as Nature's great generator, the Sun. Radiant rays warm the solid objects of the room. Mean while the air remains temperate, fresh, invigorating.

A small payment puts a HUMPHREY RADIANTFIRE in your home. Order yours TODAY, Southern Counties Gas Company District Representative

Tonite's Your Last Chance —TO SEE— 7-BIG ACTS-7 —OF— HIGH CLASS 'Vodvil' PRESENTED BY STUDENTS OF Anaheim Union High School HIGH SCHOOL AUDITORIUM 8:00 P. M. Admission 35c SEATS RESERVED AT KEMP'S PHARMACY TODAY

Resources Promoted By United Efforts

Association Manager Tells of Results of Co-operation

By NORMAN H. SLOANE
General Manager, California Development Association

California is mobilizing by the thousands to hunt for buried treasure. Not in the adventurous sense, however, but as keen-minded business men develop proven ground. Under the standard of state unity this army of men and women are fighting for California supremacy by uncovering and developing California natural resources.

California is already supreme in its potential wealth. There is no other community of equal area in the world, measured by the yardstick of natural resources, that can compare with this state of ours.

Gold, silver, iron ore, coal and more than 400 varieties of minerals, including gems and even low diamonds are being mined commercially in California today. The rich soil, voluminous water supply and climate are the California allow a crop diversification that makes this state peerless in agriculture. One of our greatest resources is close to us, possibly, in our every-day California life that few of us realize its economic possibilities is found in the recreational and scenic features of California.

Again the diversity of its offerings lends supremacy to California and analysis of the facts warrant the conclusion that the Pacific coast, with California as the center of activity, is destined to become the world's center of industry, the world's outstanding playground, scenic oasis and financial mart, as well as a world mecca of health, happiness and prosperity. Such is California's buried treasure!

The development of California is on a business basis, the same principles being used in building our state as in building a great firm or corporation. The directors of the California Development Association have laid down this principle of operation: Find your facts, analyze these facts to discover an intelligent method of operation, and take off your coat and get results.

California's natural resources are divided into five classes—land, water, timber, minerals and oil, and scenic and recreation. It is toward the protection, development, utilization and distribution of these economic fundamentals that the California Development Association has focused its efforts.

Of the 22 directors comprising the personnel of the board, seven reside in San Francisco, seven in Los Angeles, and the remaining eleven in the cities of San Diego, Riverside, Santa Paula, Santa Barbara, Long Beach, Fresno, Stockton, Oakland, Sacramento and Redding. This paints a vivid picture of state unity in itself.

In order that the closest possible contact may be had with the local communities of California, the state has been divided into five geographical sections; namely, Sacramento valley, San Joaquin valley, Southern California, north coast counties and central coast counties. The first four of these regions named above have been effectively organized with a regional advisory council composed of the leading civic lights of each community within the region, as well as representatives of the outstanding industries of the region.

Each council is under the leadership of a director of the association designated as regional vice-president, and who is the official chairman of the council. On local problems these councils are independent in their action, but on problems affecting the state, due to their close tie-in with the parent organization, the facts of the case in question are laid before the board of directors of the California Development Association, and in turn are placed before the advisory councils of other regions to the end that state-wide coordinated action may be secured in intelligent solution.

Through these regional advisory councils close contact with every local Chamber of Commerce is made available, as it is the duty of the county representative of the councils to keep in close touch with the problems affecting each local community within his district.

California stands absolutely supreme in civic organization machinery. A short resume of a few of the great state problems being handled will give an idea as to how the work of the California Development Association as the state Chamber of Commerce is carried on.

In February of this year the steel men of California, responding to a call of the California Development Association, met at Del Monte. More than 175 executives of all phases of the steel industry organized the Steel and Allied Industries of California, opening as a specific unit of the California Development Association.

Fifty meetings have so far been held. Figured from the cold and ungarbled standpoint of dollars and cents, more than \$10,000,000 of additional business to the iron, steel and allied industries of California can be traced to this work of co-ordination by the association.

The mining men were called together in a similar way, and as a result a goal has been set to increase the production and consumption of California industrial and structural minerals to a minimum of \$5,000,000, and to revitalize the metal mining, principally gold, that many more millions may be added to California coffers.

Cotton has taken a prominent place during the past two or three months in the news columns of the California press. The reason for this is very definitely traced to the activities of the Industrial Department of the Association in bringing the cotton industry to the fore in California's economic life. Regional meetings have been held in the Southern California, San Joaquin valley and Sacramento valley districts. These meetings have brought out stupendous cotton potentialities.

Not only has the vision of the vast acreage in California that can be planted profitably to cotton been plainly outlined, but the possibilities in the development of the textile mills on the coast have been crystallized in logical and substantial picture, including not only the study of development of mar-

kets for the raw material, but the development of markets for the finished cloth from California mills.

Timber, scenic and recreation, and water in its many phases of utilization, are being worked upon in the same efficient manner of co-ordinating energy.

As the first step in the publicity department's program of co-ordination, a meeting was held under the auspices of the association early this year, attended by representatives from such outstanding organizations as California, Inc., San Francisco, All-Year Club, Southern California, San Diego-Columbia Club and Chambers of Commerce of Los Angeles, San Francisco, Oakland, Sacramento, Stockton, Fresno, San Diego and Santa Barbara. This has resulted in setting up a machinery of contact and understanding, which will give to California the benefit of intelligent handling of any emergency that may arise based on truth and fact without distortion.

It was due to the co-ordinated activities of these organizations as called together by the association that the great state-wide festival year program, including more than 75 chronologically arranged community celebrations was compiled and launched in the interest of giving due recognition to California's seventy-fifth birthday, and to stamp very definitely California's prosperous position in the minds of eastern citizens of the United States.

It is difficult to compute the millions of dollars saved to California by the educational work inaugurated by the California Development Association in the interest of forest conservation.

The comparison of this year's record of forest fires with that of last year speaks for itself.

California is the key state of the western empire, and our citizens must necessarily visualize in building our development programs the development of the West as a whole. We sincerely feel that the Pacific coast, with California as the center of activity, is destined to become the world's center of industry, the world's outstanding playground, scenic oasis and financial mart, as well as a world mecca of health, happiness and prosperity. Such is California's buried treasure!

COLLECTOR MAILS BILLS

Income tax bills were sent out on the first to forty thousand Southern California taxpayers calling for payment of the fourth and final installment of taxes on income earned in 1924.

Collector of Internal Revenue Rex B. Goodell announced that the final installment must be paid on or before December 15.

"This final payment will clear the deck for the task of collecting tax on 1925 income," Collector Goodell said. "Taxpayers are urged not to overlook the payment due on December 15 as under the law penalties are assessed against delinquents. Promptly on January 1, blanks for reporting 1925 income will be mailed to 350,000 taxpayers in the district."

"Many taxpayers are under the impression that an exemption of \$3,000 for married couples has been fixed by Congress. This is in fact an exemption of \$2,500 provided by the Revenue Act of 1921 is still in force and cannot be changed by the congressional action," the collector added.

Sherman said that was well and it would be interesting to know his opinion of war debts and peace treaties.

California stands absolutely supreme in civic organization machinery. A short resume of a few of the great state problems being handled will give an idea as to how the work of the California Development Association as the state Chamber of Commerce is carried on.

In February of this year the steel men of California, responding to a call of the California Development Association, met at Del Monte. More than 175 executives of all phases of the steel industry organized the Steel and Allied Industries of California, opening as a specific unit of the California Development Association.

Fifty meetings have so far been held. Figured from the cold and ungarbled standpoint of dollars and cents, more than \$10,000,000 of additional business to the iron, steel and allied industries of California can be traced to this work of co-ordination by the association.

The mining men were called together in a similar way, and as a result a goal has been set to increase the production and consumption of California industrial and structural minerals to a minimum of \$5,000,000, and to revitalize the metal mining, principally gold, that many more millions may be added to California coffers.

Cotton has taken a prominent place during the past two or three months in the news columns of the California press. The reason for this is very definitely traced to the activities of the Industrial Department of the Association in bringing the cotton industry to the fore in California's economic life. Regional meetings have been held in the Southern California, San Joaquin valley and Sacramento valley districts. These meetings have brought out stupendous cotton potentialities.

Not only has the vision of the vast acreage in California that can be planted profitably to cotton been plainly outlined, but the possibilities in the development of the textile mills on the coast have been crystallized in logical and substantial picture, including not only the study of development of mar-

Assessed Values Of Orange County

Exceeded Only by Counties of Much Larger Population

Although Orange county is only a small blot on the map of California, in point of area is insignificant in comparison with most of its sister counties. It holds a proud position when the Assessor's figures are added up. It contains only 780 square miles—10,971 acres under assessment, but it stands sixth in valuation among all the counties of the great state of California. Its total valuation is \$166,728,719, according to the figures turned in by the assessor. As property is assessed at only 40 per cent of its actual value it is apparent therefore that the total taxable wealth of Orange county is \$417,000,000. The total population of the county is not known at this date, but the registration of voters is 41,000. The generally accepted ratio of population to voters is fixed at 2.7. Therefore the county's population is 110,000. This makes the average about \$4,000 for every man, woman and child in the county.

There are 410,785 acres of assessable land in the county. Dividing the total wealth with this you will find that it averages approximately \$101.10 per acre. No other county in the United States except those contained with, or containing large cities, can compare with this. Orange county has no large cities. It has several prosperous towns but its chief wealth is in its agricultural land that yields more profit per acre than the soil of any other section of the world.

Orange county is exceeded in assessed valuation by only five counties in California as shown by the annual report of the state controller. Valuation of all property in the state is \$7,035,742,490. Los Angeles heads the list with an assessed valuation of \$2,340,678,815. San Francisco is second with \$1,560,521,616. Alameda is third with \$1,348,007,567. Kern is fourth with \$1,119,350,472 and Fresno fifth with \$1,019,412,305.

Orange occupies the ground position of sixth county with an assessed valuation of \$1,019,412,305. Values of some of the other Southern California counties are as follows: San Diego \$1,170,747,717, San Bernardino \$1,143,022,029, Riverside \$93,155,338, Imperial \$82,237,716, Santa Barbara \$70,188,831, Ventura \$63,254,376. Alameda brings up the rear with a valuation of \$890,557.

Orange county's indebtedness is only \$118,000. Its tax levy is the lowest of any county in the state, with the exception of Kern and Los Angeles. Our levy is \$1.35 inside cities and \$1.75 outside. San Francisco owes \$76,000,000, and its assessment is \$415. The indebtedness of Los Angeles county is \$2,572,000, but its levy is only \$1.09 at Sacramento. Riverside's bonded indebtedness is \$1,546,000. San Bernardino's \$2,167,000, San Diego's \$3,352,000 and Imperial's \$1,801,000.

The economic foundation of the county depends largely on three primary factors—agriculture, construction and transportation.

In an agricultural way Orange county leads, and is one of the most advanced agricultural counties in the United States. This is demonstrated by the returns from farm, field and orchard

crops as shown by Dr. F. W. Slaubaugh, county publicity director in a recent report from the courthouse in Santa Ana, which indicates the revenue received as follows:

Peppers	1,194,000
Fig	678,000
Tomatoes	300,000
Celery	216,000
Apples	20,000
Apricots	10,000
Avocados	70,000
Berries	75,000
Cabbage	110,000
Cauliflower	110,000
Corn	45,000
Fig	35,000
Grapes	45,000
Barley and wheat	134,000
Grapefruit	171,000
Lettuce	160,000
Louquats	3,000
Melons	90,000
Onions	1,600
Quinces	2,000
Seed	138,000
Miscellaneous vegetables	60,000
Added to the value of dairy products \$1,500,000	
and live stock \$660,000. Poultry products	\$489,000, and nursery stock \$150,000.
added \$9,000,000, and showing in all branches of agriculture.	

Making the Doctor's Life a Happier One

Certainly from two standpoints Southern California is an ideal place for a doctor. The streets and highways are excellent the year round and a very high percentage of the population uses telephone service.

In discussing the part telephone service plays in the life of the doctor, Manager Board of the Pacific Telephone and Telegraph company, declared that to most people, the telephone is a well trained servant, but to the doctor, this same telephone is his master.

Probably no two agencies of the public welfare are more important and more closely related than the doctor and his telephone. The telephone and the policeman are in the same class, but neither the policeman nor the fireman is so dependent upon the telephone as is the doctor. Likewise, neither the policeman nor the fireman is so imposed upon through the medium of the telephone as is the doctor. The public has been slow in realizing this, with the result that most doctors have scarcely a minute in ten twenty-four hours when they can feel that they are not subject to call.

"The doctor's time and energy may be conserved, however, if people, when calling, will announce their names at once, will give their message to the one who answers rather than insist on talking to the doctor personally, if they will call, except for emergency calls, only during office hours, and finally if they will plan their messages so that they may be received before the doctor starts out on his regular daily rounds."

The propagandists in this country have done everything they could for the League of Nations except write a song about it. Why doesn't somebody start a "Meet me at Geneva, Ev'ry"?

All sorts of remedies have been suggested for the crime wave. Why not try convincing the criminals? That might help some.

Steady Increase In Realty Values

Remarkable Advance in Prices During Past Twenty Years

By J. S. HOWARD

Entering the real estate business in Anaheim in 1901, it has been my privilege to see the city of Anaheim grow from a scrapping village of a few hundred inhabitants to our present prosperous city, and to see our beautiful surrounding country change from a comparative unsettled condition to its present productive groves and beautiful and substantial houses.

At the time I entered the real estate business, unimproved land on what is now known as the Golden State tract sold for \$25 an acre, and at that time 1200 per acre was considered a very high price. I sold five acres at what is now the southeast corner of Los Angeles and Vermont streets for \$150 per acre, and the seller thought I got a wonderful price. About this time I sold a 25-acre highly improved apricot grove, with good house and outbuildings, at \$225 per acre. These properties are now worth from \$3500 to \$4000 per acre. Good residence lots at that time could be purchased anywhere in the city at from \$100 to \$200 each. These lots are now worth from \$1500 to \$4000 each, and these changes have been brought about by the steady increase in our population and the development of our city and surrounding country.

Watching the development of the country as I have for the past 20 years, the question naturally arises: "What does the future hold?" If our forward march in the next 20 years is as great as that in the same period just past, it will be easily seen that there is practically no limit to which our values may arise.

I know there is a wonderful future for Anaheim and vicinity, and I urge anyone who desires a home in this favored spot to secure that home now, and in the near future, and thinking not as a real estate dealer, but as a resident and property owner and from long experience.

I believe the most important matter for our immediate consideration is the development and conservation of our water supply, and I earnestly urge that this matter be given prompt attention.

New Scenic Drive Now Has a Name

Boulevard Through Orange County Called "South Coast Highway"

An appeal to all Chambers of Commerce in Orange County to unite in giving the name of the South Coast Highway to that section of the State Highway from Long Beach to San Diego has been issued by the South Coast Association, J. A. Armstrong, president.

A request to use the name of South Coast Highway was addressed to State Highway Commissioner Edwards, and the name has his approval.

For a great many years the coast line along Orange County has been generally designated as the South Coast. The area is famed for its scenic beauty, its clean beaches and most particularly for Newport Bay, the great yachting and pleasure center, the only body of water of its kind in the extensive metropolitan area of Southern California.

At present the highway is paved and open from Long Beach to Newport Beach. From there to Corona del Mar the road is now being paved with concrete and from Corona del Mar to Laguna Beach with a six-inch course of gravel and oil. The road is now being

graded to Serra where it will connect with the present paved road to San Diego. Making a wonderful, scenic route equalling some of the majestic European routes between the Mediterranean Sea.

Orange County's forty-mile stretch of splendid coast line affords all Southern California splendid opportunities for enjoying a wonderfully attractive locality appealing alike to the tourist and the investor, the industrialist and the resident.

The appeal for cooperation in designating the South Coast Highway by its duly selected name has been addressed to other organizations outside Orange County and according to Harry Wells, secretary of the South Coast Association, the name selected has met with unanimous approval.

It is doubtful whether the League of Nations could carry Syria in a state-wide primary.

TIMETABLE

A. T. & S. F. Ry. Coast Lines
In effect November 1924, 1925
Trains to Los Angeles

No. 29	6:00 A. M.
No. 71	11:57 A. M.
No. 22	4:46 P. M.
No. 72	8:58 P. M.

Trains From Los Angeles

No. 78	2:00 A. M.
No. 74	9:55 A. M.
No. 72	11:58 A. M.
No. 24	8:16 P. M.
No. 76	7:24 P. M.

*Through stops to Kansas City, Minneapolis and Chicago.

Through stops to Denver, St. Louis, Chicago and Grand Canyon connections. San Bernardino and Riverside connections.

Stockton, Gilroy, Texas, New Orleans and Phoenix connections. San Bernardino and Riverside connections.

C. A. WALKER Agent.

LET YOUR ADVERTISING PAVE THE WAY

For Better Business

THE carpenter does not go to work until the stone mason has laid the foundation.

The tiler does not lay his tile until the plumber has put in his pipes.

Yet your salesman is expected to go to work before advertising has laid the foundation for the sale he is expected to make.

When you hire a salesman, the thing you invest in is his time.

The time of a good salesman is too valuable to put in on work that can be done at less expense in another way.

It is one thing to make the name and service of your business known to the buying public. It is another thing to close the sale after they come into your place of business.

Use advertising for the first. A good salesman's time is wasted when he has to spend at describing his goods to a person who has only a hazy idea of what he or she desires to buy.

Advertising is so flexible that it can describe any article that has color, shape or weight, and any service that has use or value.

Remember—that the harder a thing is to explain the greater the triumph when you have explained it well. Write your message with care, for haste represents waste. Then place it in a medium that is read.

Let your advertising in *The Anaheim Gazette* do the work of introducing and educating. Let your salesmen reap the benefit and see that your customers get good service, and you will speed the sale of your goods to an extent that will surprise you.

The Anaheim Gazette

Orange County's Leading Weekly Newspaper

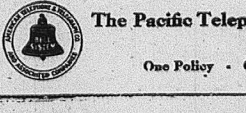
The Foundation

IN many an American city today tall structures stand on foundations that were planned by their architects to support the weight of extra stories if the future's needs should call for such additions. Their very existence is proof of the vision of men who provided for that which they could not definitely foresee.

Similarly capable of meeting the future's needs was the foundation upon which the Bell System has been reared. At a time when a few miles was the greatest distance over which man's wire-borne voice might

travel, the telephone pioneers could not, of course, foresee in detail the problems of invention, manufacture, construction and operation which future expansion might involve.

They could, however, and did catch the vision of a national growth which would necessitate a service continent-wide in scope. They could and did provide the foundation for a structure capable of growing with the nation. The proof of their vision lies in the fact that America today has a nation-wide, universal telephone service.



The Pacific Telephone and Telegraph Company

BELL SYSTEM

One Policy - One System - Universal Service

FARM BUREAU NOTES

Growers To Discuss Moth Control Measures

By A. M. STANLEY
Secretary-Manager Orange County Farm Bureau

Viewing with alarm the rapid encroachment of the walnut codling moth upon the profits of the growers, the officials of the West Orange Farm Center have determined to devote their meeting at the Orange Intermediate school, on North Grand street, Orange, next Friday night, December 11th, to the purpose of developing ways and means of combating the pest.

Codling moths are present in practically all groves to greater or less extent, but never before have they been so numerous locally as to be considered a serious menace. The control of the moth is comparatively simple in most climates where a spray applied during the two hatching periods of the year, kills the orchards of the pest. In the warm, even climate of Orange county the moth has no stated hatching period so it is believed that several applications of spray will be necessary to form an effective control.

These problems will be brought to the attention of the growers at the meeting Friday night. The meeting will be called to order at 7:30 and, following a brief business session, the question of codling moth control will be discussed. J. A. Stanley has prepared two charts which he will show to illustrate the percentage of infestation in the West Orange district and the loss the worms have caused the walnut industry. He will be followed by Mr. T. H. Sharp, of the California Walnut Growers Association, who will relate what has been done in that section and the results obtained.

Mr. H. C. Sharp of the Inspection Department of the California Walnut Growers Association, will discuss the effect walnut worms have in relation to the trade. A. A. Brook, County Horticultural Commissioner, is down on the prospect to state what his office can do, and is doing in regard to the infestation. He will also give information relative to the formation of a control district. He will be followed by Farm Adviser H. E. Wahlberg who will discuss the treatment of trays used in control methods.

It is hoped that as a result of this meeting steps will be taken to organize a codling moth control district. It is a matter of such vast importance to the industry and the county as a whole, that an urgent invitation is extended to the public to attend this meeting. The local walnut marketing associations are cooperating with the center in this matter and have expressed an earnest desire for all of their members to be present.

Tractor Repair School

By W. M. COVY
Assistant Farm Adviser
Instruction will be given in maintenance and repair. Methods of determining and correcting power loss will be shown. One or more used tractors will be available for demonstration purposes. Specialist in charge. Schedule is as follows:

- Dec. 10, 8:00 a. m.—5:00 p. m. Place of S. W. Stanley, 1-2 mile south of East First street on S. Tustin street, (formerly Glenn avenue).
 - Dec. 12, 8:00 a. m.—5:00 p. m. Place of Frank Stone, corner E. Chapman and Prospect avenue, Orange.
 - Dec. 14, 8:00 a. m.—5:00 p. m. Place of R. N. Hodges, 1-2 mile east of La Habra, Northeast corner of Palpa and Central avenue.
- You are invited to attend. The school is free.

Storage House For Sweet Potatoes

By RAYMOND KELLS
Assistant Farm Adviser

Each fall and winter when the main crop of sweet potatoes is being harvested, the prices generally slump, due to the quantity of surplus being thrown on the market at the same time. Having no facilities for storage, naturally the growers must sell very soon after digging or lose a considerable portion of the crop through decay and shrinkage. Some of them cover the potatoes with hay or vines and try to hold them that way, and succeed to a certain extent, but naturally the period of safety is short under that system. Some also use cellar storage, but this system, too, has been unsatisfactory, due mostly to the lack of facilities to control the temperature and moisture conditions in the cellar. The inferior quality of cellar stock as compared to the store house potatoes, is borne out by statements from the San Francisco markets.

The sweet potato storage house should be built above ground entirely, so that it can be ventilated easily. The house should be set up on pilings so as to be level with a wagon bed, in order that loading and unloading may be facilitated. The house may be of brick, concrete, stone or wood, preferably the latter because of cheapness and the greater ease with which moisture conditions may be controlled. Double walls, with ventilators and doors which fit snugly, also help in the control of moisture and temperature. Arrangements should also be made for heating the house either with coal, wood or kerosene stoves, or in the case of house commercial house stoves may be used. In case bins are to be used, they should be about five feet deep, not over ten feet high, and equipped with a false, flat bottom which will allow for a free circulation of air.

When the sweet potatoes have been placed in the storage house, they should first be cured by weighing at a temperature of approximately 80 degrees Fahrenheit for about two weeks. During this process ventilators should be kept open so that excess moisture will not collect on the potatoes. When the skins have become toughened and cut and wounds have healed over, the temperature should be reduced to approximately 55 degrees Fahrenheit and the humidity held at about 65 per cent, and the conditions maintained as nearly as possible of the

remainder of the storage period. Providing growers would equip themselves, either individually or in groups, with proper storage facilities, then there would be less chance of an annual slump in the price of sweet potatoes, and by spreading the sale period over the greater part of the year, the chance of a profit should be enhanced. The demand for sweet potatoes is not seasonal and they will be eaten as extensively in the spring as in the fall, providing the consumer gets a good product at a reasonable price.

Spray Calendar For Peach Trees

First Application—In the fall immediately following early rains spray with Bordeaux mixture 4-4-50 (home-made) or lime sulphur (1 in 10) for control of peach blight, which spots and kills new wood and buds during the winter.

Second Application—In late winter, as buds begin to show pink, spray with lime sulphur, one gallon of concentrate to nine gallons of water, for control of peach twig-borer, scale insects, leaf curl, peach blight, brown rot, moss and ichneumon. For serious infestations of peach twig-borer ("peach worms") add three pounds of boric arsenate of lead powder to 100 gallons. Bordeaux mixture 5-5-50 (home-made) may be used in the place of lime sulphur. For the control of leaf curl, peach blight and brown rot, and basic arsenate of lead should be added for the peach twig-borer.

Third Application—If red spider becomes prevalent during the summer, spray with one of the spider sprays, name two gallons of liquid lime sulphur solution or four pounds of soluble sulphur (arsenic sulphur) or 8 pounds of dry lime sulphur, to 200 gallons of water. If needed one of the proprietary sprays may be used, according to the recommendation given by the manufacturer.

Fourth Application—A summer spray against attacks of the peach twig-borer may be used to prevent attacks on the fruit. Baste of neutral arsenate of lead (factor acid) at the rate of three pounds of powder or six pounds of paste to 100 gallons of water should be used. This spray should be applied not later than two or three weeks before the fruit is picked, and should be applied under circumstances in this coating so as to prevent spotting the fruit.

Station—Cult fruit and fruiting trees should be inspected and there should not be allowed to accumulate. They should be promptly destroyed by burning or burning. Proper attention to sanitary conditions in the orchard and packing house will help reduce spraying costs.

Matters Discussed at Directors' Meeting

The directors of the Orange County Farm Bureau met at the headquarters of their all day meeting Thursday, December 3rd, in listening to reports of the various departments and committees and checking up on the accomplishments.

Among the interesting statements made during these reports appears the fact that the beekeepers are arranging to hold a two-day extension course, under the auspices of the United States Department of Agriculture, in Santa Ana, during January. An able meeting there will be specialists from all over the United States to discuss beekeeping problems. The Dairy department has been quite active during the month and while it has been necessary to discontinue visiting dairy farms, the California Dairy Council during the month and are now busy on the creation of an ordinance to control the sale of T. B. cattle. Reports from the Farm Center directors showed that the membership drive is progressing nicely and the members are receiving good response.

During the afternoon W. S. Rosecrans, vice-president of the California Farm Bureau Federation, appeared before the directors of the Farm Bureau and presented a plan for the need of creating a department for the study of taxation problems. In order to make this work effective it is necessary to amend the constitution of the state federation increasing the per capita dues 50 cents per member to finance the undertaking. This amendment has been passed by the directors but it remained for the committee to ratify before it became effective. Following a lengthy discussion it was moved by the directors that they ratify the change in the constitution and as this matter increases the expenses of the local bureau around a thousand dollars a year, a ways and means committee of five was appointed for the purpose of developing some method of increasing Farm Bureau finances. Several directors stated that it seemed to be necessary to increase the Farm Bureau dues from \$10 per member per year and it is possible that this action will be taken to be effective in 1927.

Mr. Lake, president of the fair association, came before the meeting with the strong plea that the directors of the Farm Bureau support the fair better than they had in the past. He stated that nearly half of the directors have not signed the guarantee and were not interested in the fair. He stated that the fair is a very important part of the community and that the Farm Bureau should be more active in its support.

The directors took steps to become members of the Poultry Dam association for the purpose of supporting the work of the Poultry Dam and the All-American Cattle and H. S. Ryerson. The directors also authorized Francis Cattle and H. S. Ryerson to represent the Farm Bureau at the Poultry Dam association and E. B. Reed, Washington counsel of the American Farm Bureau Federation, to represent the Farm Bureau at the "Million Dollar Bill" for the purpose of supporting the work of the Poultry Dam and the All-American Cattle and H. S. Ryerson. The directors also authorized Francis Cattle and H. S. Ryerson to represent the Farm Bureau at the Poultry Dam association and E. B. Reed, Washington counsel of the American Farm Bureau Federation, to represent the Farm Bureau at the "Million Dollar Bill" for the purpose of supporting the work of the Poultry Dam and the All-American Cattle and H. S. Ryerson.

has been endeavoring to solve this problem for some time, regarding to chicken stealing but as yet had not been successful in making much headway.

The request that the Farm Bureau elect a woman delegate to represent the women of the county at the Regional meetings of the Farm Bureau was laid on the table until such time as the women form a home department within the county and demand such representation. Each director is requested to call this matter to the attention of their

respective centers. A great deal of other new business transpired at the meeting and was discussed at some length. The directors were busy until 5 o'clock.

Elks Charity Program

(Continued from Page One)
Chief. Comfort—what they want and need—and it's up to the citizens of this community to see that they get it. This is only an appeal, not a

demand, but we know that you will feel as we do after you know and realize the fact that there are many who are in need right here in our own community.

The Elks social and community welfare committee waits everybody to help. Store rooms have been arranged for in communities which come under the jurisdiction of the Anaheim Elks lodge and they will see that the clothing is properly distributed. What can't be used will be made over so it can be used. Mr. Riley urged every man, woman and child to start hunting through his or

her home for wearing apparel that is not used any more and take it to the headquarters which is most convenient.

Headquarters for Anaheim will be at 216 East Center street and will be in charge of C. J. Senne. William Helealt of Pullerton will be in charge of that district and will be assisted by the nurses of the Pullerton City Nurses' association. The location for leaving your old clothes at Pullerton will be at 121 1/2 East Commonwealth. Mr. Peter Smith, headquarters at Brea will be 212 South Pomona street. The location and names

of assistants of Mr. Jacobson of Placentia have not yet been learned.

The German nationalists heard President Hindenburg say in the campaign that he would be president of the whole republic but they didn't expect him to take it seriously.

Great Britain wants to put an end to the use of submarines and it wouldn't be a bad idea for her to cut out all of her deep sea stuff.

FALKENSTEIN'S

ANAHEIM, CALIF.

Hundreds of Gifts For Everyone

RIBBON NOVELTIES

Fancy Ribbon Garters.....75c to \$1.75
Powder Puffs and Holders; for milady's dresser.....\$1.25 and \$2.00
Lingerie Pin Setse.....50c to \$1.25
Pin Cushions; many sizes \$1.75 to \$3.75
Powder Spatters; single and sets.....95c to \$4
Boudoir Caps and Bandeaux.....1 to \$4.75

LOVELY NECKWEAR

Lace Jabots; the very late styles.....\$1.50 to \$3.95
Linen Collar and Cuff Sets; plain and fancy.....65c to \$2.25
Lace Collars.....\$1.25 to \$4.50
Short Lace Panels.....\$1.50 to \$2.95

SILK HOSIERY

Humming Bird Hose; exceptional value \$1.50, or 3 pairs.....\$4.25
Onyx Hose with Pointe heel \$1.65, or three pairs.....\$4.65
McCallum, Onyx and Ruby Ring Hose; chiffon and service weights \$1.95, or 3 prs. \$5.50
McCallum all pure silk chiffon hose \$2.50 or 3 pairs.....\$6.85
These Hose come in black, white and many colors; boxed if desired.

GIFTS FOR MEN

Shirts; up-to-date styles; plain and patterned.....\$1.39 and \$1.89
Silk Four-in-Hand Ties; famous Cheney silks.....95c and \$1.45
Sax; silk and wool in plain and heather mixtures.....48c
Fine rayon and lisle Sox in heather and fancy patterns; many colors 39c and 60c
Leather Suit Cases and bags.....\$4.50 to \$10.50
Outing flannel Pajamas; well made \$1.79

HOME GIFTS

Rayon Bed Spreads.....\$5.65 to \$18.00
Towel Sets; boxed ready to give.....\$1.25 to \$2.75
Pure Linen Towels; plain and fancy.....95c to \$1.25
Luncheon and Dinner Sets \$2.75 to \$20
Blankets; plain and plaid; cotton.....\$3.50 to \$5.95
Blankets; fine wool.....\$9.00 to \$27.50
Soft, downy Comforts; cotton, and wool.....\$3.95 to \$17.50

STYLISH GLOVES

Chamoisuede Gloves; fancy cuffs.....\$1.25 to \$1.35
Fine Kid Gloves; latest styles.....\$3.50-\$3.75, \$4.50
French Kid Gloves; latest cuffs and stitching.....\$4.50 to \$6.00

SILK UNDERWEAR

Rayon Vests and Bloomers; various shades.....\$1.25 and \$1.95
Glove Silk Vests and Bloomers; famous Luxite quality.....\$2.95 to \$5.50
Beautiful Lustrous Silk Night Gowns.....\$5.95 to \$13.50
Heavy Crepe de Chine and Radium Teddies.....\$3.95 to \$9.50

BEAUTIFUL BAGS

Leather Envelope Purses.....\$3.95 to \$18.50
Fancy Silk Bags.....\$3.95 to \$22.50
Beaded Bags; beautifully made.....\$2.00 to \$12.00
Plain and jeweled compacts; also the new loose pacts.....\$1.00 to \$3.50

GIFT SUGGESTIONS

From the Basement
Pure Linen Buffet Sets with fancy lace edge.....59c
Bath Towel Sets; boxed, ready to give.....49c and 89c
Embroidered Dresser Scarfs; several designs on tan material.....95c
Beaded Bags; various shapes and colorings; fancy metal tops.....\$1.00
Women's Hosiery; splendid line of colors 59c, 89c, \$1.00
Envelope Hang Bags; black and colors; special at.....97c and \$1.95
Women's and children's Felt Slippers; several colors.....79c
Cretonne Cushions; several shapes.....59c and \$1.00
Silk Underwear; crepe de chine Gowns.....\$3.45
Crepe de Chine Teddies.....\$2.45
Rayon Vests.....89c
Women's Handkerchiefs; three in a box.....39c
Childrens embroidered Handkerchiefs; 2 in a box.....18c

GIFTS FOR BABY

DOLLS—From the smallest baby dolls to the largest mamma knits.....\$1.25 to \$13.50
Doll Sweaters; pink and blue trim.....\$1.29 to \$1.50
Hand-made Sacques; silk trim.....\$1.35 to \$4.50
Bootees; hand crocheted.....29c to \$1.50
Silk Bonnets; pink, blue and white.....\$1.25 to \$3.75
Silk and Leather Moccasins; embroidered and lace trimmed.....\$1.00 to \$2.25
Beacon Bath Robes; nursery pattern.....\$1.50
Silk Hose and Sox; pink, blue and white.....75c to \$1.25
Dozens of novelties—rattles, clothes hangers, toilet sets, bath thermometers, record books, bonnet bows, hot water bottles, carriage straps.

Visit Toyland

Toys — Games — Dolls — Wheel Goods