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Notice to Mail Subscribers. The papers of all delinquent mail subscribers to the Los Angeles Daily Herald will be promptly discontinued hereafter.

MONDAY, JULY 11, 1897.

OUR WORLD'S COLUMBIAN FAIR ILLUSTRATED EDITION.

The Herald will issue a world's Columbian fair edition of the Illustrated Herald. Arrangements have been made with the most finished artists in America to insure the greatest perfection of detail to the illustrations.

the affections of the people or the obedience of the army as was accorded to his father or his grandfather. It is to Bismarck, rather than to any other twenty men, living or dead, that the present German empire owes its existence and its unification.

THE STANFORD UNIVERSITY.

The great educational institute which the sturdy old war-governor of this state, founded in the name of his well-beloved son, has now been in operation a trifle over nine months and has scored a palpable hit on every occasion.

A very practical man himself, the senator has fought against everything superficial in the systems of education pursued at Palo Alto. "If you want to abolish poverty in America," said he one day to the writer of this article, "there is but one way to reach such a result and that is by educating boys practically and teaching them how to make money."

The lectures delivered by the faculty of the Stanford University, during the period of its actual operations, have been of a character to inspire youth with an ambition for the practical rather than the theoretical. Professor Jordan's discourses upon the "poor fishes of the Pacific coast" were worded so as to show that he had studied the commercial principles of the matter quite as much as the scientific; and as for the entomological lectures of Professor Smith, they have been of more service to the fruit-growers and orchardists of California than all the lectures upon the same subject that have emanated from the state university during the whole twenty-five years of its existence.

It will be three years before any students begin to graduate from the great college at Palo Alto, but it is evident that its alumni will be generally men of good business ability. Many of them will go into mechanical pursuits, while others may turn their steps toward commerce and manufactures.

go into the house of representatives and they will elect Mr. Cleveland. There will be no eight-to-seven business this time, with a perjured partisan judge to decide that what is lawful in Florida is unlawful in Oregon.

THE SAN DIEGO UNION urges the chamber of commerce in that city to open correspondence with a view of making arrangements with the Upton line of steamships to open a trade between San Diego and the Orient.

THE EXAMINER comes out with a sensational story to the effect that James P. Kerr, editor of the Breeder and Sportsman, was poisoned at Denver, where he died about ten days ago.

THE LATEST development in the Home-stead affair is the ordering out of the state troops by Governor Pattison. He refrained from this course until it became apparent that the civil authorities had exhausted all their resources in the effort to restore order.

AMUSEMENTS.

This evening Francis Wilson and his comic opera company will begin their engagement in the Grand opera house, and the indications all point to a very cordial reception to that famous organization.

There are, in this world of ours, so many men so easily reached by flattery that they regard a nomination for office in the light of a compliment, even with the certainty of defeat staring them full in the face.

General Weaver, the present candidate of the People's party, is one of this very class of politicians and has boxed the compass of partisan politics more thoroughly than any other public man in America.

Winterilla sounds so nice, I love to hear it spoken; Not for the chilly thought it gives, Though words are oft no token; Easy enough your mind will change, Rest assured we'll make it; I will explain just what we mean, Later on you'll take it. Little drops of Winterilla beautify the skin, And make you look so lovely you'll use it oft again.

All Druggists. F. W. BRADY & Co., Wholesale Agents

win, in San Francisco, Saturday and will arrive in Los Angeles this morning. No Saturday matinee will be given.

Col. Charles Seeley, the press representative of Selig Brothers' circus, arrived last evening with the big show. The tents were all up last evening, and the parade will start at 10 o'clock from the grounds, at the Santa Fe depot, and will traverse the main streets of the city.

LOUISE WAKELE, a Los Angeles girl who made a number of distinct successes in amateur performances in that city, has received considerable praise in New York for her work in Friends, Edward M. Royle's new play. It is her first professional engagement.

PARAQUERY'S PAINTINGS.

They Were Burned Yesterday at San Pedro. San Pedro was visited by a fire yesterday. While Father Paraquery, known all over as "the artist priest," was conducting services, his residence, right opposite the church, caught fire.

HUNGRY BODIES and HUNGRY SOULS Are Given Morning Food. The usual Sunday morning breakfast given by the ladies of that committee of the Pacific Gospel union yesterday morning was successful.

THE POLICE HORSES. EDITORS HERALD: The HERALD recently called attention to the inhumanity of permitting the patrol and mounted officers' horses to stand in the sun all day in front of the city prison.

KIND MAN.

A Business Enterprise With Wonderful Gains. Nothing but real estate can show such gains as is set forth in the enterprise of the Columbia Colony lands.

PERSONAL. We give two pounds of the best loaf of granulated sugar free with every pound of tea, also with every dollar's worth of coffee.

CITY TRANSPORTATION seems to be reasonably profitable. According to a computation recently published in a financial journal, the percentage of net dividends returned to the stockholders of street railways in the United States is three times as great as that of steam railways.

DR. PRICE'S DELICIOUS Flavoring Extracts. NATURAL FRUIT FLAVORS. Vanilla - Of perfect purity. Lemon - Of great strength. Orange - Economy in their use. Almond - Flavor as delicately and deliciously as the fresh fruit.

NO CASE OF DEFECTIVE VISION is so complicated for us. If you have defective eyes and value them, consult us first. We guarantee our fitting perfect, as our system is the latest scientific one.

MANICURING, CRIMPING, SHAMPOING, SINGEING. SPECIALTIES: WONDER HAIR PARLORS. 219 South Spring Street.

WOOD MANTELS. Tile Hearth and Facing, with Grate, complete, only \$16.00. Mantel, with Grate, complete, only \$23.00. FREY'S MANTEL HOUSE, 700-708 N. Main St., cor. Macy.

THE COLUMBIA COLONY! IN SOUTHERN CALIFORNIA.

6520 Acres Offered by the Southern California Land Company. 1630 Shares at \$100 Each in Installments of \$5 per Month Without Interest.

Not a Land Distribution But an Investment of Money! Each Share will Earn Five Per Cent Per Month on Each \$100 for Five Years From the Date of the First Subscription, and Has the Best Real Estate Security.

Books of Subscription to Be Opened Saturday, June 18th, at the Office of the Company, 230 North Main Street, Adjoining the First National Bank.

Sixteen hundred and thirty shares at \$100 each will buy the Fowler Ranch of 6520 acres, with the prospective improvements to be made by the present owners at a cost to them of \$30,000. This splendid property is situated on the border line of Tulare and Kern counties, four miles west of the Valley Road of the Southern Pacific railroad, and four miles north of the branch line to the oil wells, and twelve miles west of the present line to San Francisco.

PROSPECTUS: We are soliciting subscriptions for shares in an incorporation to be organized for the purpose of buying from the present owners the Fowler ranch, containing 6520 acres, situated on the border line of Tulare and Kern counties, for \$25 per acre, with its present improvements and with \$30,000 of improvements to be made by the owners and included in the price of \$25 per acre, as stated.

DESCRIPTION OF THE PROPERTY. The land is a rich black loam, and is known as the Fowler ranch. It was purchased many years ago by the late Senator Tom Fowler of Tulare, when he had the opportunity of obtaining the cream of Tulare and Kern counties. It is in the center of the artesian, fruit and alfalfa belt; has upon it now a sample artesian well flowing 800,000 gallons, and is in the immediate vicinity of the largest flowing wells in the state.

Improvements Already Made And to Be Made. This tract has one section already fenced, a colony house, the present flowing well, large reservoir, etc. The improvements to be made by the present owners will consist of an irrigating canal of twelve miles, six more artesian wells as feeders, survey and division into 40-acre tracts; canal and laying out of the town of Colonus, broad avenues through the entire property planted with trees, etc.

How Improvements Are Guaranteed to Stockholders. \$30,000 of the purchase money will not be paid over to the present owners, but will be set aside for the improvements stated, and deposited daily, in proportion to the subscriptions, in the name of the "Columbia Colony Improvement Fund," to be drawn from bank on certified vouchers given to the contractors as they proceed with the improvements.

Topography of the Tract. The whole tract of 6520 acres is level—not a hill upon it—the fall of the land is sufficient for drainage, and is admirably adapted for the conveyance of water by canal, as there is nothing to obstruct its course.

How the 5 Per Cent Per Month on Each \$100 Is to Be Earned for the 5 Years. Many well-known citizens thoroughly versed in the capabilities of lands in Southern California double the estimate that we here set forth of \$100 per acre within five years; and assert that at the end of that time this splendid body of land, improved as proposed, with water conveyed to each tract, will command readily and quickly \$200 per acre. But we place it at the low figure named, \$100 per acre, and any larger amount that it may be sold for will increase the per centage which we claim it will earn at our figures.

Opinions of Prominent Citizens. This prospectus, before publication, was submitted to several conservative and prominent citizens of Los Angeles. They all, without an exception, placed the value of this property at the end of five years at far more than our estimate of \$100 per acre, thus giving each shareholder a larger interest than 5 per cent per month on his investment.

Expert Statement of the Value of the Property. Messrs. Easton & Edridge of San Francisco, so well known for twenty years past and at the present time as a prominent and reliable real estate firm, say over their own signature, in stating the value of the Fowler ranch, as follows: "There is no land in the state with the possibilities of this tract. The soil is a very rich, black alluvial loam mixed with vegetable mold, in character similar to that on Union and Roberts' islands in the San Joaquin river near Stockton and equally capable of producing 50 to 75 bushels of grain to the acre."

Placed Before the Public for Investment. The Southern California Land Company of Los Angeles now places this tract before the public, through the medium of the present prospectus, for the investment of large or small amounts. This company has conducted in the past seven years many large successful land deals in Los Angeles. Its record is without reproach, and its references include the leading citizens of Southern California. Its clients have numbered hundreds of investors in the Chula Vista, Orman tract, City Center tract, etc. Its dealings have amounted to hundreds of thousands of dollars, and it stands today one of the most popular firms in this section of the state.

To Be Incorporated. The certificate holders will meet, after due notice has been given, to incorporate under the name of the Columbia colony, and elect their own president, trustees, and other officers. The corporation will also receive a deed of the property, to be placed in escrow, until payment is made, with abstract and insurance of title, and can appoint a superintendent to reside on the land and oversee the improvements as they progress.

An Interest of Five Per Cent. Per Month Must Arrest Attention. An investment with perfect security and earning 5 per cent. per month on each \$100 share for a term of five years from the date of the first payment of \$5, must arrest the attention of everyone. It will also be borne in mind that should the stockholders elect to sell at \$100 per acre within, say two years and a half, half of the time that we here propose, their investment will net them 10 per cent. per month for that period.

Increase in the Value of Certificates and Their Sale. Another point well worth consideration for those who may desire to sell their certificates at any time after subscribing, there is a positive assurance, had from former experience in first-class enterprises like this, that on the subscriptions being closed the certificate becomes marketable and continues to increase in value so that a fair profit at any time may be had by its sale. Full Security. This is not a land distribution, but an investment of money with return of money and interest. Building associations and savings banks are all founded on real estate security and pay 5 to 8 per cent per year. Here you have not only the best real estate security, but your investment also earns FIVE PER CENT PER MONTH, and at the same time you own your proportion of the land, 4 acres to each share, until it is sold by your own trustees, and then you have your division of the profits. Subscriptions. Subscriptions received for this splendid property at the office of this company, 230 North Main Street, adjoining First National Bank, will be paid in full at the time of subscribing and \$5 per month thereafter without interest, until the twenty payments are made. Interest will be allowed on payments made in advance. Any further information required will be promptly answered by mail or personally at our office. A map of the tract with present and prospective improvements, etc., is ready for inspection.

SOUTHERN CALIFORNIA LAND CO., 230 N. Main St., Adjoining First National Bank, Los Angeles, Cal.