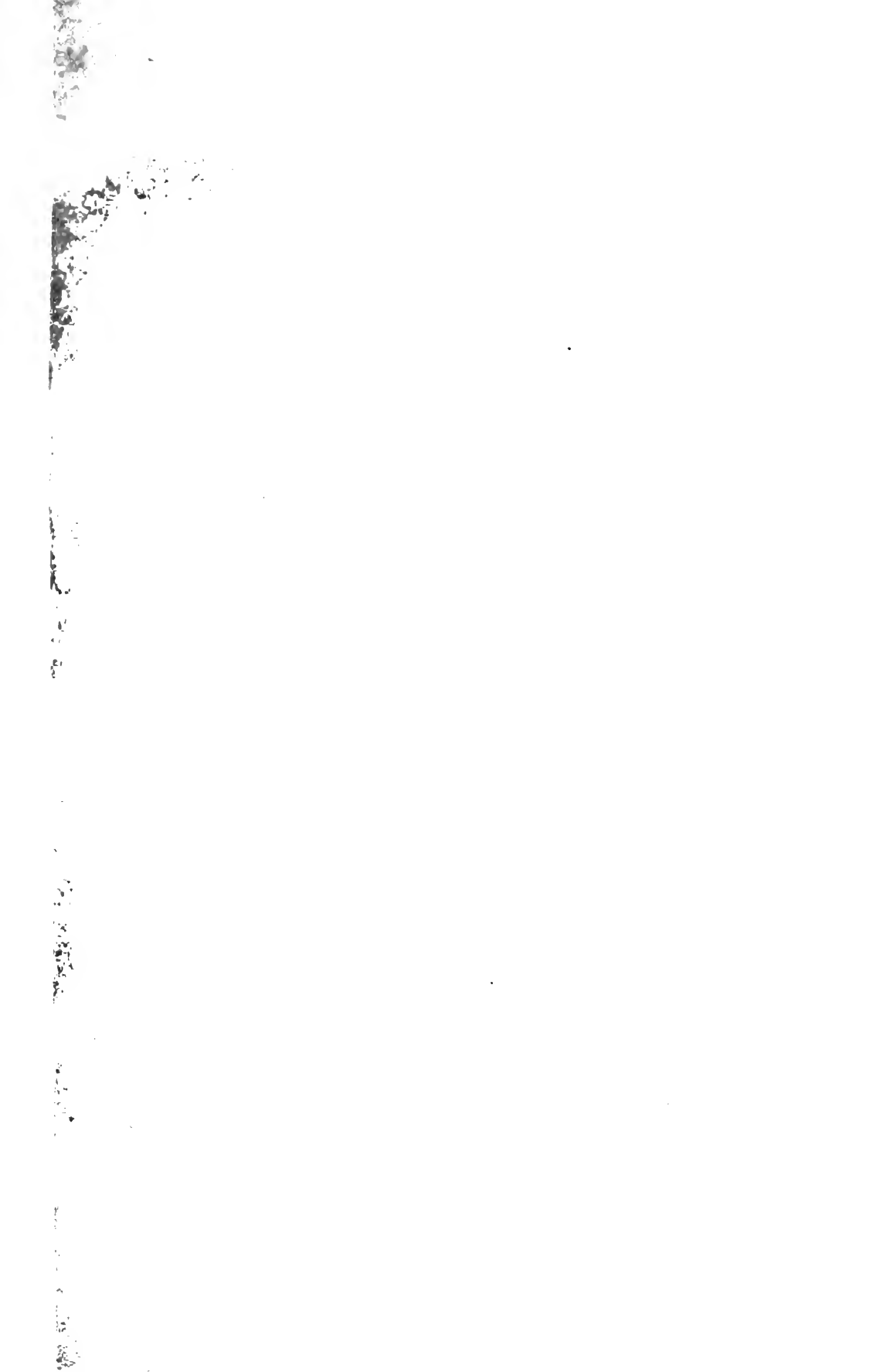
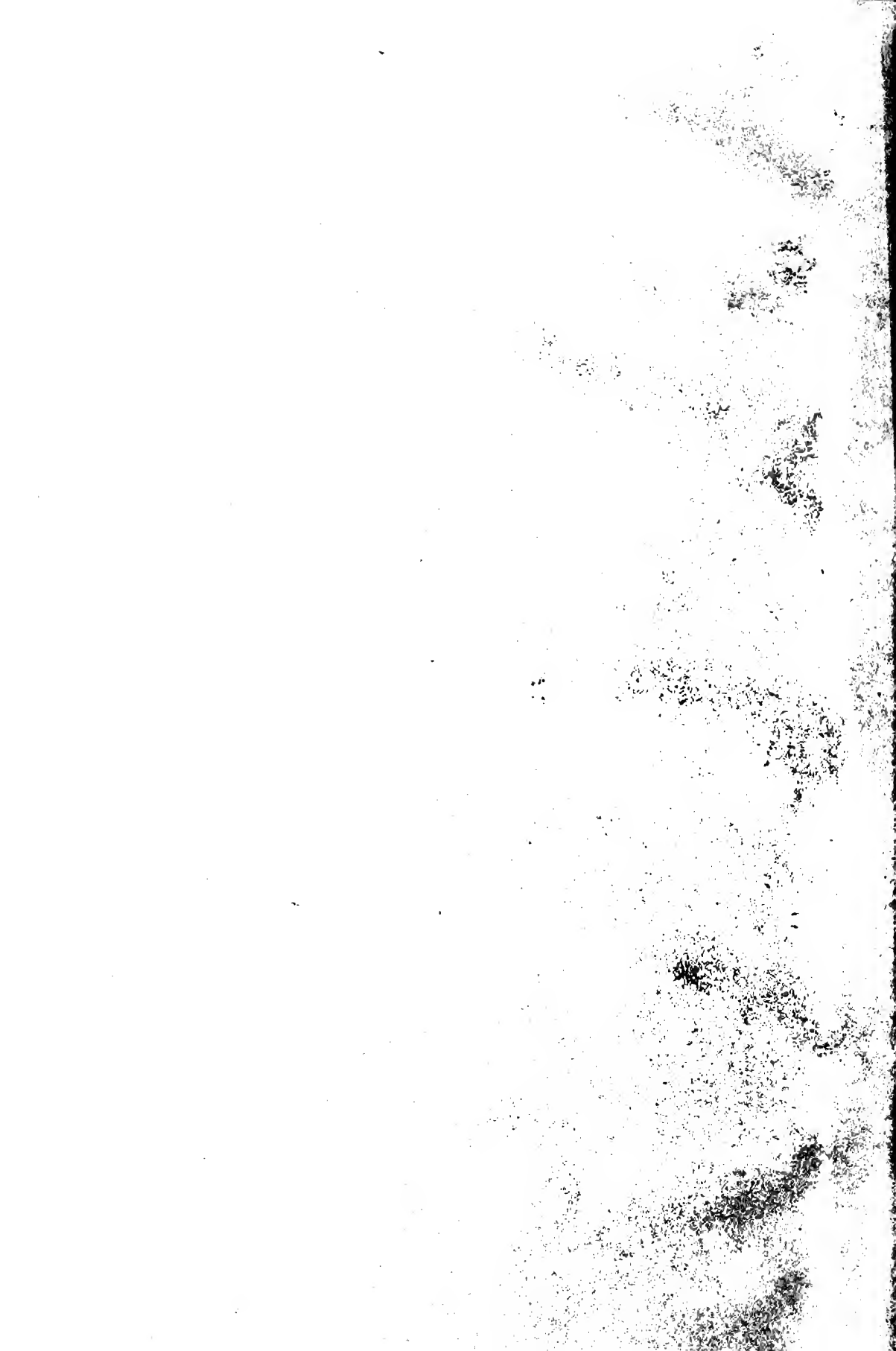


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Published at Los Angeles, California by the Industrial Department of the
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P A S A D E N A

The Ideal Home City

Prepared by J. H. PEARMAN,
Secretary Pasadena Board of Trade



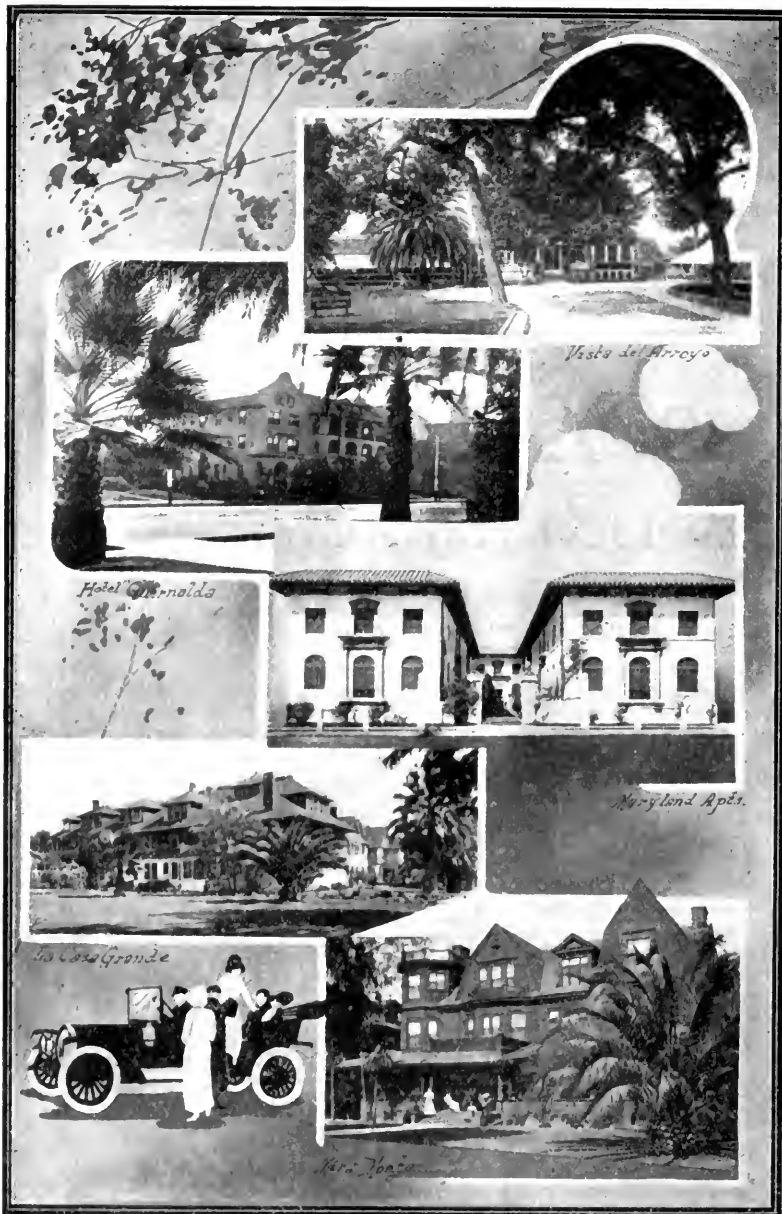
PASADENA, California, is probably the best advertised city of its size in the world. For over a quarter of a century it has been the winter Mecca of thousands on this side of the Atlantic, while the fame of its incomparable climate has spread around the globe. In that time it has grown from a little hamlet, surrounded by young orchards and semi-arid grazing fields, to a cosmopolitan city of nearly forty thousand people, with

a mid-winter population of much more than that number. These figures show in the most indisputable manner the importance of the city as a vigorous integral part of the great Southwest. The foundation is laid solidly in conditions of climate and of soil and in the sterling civic righteousness of the community. No limit can safely be set to its future growth and prosperity.

In 1874 a company of eastern people—or rather people from the middle west—pur-



Grand Avenue. One of Pasadena's Beautiful Residence Streets.



Pasadena Offers Many Excellent Hotels and Apartment Houses for the Comfort of the Visitor.

chased several thousand acres of land where the city of Pasadena now stands and formed what was known for some years as the Indiana Colony. Around the nucleus then formed gradually gathered a considerable community, its members looking to the planting of orange groves and the tilling of the soil for their support. It was soon discovered that with the development of additional water the mesa over which the community spread was immensely fertile and the reward of faithful toil very satisfactory. Friends and former neighbors came with

increasing rapidity from the home states and ranches were split up and orange groves dug out to make room for winter homes. It became necessary to christen the budding city anew, and after considerable deliberation an Indian name, Pasadena, signifying the Crown or Key of the Valley, was selected, the peculiar and commanding position of the community, at the head of the wide-spreading San Gabriel Valley, determining the choice.

And the city grew apace. It stands now in its vigorous manhood and compels admiration. Interesting as has been its past, it is the present which merits our attention within the limits of this magazine. We shall proceed to a brief account of conditions which exist now and which warrant Pasadena in its claim of being "the incomparable residential city of America."

Pasadena, the Crown City of the San Gabriel Valley, is the

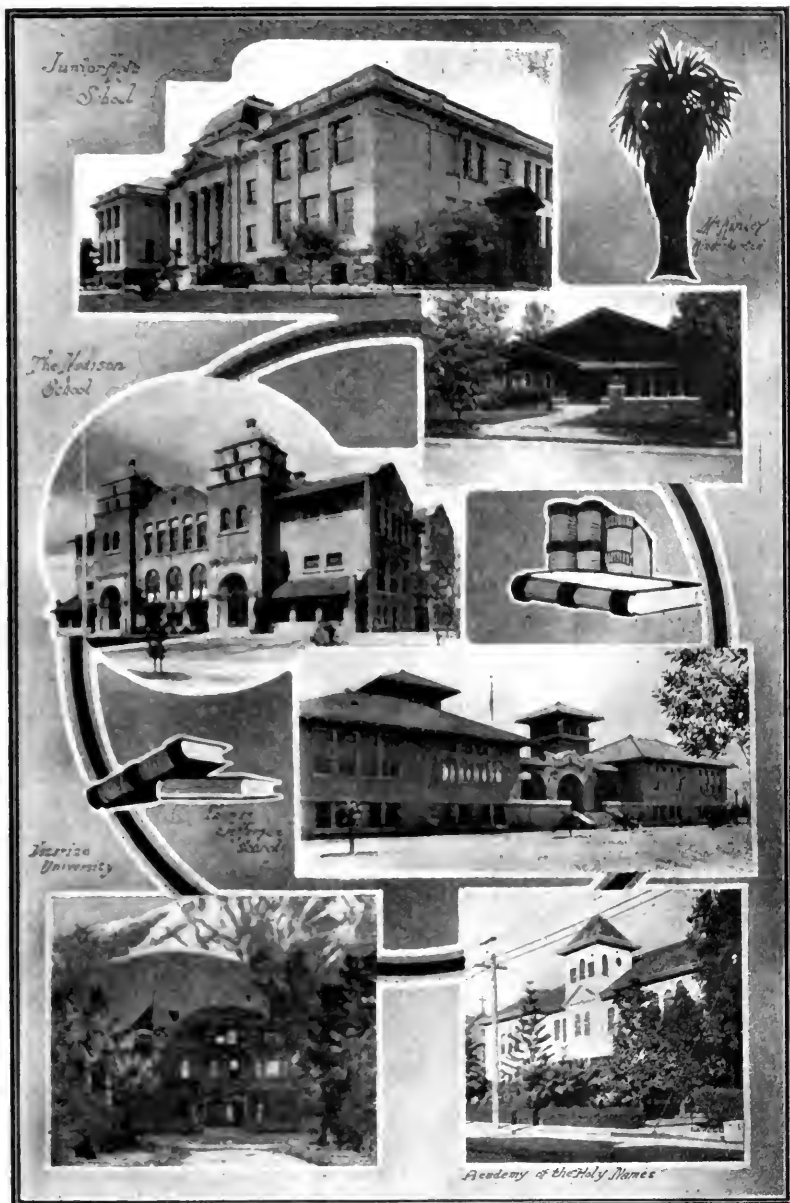
new translation of paradise regained. Not even that "garden planted eastward in Eden" could surpass this garden city lying westward in the Eden of Southern California, for it has been favored with every natural advantage within the gift of a beneficent Providence. Its world-renowned climate yearly draws citizens from every corner of the earth, is the direct result of an almost perfect combination of physical features. All the gifts seem to have been poured into the lap of Pasadena. With the mountains on the north, the ocean on the

west and south; with nearly perpetual sunshine; with an equable temperature cooled by ocean breezes and warmed by the reaches of desert sand on the opposite side of the mountains; with low humidity and a moderate elevation, here are ideal conditions for life and development — a paradise indeed.

At the head of the San Gabriel Valley, 850 feet above the sea level, Pasadena has a commanding position; and the smiling vale over which the Archangel is said to brood slopes away to the south and east, dropping from 100 to 200 feet to the mile. This wonderful location combined with the gravelly formation of the earth structure beneath Pasadena, furnishes a system of natural drainage so that dampness rising from the ground is unknown.

Right from the bosom of the broad Pacific, the world's mightiest body of water whose average temperature is 55 degrees Fahrenheit, comes the West Wind to Pasadena and the surrounding sections of the Southland. No wonder the red men worshiped this wind as a guardian spirit for it tempers the atmosphere of this semi-tropical country and is the chief contributor to its incomparable climate.

And on the other hand there is the desert stretching inland on the opposite side of the Sierra Madre Mountains, another factor in the conspiracy of a perfect climate. The interior country, warming up each day, produces a powerful draft drawing in the cool sea air, which tempers the atmosphere dur-



A Few of the Buildings of the School System of Pasadena, Internationally Famous for Its Excellence.

ing the day, and at evening as the desert rapidly cools, there is the gentle night breeze blowing back to the ocean. These great air currents, with their unceasing give and take, are the temperature regulators of this chosen section. Invariably when the thermometer registers either the maximum or the minimum (and even these extremes are rarely uncomfortable), the high or the low temperature is maintained but a short time, the weather quickly moderating to a delightful mean. The mighty shoulders of the Sierra Madre Mountains



A Typical Pasadena Bungalow.

for a wind break which Nature has built back of Pasadena to keep these beneficial air currents from becoming violent. They serve their benign purpose quietly, constantly, effectually, and it is a matter of official record as well as pardonable local pride that NOWHERE on the continent of North America is the average velocity of the wind lower than in this vicinity, approximately only five miles an hour.

Drawn from the records made by the U. S. Weather Bureau Station at Pasadena during the last quarter of a century, are the following temperature readings. These vary quite regularly from month to month, as is seen by the table attached. The rainfall, the average monthly maximum, the average monthly minimum and the average monthly mean temperature are as follows:

Record of Temperature Made by the U. S. Weather Bureau Average Seasonal Rainfall Covering a Period of Thirty Seasons					
Mean Max.	Mean Min.	Mean Monthly	No. Rainy Days	Rainfall In Inches	
Jan..... 65	41	53	6	4.06	
Feb..... 65	40	52	5	3.67	
March.... 66	43	54	8	4.56	
April..... 71	46	58	3	1.18	
May..... 75	48	61	1	.74	
June..... 79	51	65	0	.09	
July..... 86	55	70	0	.04	
Aug..... 88	55	71	0	.07	
Sept..... 85	53	69	1	.22	
Oct..... 79	47	63	2	.92	
Nov..... 73	44	59	3	1.71	
Dec..... 66	41	54	4	3.00	

In Eastern cities the fear of heat prostration haunts the dog days, but it is the humidity, not the sun alone which slays. Pasadena's humidity is exceptionally low and heat prostrations are unknown, for invariably as the temperature rises the per-

centage of humidity decreases accordingly. When the temperature in Pasadena is 80 or 85 degrees it is a frequent occurrence for the humidity to be 10 to 12 per cent—practically no humidity, whereas 90 degrees on the Atlantic Coast means dire discomfort and even death. Ninety degrees in Pasadena means no deviation from the ordinary routine of life.

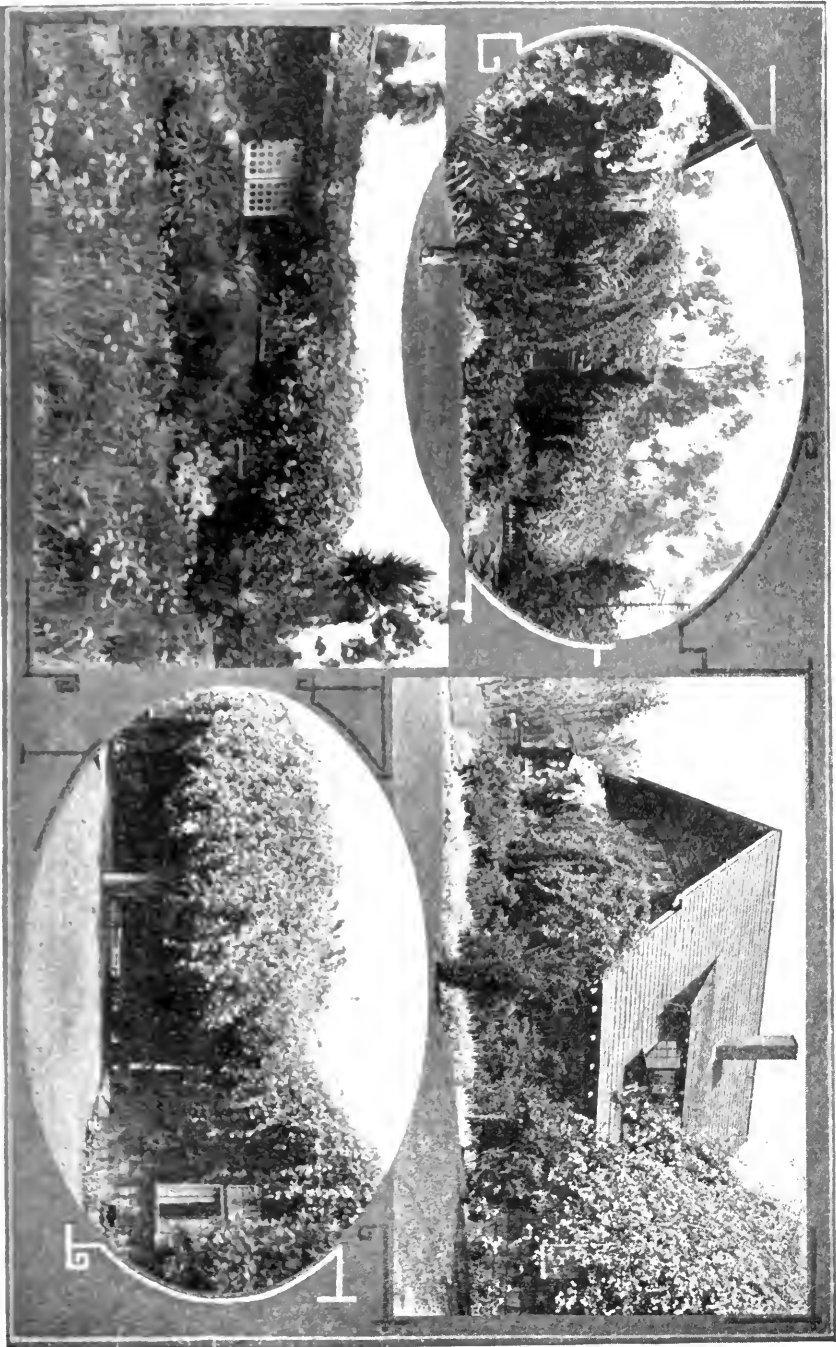
Sunshine is the rule in the Southland. Outdoor sports reign supreme. Engagements may be made with an absolute certainty of the weather for there are 330 days of sun from which to choose and 330 nights of stars. Southern California is the land of sunshine and the richest gold ever found within her borders is not the product of mine or mint, but the liquid gold of the California sunshine. It kills all things unholy or unwholesome and lights the way to life in the open.

Even the seasons in this sunny land are not summer and winter as in other parts of the country but "rainy" and "dry". As shown by the table the "rainy season" is from November to April, when practically all of the rain for the year falls. It must not be inferred however that during this time there are continuous rains, for again the records show that we have on the average of only 33 rainy days a year and there is a saying that there are 360 golf days in Southern California.

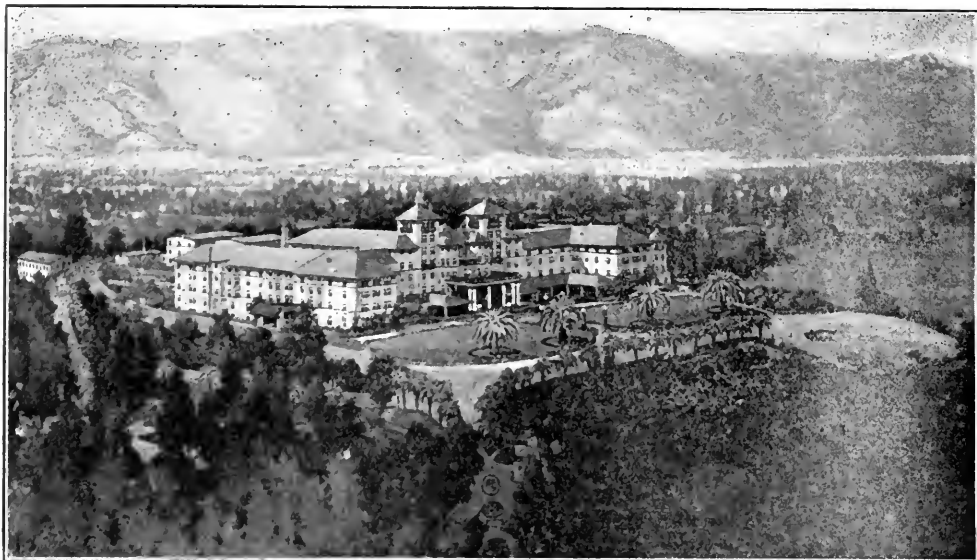
Pasadena courts comparison with other great winter and summer resorts and advances its claim to being the capital of the Kingdom of the Sun.

GOOD ROADS

It is no longer necessary to go to Europe to find good roads. Los Angeles



Pasadena Is Essentially a Home City. While There Are Many Palatial Homes of the Wealthy in Pasadena, There Are Also Hundreds of Flower Embowered Bungalows and Cottages Like the Above.



The Famous Hotel Raymond, Pasadena.

county has just spent three and one-half million dollars in constructing the finest boulevarded highways to be found in the United States, over three hundred miles of them, as smooth as a table and graded and laid out according to the highest and best in road-making science. Of this magnificent highway system Pasadena is the center and hub, as it was this city which set on foot the campaign which brought the system into being.

Practically all the popular resorts both by the sea and in the mountains can be reached by direct routes from Pasadena, without the nerve racking delays necessarily incident to going through a great city.

These good roads are available every day in the year. There is no snow, no mud, no adverse climatic conditions. American automobilists go to Europe and applaud the good roads there, in summer, of course. But in Southern California around Pasadena these roads are available at all times and seasons of the year. It is a genuine paradise for automobile touring. Connecting with these splendid roads Pasadena itself offers a hundred miles of paved streets, kept in excellent condition, shaded and swept, dustless and firm of surface as are all the county highways.

PUBLIC PARKS

Pasadena is justly proud of her park system—five public centers where the citizens may enjoy the delights of out-door life every day in the year. Many hundreds of acres will be included in the system when plans are consummated. Present acreage is as follows: Brookside Park, 68 acres; Central Park, 9½ acres; La Pintoresca Park, 3 acres; Library Park, 5½ acres; Tournament Park, 22½ acres.

At Brookside Park is an open-air swimming tank, with dressing rooms, under control of a resident superintendent. Also

tennis courts, a baseball field, children's playground, and a public automobile park for visiting autoists.

The Arroyo Seco, a deep ravine west of the city, is being secured by the city for a public park, and elaborate and beautiful plans have been made for its development. When complete it will cover over 600 acres and be five miles in length. At its northern end, at Devil's Gate, will be a dam 130 feet high, impounding a lake a mile long and half a mile wide. Bonds have been voted for building this dam, as a part of the flood control project of Southern California.

The beautiful Busch Gardens, in the Arroyo Seco, are the private grounds of the Busch Estate, but are open to the public.

A CITY OF HOMES

Pasadena is no different from other cities in possessing a certain individuality. It may be that there are cities with as great a charm as Pasadena, but there are none which possess its peculiar fascination.

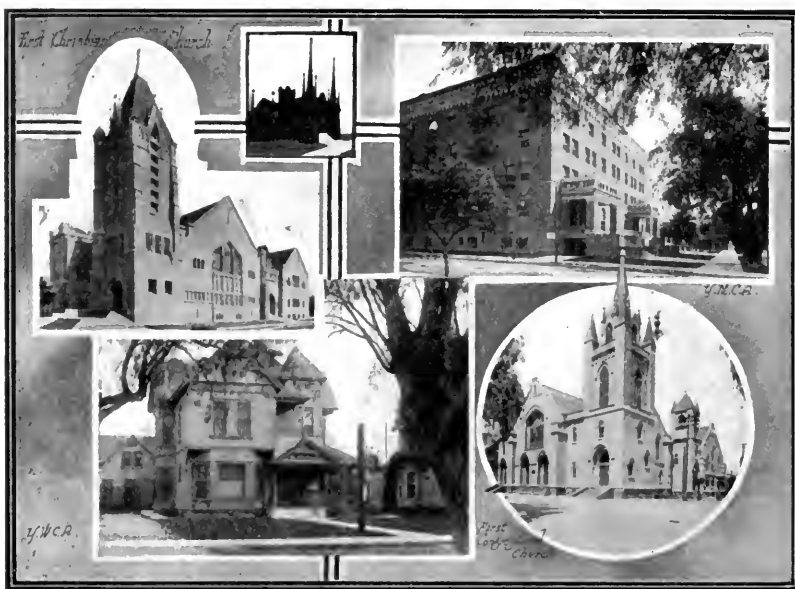
The clustering Sierra Madres may be responsible for this uniqueness—mountains are common enough in California—but in Pasadena there is a roof-like quality to our mothering mountains which imparts a sheltering brooding power to their majestic outline. Mt. Lowe and Mt. Wilson are just two of the majestic peaks in the long ridge which protects Pasadena from an invading north whether it be wind or heat.

The gigantic shelter of the Sierras are mimicked again and again in the sheltering roofs of houses, big and little, under which the spirit of Pasadena maintains and develops its rare attractiveness.

Everywhere within its thousands of acres there is witness to the chief characteristic of Pasadena. Until within the last two or three years there were few buildings which covered more than one family.



No City in the World Can Boast a More Beautiful Residential Section Than Pasadena. There Are Hundreds of Homes Like These, With Beautiful Grounds, All Well Kept.



Some of the Churches and Christian Associations of Pasadena.

In former times the visitor to Pasadena had a choice of two modes of living. He could go to one of the hotels or he could rent a house and go to the inconvenience and heavy expense of furnishing it to suit his needs. Modern conditions in Pasadena have changed all that. Today one may still enjoy hotel life, for Pasadena boasts of some of the finest hotels in the world as well as medium priced ones or he may, on short notice rent a beautiful apartment or bungalow all ready for occupancy. Apartments are coming in or cropping out, but even more rapid is the addition of bungalow courts, where family life may be four-square to California sunshine and live with windows everywhere instead of being cramped behind blank walls in a country where air is a chief asset. These courts are typical of Pasadena. They are sociable, but loyal to the home spirit. They are alike, but not identical. An entire article could be written upon

them alone, their variety, their adaptability to families of different sizes, their miniature gardens, and their winsome vistas of fern and shrub and blossom as you enter them from the busy street. They are sprinkled all over Pasadena. In the central section they are more common, but you come upon them in other quiet streets where they offer refuge to the seeker after a little home.

Pasadena may be famous as the abode of the rich, but that is only half the truth as everyone who resides within her boundaries well knows. And numerically it is far less than half the truth. There are many little houses possessed of rare uniqueness. One is covered with a magnificent rose vine which glorifies the humble roof every recurring spring. Another nestles under the shade of the graceful, arching pepper trees. They become a part of the city scenery, obscure and unnoticed by the sight-seeing omnibus, but they are not to be discounted in this brief story



Some of Pasadena's Substantial Business Blocks.

of the assets which constitute the value of this city of homes.

There are spacious lawns and houses which remind you of the English Squire's home. There is simplicity and elegance. A rural love of home is shown in the surroundings and approach to these houses of our wealthiest people. And their number is increasing from year to year as the magic of our sunshine and irrigation unite to produce well nigh tropical growth in grass and plant and shrub.

But in between the little houses and the large mansions there lies a multiplicity of average homes. In these our architects find opportunity to display modernity and variety and the blending hand of beneficent Mother Nature surrounds with vine and limb all kinds of human craftsmanship, enveiling them with color and form which man can nourish but not create.

To the visitor from the east Pasadena is a vast flower garden. He comes from com-



Marengo Avenue, Pasadena.

munities where geraniums, heliotropes, fuchsias and poinsettias are grown in pots and tenderly nursed indoors through the winter months. Here he sees miles of scarlet, pink and white geraniums in great beds, as hedges and as trailing screens from second story windows; heliotropes and fuchsias climbing to the roofs of buildings and the Christmas poinsettias in gorgeous bloom as high as the eaves of the houses. Here are hibiscus and pittosporum and many other evergreen plants grown to ver-

itable trees. He finds roses everywhere, fields of them, hedges of them, bungalows literally buried in them—in endless variety. In mid-ter, when he generally times his arrival, he sees comparatively few deciduous trees, but is delighted and charmed with the myriad palms, the lace-like pepper trees, the stately cypress and cedar trees, the fragrant magnolia, the dainty leaved acacia, the camphor, the grevillea, the useful eucalypti, the pine



In the Beautiful Busch Gardens, Pasadena.



Masonic Temple and Elks Club, Pasadena.

trees, the laurel trees, and the ancient-looking liveoaks, to say nothing of the dark foliaged orange and lemon and other citrus trees. It is not the bleak winter of his acquaintance.

Health conditions in Pasadena are very nearly ideal. The city is built upon a sloping mesa or table-land, affording perfect drainage to the south. The mountains form an almost perfect crescent, to the north, to the east and to the west, open again only to the beneficent south where

it possible for the active and healthy business or professional man to accomplish much. As it is good for the invalid or for those failing in health. Other sections are probably better for those afflicted with tubercular complaints, but the neurasthenic, the over-worked, or those who are not ill but simply need a restful vacation, find here just what they need. The opportunity for healthful employment of every vigorous faculty is all that can be desired. Climatic conditions are such that one is impelled, no

the western ocean breaks inland some thirty miles away. Thunderstorms are practically unheard-of, except in the mountains, while cyclones, tornadoes or destructive wind storms, such as wreak occasional disaster in other parts of our continent, never pass the protecting horns of the mountain crescent. The daily changes of temperature referred to rather than the seasonal changes, prevent the climate from becoming enervating and make

matter what his mental state, to deep breathing, open air sleeping, pedestrianism, horse back riding, mountain climbing and other unaccustomed activities which make for health.

SCHOOLS

The schools of a community indicate its intellectual standard. Pasadena possesses as fine a public school system as may be found anywhere in the country, consisting of the Pasadena High School which is housed in three artistic buildings accommodating 1800 pu-



On Beautiful Mount Wilson, Pasadena.



Throop College of Technology, Pasadena.

pils, one intermediate high school and 21 grade schools. Foremost among the other educational institutions of the city are Throop College of Technology, acknowledged to be the finest technical school west of Chicago, the Nazarine University, situated on an extensive campus in the north-western part of the city, and Occidental College, in its handsome home in the Eagle Rock valley, just west of Pasadena. There are several private schools for both boys and girls, four private schools exclusively for girls, two business colleges, a school of expression and music, an art school and the Pasadena Army and Navy Academy.

CHURCHES

If the schools indicate a community's erudition its churches must speak of moral and religious ideals. Pasadena is to a marked degree a strong religious community. Every denomination of prominence is represented. A number of the best known clergymen in the country have been called to the Pasadena churches of their denomination and are active and effective in the life of the community. There are over a thousand members in the federated Men's clubs of the various churches. The church edifices are highly creditable to the city, many of them being splendid examples of modern church architecture. The Young Men's Christian Association occupies a great building into which has recently been put nearly two hundred thousand dollars. The Young Women's Christian Associa-

tion also owns and occupies its own home. Both organizations are ably officered and extremely active in looking after the young men and women of the city.

Municipal enterprise is not lacking and there is reason for considerable pride in its numerous civic institutions and this article would be incomplete without brief mention of Pasadena's public library system, which has its central building in Library Park with seven branches and deposit stations throughout the city.

COMMERCIAL LIFE

Although Pasadena is best known as a residential city, its commercial life is one of real importance. The business shown by the many up-to-date stores with their attractive displays of high-class wares are such as might be found in many cities having a larger population. There are comparatively few things which one might need in any line which cannot be purchased here. The merchants are progressive and use modern methods in carrying on their business. The large and increasing bank deposits indicate a substantial growth in commercial life.

AMUSEMENTS

Every effort is made to provide amusement for the stranger within the city's gates. Several high grade local theatres are open constantly and many of the most important theatrical organizations of the country visit Pasadena every season. The great



California Apartments, Pasadena, One of the Beautiful Apartment Houses of Southern California.

theatres of Los Angeles are right at our doors and conveniently reached. During the winter months there are open air band concerts twice a week in one of the city parks. The famous golf links of Annandale, the Raymond golf grounds, the grounds of the Altadena Country club, the exclusive Midwick grounds and the grounds of the San Gabriel Valley country club—these surround the city on all sides. The Royal Game has many supporters and many adepts here. Polo is one of the most pop-

ular of the season's sports. The club house is at Tournament Park, and numerous matches mark the year with red letters and bring prominent polo players and great stables to Pasadena. Tennis has a prominent place. There are many players and courts everywhere. Pedestrian trips and automobile drives and equestrian outings are a constant source of amusement and of invigorating activities for both sexes. During the winter season many excellent musical and literary entertainments are afforded.

The Rose Tournament in War Time

By GEORGE CECIL COWING

FOR twenty-eight years Southern California and its thousands of winter guests have observed New Year's Day in Pasadena at a great pageantry of flowers called the Tournament of Roses.

This world-famous Rose Tournament will be held in Pasadena on January 1, 1918, but with a new and deeper significance. It will be more than acclamation of the Southland's glorious climate, more than a welcome to those who come from less favored localities to enjoy. The Tournament this season is to be a great patriotic demonstration, typifying the loyalty and faith that Southern California has in the war that America and her Allies are waging. The proceeds will go to the Red Cross.

Great as have been the twenty-eight Tournaments which have preceded this one, there

has never been one with so momentous a theme nor so fine a purpose.

All the genius that heretofore has evolved entrancing, flower-laden floats and rolling pavilions from everyday themes now may take as inspiration the greatest war that the world has ever seen to uphold life, liberty and the pursuit of happiness against forces which would destroy ruthlessly.

With this wartime purpose of the annual observation in mind, the citizens of Pasadena, with the co-operation of all the communities of Southern California, have been for weeks preparing for the stirring events of New Year's Day. The lawns, gardens, hills and dells of the Southland then will be blooming with gorgeous flowers which will be plucked by the thousands to lend decorations and do honor to the day.

First of all, in the morning will be held the wonderful Tournament of Roses parade, through the principal streets of Pasadena. This calvacade will disclose more floats and equipage than any event of previous years. More of Southern California's cities and towns will be represented in it than ever before. To the visitor from afar, it will be a veritable review of all the communities of the Coast.

This review of the cities will be only one feature of the great parade. The military division will be one, probably, to rival its claims for attention. All the branches of Uncle Sam's fighting forces will have a detachment in line.

Uniforms will be plentiful both in and out of the parade. The great army camps and naval stations on the Coast will give holiday leave to thousands of men, who will come to Pasadena to enjoy the pageantry and witness the big football game between the Army and Navy at Tournament Park in the afternoon.

The football game in the afternoon has become as noted a feature of the Tournament of Roses program as the floral parade with its flowers and bands and pretty California girls.

In the great stadium called Tournament

Park the New Year's crowd assemble to see what for years has been the greatest athletic struggle on the coast. This season the ancient athletic rivalry between the Army and Navy promises to give the thrills to the multitude, for the finest football aggregations of both services have been matched to play.

The floral pageant is, of course, free to all who see it. For the football game in the afternoon a charge is made and it is the revenue from this match that will go to the Red Cross, to help care for the wounded at the front. To see the rose pageant and then not attend the afternoon program at Tournament Park would be like a small boy witnessing a circus parade and then holding aloof from the circus itself. In either case it is, as the saying goes, never done. And everyone who goes through the gates of Tournament park this New Year's Day and is thrilled by the contest can have the satisfying knowledge that he or she is helping to save the lives of the American boys, the Poilus, the Belgians, the Tommies, the Italians or the Roumanians who have been hit by the enemy.

As is customary, Tournament day will have for its finale a grand ball at the Hotel Maryland in the evening.



Views of the Famous Pasadena Tournament of Roses.

The Banks of Pasadena

WHEN you arrive in Pasadena, a stranger in a strange town, you need a reliable source of information, and a friend to whom you may look for assistance in "learning the ropes." You may find this service among the bankers of Pasadena, whom you will visit, soon after your arrival, in order to arrange your bank account.

Pasadena is supplied with every banking facility by four National Banks and six State Banks which conduct Commercial, Savings and Trust Departments as follows:

First National Bank, Commercial.

Pasadena Trust & Savings Bank, Trust & Savings. (Affiliated with First Nat. Bank).

National Bank of Pasadena, Commercial.

Crown City Trust & Savings Bank, Trust & Savings. (Affiliated with Nat. Bank of Pasadena.)

Union National Bank, Commercial.

Union Trust & Savings Bank, Trust & Savings. (Affiliated with Union Nat. Bank.)

Security National Bank, Commercial.

Citizens Savings Bank, Commercial & Savings.

Central Bank, Commercial & Savings.

State Bank of Pasadena, Commercial & Savings.

The Pasadena Banks have always maintained a high standard of service to their patrons and have shown a steady growth in

resources as shown by the following figures:

Nov. 20, 1917—Combined Capital..\$2,255,000
 Combined Surplus 438,450

Combined Deposits

October 31, 1914.....\$11,772,969
 November 10, 1915..... 13,958,209
 November 17, 1916..... 16,168,869
 November 20, 1917..... 18,426,017

Through the Pasadena Clearing House Association the banks co-operate in many public enterprises, as well as in matters strictly concerning themselves. The Association has won a lasting reputation as host at its annual dinners to which are invited representative Bankers of Southern California as well as many Bankers from all sections of the United States and Canada who visit Pasadena during the winter season.

Pasadena, through its Bankers as leaders, made a wonderful success of the two Liberty Loan Campaigns, subscribing more than its maximum allotment in both campaigns with a total of over five and one-half million dollars. In other patriotic and civic matters, the banks are always found among those most interested.

You need not hesitate to place yourself unreservedly in the hands of any Pasadena Banker as he is only waiting for the opportunity to show you how carefully he can look after your business affairs.



Beautiful Alexandria Court, Pasadena, One of the Prettiest Bungalow Courts in California.



Pollyann Finds The Ideal Home Life In Pasadena

My dear Isabel:

HOW glad I was to get your dear, delightfully chatty letter and better than all, to have it tell me that you are coming Californiaward for a good long winter visit.

Of course I was disappointed when I thought of the many happy hours I have spent in your mountain-circled home and now, at last, when you are turning your footsteps southward, I possess no house in which to welcome you. The very best I can do is to go out hunting for a place where you may spend the winter in comfort amidst real California surroundings.

You gave me a scare when you said your preferences were all for Pasadena, as I was mighty short on information regarding possibilities there. Then too, you had expressed a desire to try the bungalow life of our "Sunland" and for a minute I was in a quandary. But you know Isabel, it does not do to let a problem worry you, so I jumped into my "Olds" and in a few minutes was rolling along the Huntington Drive with the beautiful Sierra Madres towering above and my mind filled with a hope, that right in their shadows, I might find something that would please my Isabel and make her winter stay in California one long happy visit.

I had my doubts of course and pictured several places to which I might turn in an emergency but I knew you, dearie, and when you said Pasadena, I knew that your little heart was set on that very place.

Did I succeed?

Have I secured what you wish?

Is it in pretty surroundings?

Is it really a Bungalow?

Is it cosy and comfortable?

Is it economical?

Oh yes, I know all the questions you would have me answer in three words but I am going to "beat you to it," by answering all your questions in just one.

Yes.

And it is in the heart of Pasadena too—right where you wished it to be. And now that you have the generalities, just you listen while I fill in the details.

"Well, Miss Pollyann," said Secretary Jack Pearman of the Pasadena Board of Trade when I made him my first and only source of advice, "if your friend is looking for the real, genuine bungalow life of California, you have assuredly come to the right place. Pasadena has everything to offer and then some. It is only a question of the amount of space needed and, whatever it is, Pasadena can supply it. Still more to the point the accommodations can be had at a price that will be most reason-

able so just come along and we will give them the "once over."

Then and there Isabel, I commenced one of the most delightful house hunting voyages I ever made.

We saw a lot of places but down in the very center of the beautiful city we called a halt for we certainly discovered the place where we would have been forgiven for crying out "Eureka."

My dear Isabel, Pasadena possesses the most unique and at the same time most comfortable combination of living quarters that it has ever been my joy to inspect.

They are only a step away from Colorado street and yet so quietly situated that they convey the idea of being away off by themselves. I do not know how architect and landscape gardener combined to develop the effect yet it is there. Once the borders of the delightful courts are passed one feels as if they were in another land with nothing but flowers, green lawns and beautiful little homes to fill the picture and every nook and crannie bathed in golden sunlight save where the fronds of splendid palms cast their shadows.

Of course it took a Californian to develop such an idea as is displayed in this combination of courts and apartments so I was not surprised when I met Mr. R. D. Davis

as the master spirit of this most delightful colony that includes just an even hundred homes.

I wish I could paint you a correct picture of the spot where you are to spend the winter. I will leave it to the photographer to do his best in the prints that accompany this letter but with even the limit of artistic photography there will be plenty of new things for you to discover and to rave over when you are settled in the little four room bungalow that the manager, Mrs. Sardy, helped me select for you. Oh, yes, I needed assistance and advice, too, for when you see a collection of little homes, each rendered perfect by the installation of the most up-to-date appliances, you are puzzled as to a selection. So with Mrs. Sardy as an adviser I located you in Alexandria Court.

This beautiful little group of homes opens out from one of Pasadena's most attractive streets, Los Robles Avenue, and its existence is shaded by the drooping boughs of California's own tree, the graceful pepper. Down through the court wind lovely walks bordered by beds of ever blooming flowers with here and there waving palms of every type and rare specimens of flowering shrubbery that, with their restful green foliage and bright blossoms form a striking



"* * * Los Robles Court which lies just to the south. Here is the same magnificent front of red berried peppers, but an entirely different series of designs lend individuality to the bungalows."



• • • *the little four-room bungalow that the manager, Mrs. Sardy, helped me select for you.*

picture against the walls of the homey bungalows that face the center of the court.

Each of these presents a different architectural design and their interiors are so varied as to give a wide range to the tastes of their occupants. To be candid, Isabel, I had no idea that a place combining so much beauty, comfort and desirability existed in the whole of our grand old California.

If Alexandria Court was a surprise I was no less impressed by Los Robles Court which lies just to the south. Here is the same magnificent front of red berried peppers but an entirely different series of designs lend individuality to the several bungalows. Where staff and stucco in tints of tan mark Alexandria, the reddish browns of naturally colored redwood with harmonizing decorations combine perfectly with the towering pines that form a feature of the landscape picture in Los Robles Court.

Just a little further south another unit of this bungalow colony opens from the street. Here is developed an idea shown by its name, Los Robles Gardens, for its homes, slightly larger than those of its two companion groups, face a garden where bloom hundreds of California's choicest roses so cared for and nurtured that their brightest blossoms are shown when all of your northland is locked in the grip of the

Ice King. Oh, you are going to get plenty of our California winter novelties and, as your arrival will be just after Christmas you will be in time for our New Year's day "Tournament of Roses," in which Pasadena presents her possibilities in the development of beautiful blossoms such as distinguish Los Robles Gardens.

Now I am going to tell you of the little home you are to occupy. First there is a hospitable living room with a pretty mantle and fireplace. You can use the fireplace if you wish but it will be solely for the attractiveness of its blaze since every room in each one of the hundred "bijou" homes of the Davis colony is perfectly heated by steam from a central station. From the same source comes hot water for the baths and kitchens. And about those kitchens. Why, they are simply dreams. It would be really a source of happiness to do housekeeping in those little examples of culinary efficiency. But of course you will not have to give that part of bungalow life attention as you will bring your maid and there are quarters for her in a building solely devoted to servants' accommodation.

But, really, Isabel, I never saw anything so complete as are those kitchens with a little breakfast nook tucked away in one corner, white cupboards filled with every necessary piece of equipment and shining drain boards.

Then there are two of the sweetest bedrooms. Not cigar boxes with holes cut between, but real honest bedrooms with genuine beds that tell a story of restful nights.

Every single one of these homes is all complete. Not a thing lacking. All one needs is to bring along their trunk, move in and telephone for the grocer. In a pinch, I really believe that Mr. Davis would gladly do the telephoning for you, so thoroughly interested is he in the comfort of his guests.

Just one more thing, Isabel, and it is a wonder. There is closet room and to spare in every one of these homes.

I had finished my interested inspection of the bungalows and selected the one for you when my attention was called to a splendid colonial building across the street.

"Oh, yes," said Mrs. Sardy, "that is another unit of our colony, the California Apartments, and just up the street is our newest addition, the Victoria Apartments. It takes those to fill out our list of a hundred homes. Come and see them."

Isabel, I went, and if I did not know you would take nothing except a bungalow I should have been weaned away to one of those beautiful little apartments. They are gems in the list of home possibilities. They range from two rooms to five and are just as complete as are the individual homes in the courts. Not a thing to wish for and every room breathing solid comfort.

I really was amazed at it all and to be candid am delighted that you sent me on a

home hunting errand for it has given me an opportunity to learn something about our latest offering to visitors—bungalow life in the perfection of its comfort and convenience with a minimum of expense. Oh, yes, Isabel, you won't quarrel about the price for your entire delightful little bungalow with its beautiful flowers, its grand old trees, its palm sprinkled lawns, where play the slants of California's golden sunshine, its splendidly furnished, thoroughly equipped and steam heated interior will all cost you less than one room and a bath at any first class tourist hotel.

About that steam heat. You know I am a never ceasing booster for our glorious climate, but, Isabel, on winter nights and mornings a little touch of steam heat is not only a luxury but a necessity in this land of eternal summer. That the Davis plans include this and all the other delights of home for our winter visitors renders this colony a leader among Pasadena's many attractions.

So, my dear, eat your Christmas dinner at home and then hie yourself hither to meet the welcome that you know is awaiting you and, I say it with pride, to see what a successful house hunter I am.

I am so anxious to see you that I can hardly await your arrival, so "take your time but hurry" to your loving friend

Follyann

A Modern California Garage

Riverside is a tourist city. Thousands of visitors from all over the world come annually to this, "The City Beautiful." They're particular folk, these tourists; most of them used to the ways of life and the accommodations of the great metropolis. They know what they want, why they want it—and how they want it!

Business establishments of Riverside, therefore, must be cosmopolitan in type if they would cater to—and satisfy—the discriminating globe-trotter. This is especially true of the several garages in the municipality. One of the most successful and well conducted of these is the Central Garage, located at 757 Orange street, in the very heart of the business district. Here Mr. C. B. Rome has built himself a business that might well be the envy of his competitors.

The main reason for his success is found in his unfailing courtesy; a thing remarked upon by his patrons. This, linked with an up-to-the-minute policy of service, has won him a profitable business and a host of friends.

The Central Garage has the agency for the Oakland and Reo lines of automobiles. Many of these have been placed in the hands of purchasers throughout the district; and the cars themselves, together with the service supplied by the establishment, are giving universal satisfaction—and more than satisfaction. This fact is proved by interviews with owners of Oaklands and Reos, wherein they have expressed their appreciation and enthusiasm.

It's a sizeable place—this garage—modern in construction and operation, and having a floor space of more than 10,000 square feet. There are up-to-date facilities for caring for all makes and varieties of motor vehicles, including a recently completed machine shop of late design. A fine line of tires and accessories is carried in stock.

The Central Garage specializes upon its rental service; modern cars being available night and day for the use of tourists and others who care to avail themselves of Mr. Rome's efficient service in viewing the beauties of the surrounding country.

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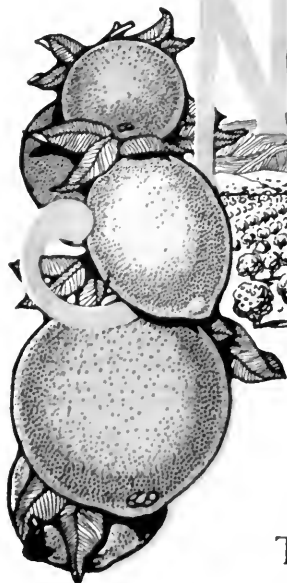
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The Whittier district has the reputation of earning larger profits, each and every year, than any other district of California. This yield is due to perfect soil conditions, protection from damaging frosts, and the scientific care of the groves.

California's best orchardists and discriminating buyers are investing in our young planted 1, 2, 3 and 4-year-old lemon, orange, grape fruit, avocado and budded walnut orchards, or in unplanted lands suitable for orchard purposes in tracts of 5, 10 and up to 50 acres in size. We will also plant or care for groves, and sell on very easy terms where desired.

Descriptive folder of North Whittier Heights containing map of the orchard district of Southern California furnished on request.

References: Whittier or Los Angeles Chamber of Commerce, Realty Board, First National and Los Angeles Trust and Savings Banks of Los Angeles.

Interested parties shown property and district in auto by appointment.

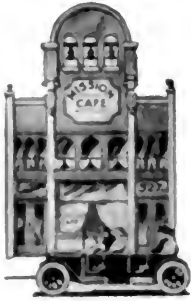
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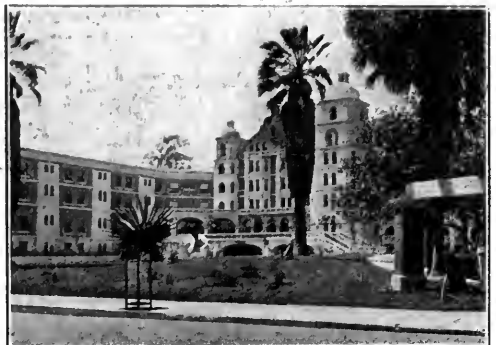
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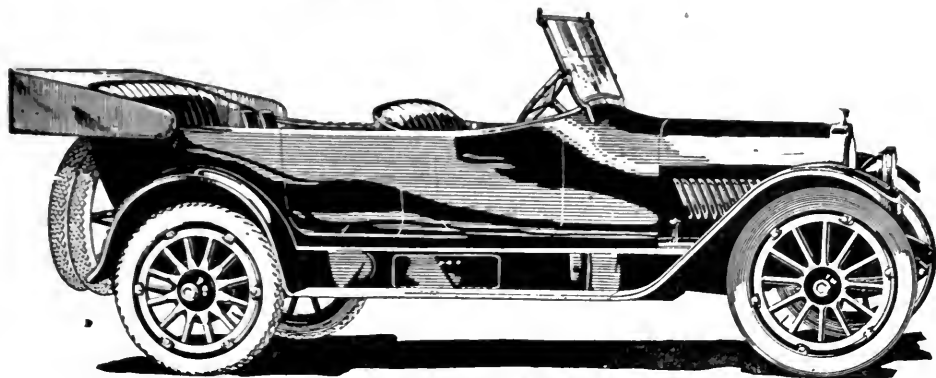
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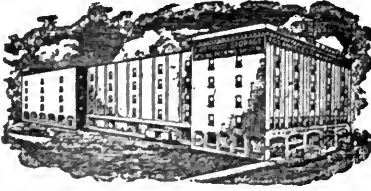
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90	St. Joseph.....	10 55 A M	2 35 P M	7 20 P M		2 26 A M
152	Ar Holland.....	1 12 A M	4 20 P M	9 46 P M		5 00 A M
178	Grand Rapids.....	2 10 P M	5 00 P M	10 35 P M		6 05 A M
326	Ar Traverse City.....		11 30 P M			1 20 P M
387	Charlevoix.....					4 15 P M
402	Ar Petoskey.....					4 45 P M
		Daily	Daily from	Daily		Daily
		Ex. Sunday	Grand Rapids			Ex. Sunday
0	Lv Petoskey.....		12 25 P M			
15	Charlevoix.....		12 57 P M			
77	Lv Traverse City.....	5 30 A M	3 30 P M			
225	Grand Rapids.....	12 30 P M	11 55 P M	4 50 P M		7 05 A M
250	Holland.....	1 12 P M	1 00 A M	5 43 P M		7 51 A M
313	Lv St. Joseph.....	2 40 P M	3 35 A M	8 08 P M		10 10 A M
402	Ar Chicago.....	5 30 P M	7 20 A M	11 00 P M		11 P M

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