

Why Not Build Your Seaside Home at Beautiful Playa del Rey, Where You May Be in Touch With City Life and Still Enjoy the Daily Delights of the Seashore?

PLAYA DEL REY

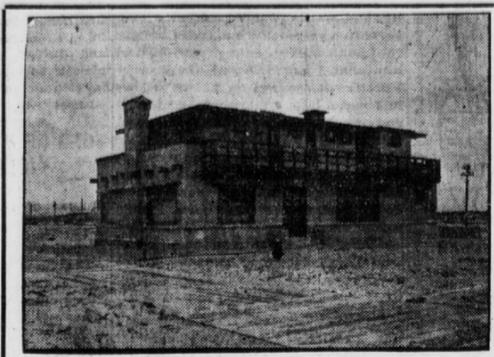
Hundreds of people visited this delightful seaside resort this week and all were impressed with the progress of improvements made within the last few days. Wide promenades have been constructed in the new beach addition and other notable improvements have been made. Beautiful residences grace this attractive watering place, notable among which are the homes of Oliver Morosco, W. W. Burton and Frank A. Garbutt. Every residence site has a combined mountain, valley and ocean vista. Construction work on three fine residences for prominent Los Angeles people is now in progress.

Only 15 miles from the business center of Los Angeles—the nearest beach.

Pleasure pavilion is the second in size on the Pacific Coast.

Lots 35 to 40 feet wide with 20-foot speedways—Ocean or Lagoon frontage.

Only resort with open-air still-water bathing—perfect beach for surf bathing.



PLAYA DEL REY HOME OF FRANK A. GARBUTT

High-class building restrictions—no undesirable structures.

Retaining walls will be constructed along the natural Lagoon.

Promenades bordering Lagoon will be brilliantly illuminated at night.

Sewers, gas and electricity. Fifteen-minute service to Ocean Park.

Playa del Rey possesses a wonderful combination of scenery and climate—and its many natural advantages supplemented by substantial and costly improvements cause it to stand out in deep contrast when compared with other Western coast resorts.

Prices of Lots
Very Reasonable
Terms, 1-3 Cash, Balance in 1 and 2 Years

Every dollar spent in improvements adds to the value of every lot. The improvements here are of both a private and public nature. You will gain a great advantage by purchasing your favorite site immediately. Choice lots have been selling rapidly within the last few days. Prices will advance very soon, and notice will not be given beforehand.

JAS. V. BALDWIN
OWNER'S REPRESENTATIVE
207-210 Conservative Life Building
Both Phones 57

Visit Playa del Rey Today—Cars Every Thirty Minutes
From Fourth and Hill Streets
Branch Office at Playa del Rey Station
W. H. Willebrands, Resident Agent Sunset 51

F. W. FLINT, JR.
OWNER'S REPRESENTATIVE
204-205 O. T. Johnson Building
Both Phones 723

DECLARES AGAINST FREIGHT CARRYING

MAYOR WILL PAY NO ATTENTION TO PETITIONERS

HE ISSUES A STATEMENT

Refuses to Take the Document Seriously, Saying Business Men Did Not Know What They Were Signing

Mayor McAleer issued a statement yesterday replying to the petition filed with the legislation committee of the council the day before dealing with freight carrying and transfers, in which he intimates that the business men who signed the communication did not know what they were signing.

In his reply he refuses to take the petitioners seriously and declares that he will not in any way be influenced by what the communication contains.

After paying his respects to Secretary Zeehandelaar of the Merchants and Manufacturers' association, and intimating that the latter drew up the communication at Mr. Huntington's dictation, the mayor proceeds with his statement in part as follows:

"It is only because I believe that these signers, the substantial men of the city, have been misled that I consent to make any statement. For myself, I intend to be guided by my oath of office and what I consider my duty to the city. My stand on these questions was known to the voters of the city when they elected me. My presence in this office is an endorsement of the principles for which I fought as a councilman, and no petition founded on misunderstanding shall swerve me from what I believe to be my duty.

"The street railway companies own certain franchises for the use of the streets. These were granted with specific conditions. The franchises cover only specified rights. On the one side the city gave up its streets to this private concern, to be used by it, as since has occurred, in the earning of enormous revenues. For this privilege the company promised certain things. Among these were transfers, the proper equipment of cars, the safety of the public and the maintenance of the parts of the streets used.

"On the side of the companies there always has been a clamor for the 'pound of flesh.' They always have insisted on the strict letter of their contracts, when refusing the demands of the people. They have, themselves, established the principle that those franchises are sacred contract obligations. It is impossible to believe that business men, accustomed to this principle of business, can demand that the

city allow itself to be placed in a position of less dignity or honor than they would observe in their own private affairs. I did not make the laws or the contracts. Both were in existence long before the affairs of the city were intrusted to my care.

"These petitions shall not deter me from the course of my plain duty as I see it. The railways always have demanded what the law gives them. I shall strive to obtain for the people what the city's legal adviser tells me is due to the whole people, under those laws and contracts that the railways have used so often to encroach upon the rights of the people."

BURGLARS CARRY AWAY SAFE AND ITS CONTENTS

Secure Necessary Tools From Blacksmith Shop, Steal Horse and Wagon and Loot Pool Room

Burglars, after stealing a safe cracking outfit from a blacksmith shop and a horse and wagon from someone else, broke into the Central avenue pool room early yesterday morning, carrying away a 500-pound steel safe, which contained \$100 and two watches. The safe was taken from the pool room at 647 Central avenue through the rear entrance and there loaded onto the stolen wagon.

Yesterday morning the safe, broken open and a number of sledge hammers and steel drills lying close by, was found in a ditch near the Sullivan dairy, East Ninth street and Rosalind avenue. A steel drill had been driven through the door, but this method had evidently been abandoned, as the hinges of the safe were broken and the door lifted off.

Three sledge hammers and a dozen drills of various sizes were lying close to the safe wrapped in a gunny sack. A few feet away stood the stolen buggy with a single harness lying neatly placed in the bottom of the box. The horse which is supposed to have been used by the robbers to carry their plunder to this desolate spot, was not found. It is thought that at least one of the party made good his escape on the animal.

The police are making a rigid investigation, but no clues to the robbers have been found.

TO CURE DANDRUFF

It is Necessary That the Dandruff Germ Be Eradicated
"Destroy the cause, you remove the effect." Kill the germ that causes dandruff, falling hair and baldness, you will have no more dandruff and your hair must grow luxuriantly. Heretofore not only contains the dandruff germ destroyer, but it is also a most delightful hair dressing for regular toilet use. No other hair preparation is on this scientific basis of destroying the dandruff germ, and none other claims to be for the simple reason that it is only recently that a destroyer of the germ has been discovered—Newbro's Herpicide, the only hair preparation that actually kills dandruff. Sold by leading druggists. Send 10c in stamps for sample to The Herpicide Co., Detroit, Mich.

Notice to Holders of Herald Photo Coupons
Holders of Herald photo coupons on Barnett & Son's studio wishing sittings on Sunday must make engagement several days in advance. All coupons must be presented before May 25, 1905.

GAS ORDINANCE NOW IN EFFECT

VICTORY OF HERALD NO LESS VICTORY OF PEOPLE

WILL WORK MANY CHANGES

Creates Position of Meter and Gas Inspector, Whose Duty It is to Safeguard Consumers' Interest

The public utility ordinance regulating the price and quality of gas and electric light and telephone service becomes effective today, and consumers of electricity desiring their meters tested or voltage ascertained can be accommodated by application to the city electrician's office.

"This now famous ordinance was drawn by the old council at the instigation of The Herald. It was buried in the committee of the whole by the old council and remained thus entombed until the attention of the present council was called to it by the hard and persistent fight waged by The Herald.

It was resurrected and after a hard fight, passed by the council without a dissenting vote. Mayor McAleer vetoed the ordinance, but in the meantime the various civic and municipal bodies in the city had joined The Herald in its championship of the ordinance and the measure was again passed unanimously by the council, this time over the mayor's veto. It was advertised and became effective this morning.

The ordinance creates the position of meter and gas inspector at a salary of \$150 per month, whose duties it will be to test meters whenever called upon by a citizen for so doing and to test the candle power of the gas furnished the city several times every day. So far the mayor has made no appointment to this office, but it is understood that the civil service commission will hold an examination to establish a list of eligibles May 13.

Other Provisions
The ordinance also provides that the gas company shall furnish gas of 16-candle power when burned with a self-luminous flame and of 550 British thermal units per cubic foot.
Electric companies must furnish electricity of the voltage marked on the lamps furnished by the company, and a variation of but three per cent is allowed.

The ordinance provides that gas, electric and telephone corporations shall file the first of each year with the council a statement of their affairs similar to the one the banks file with the inspectors. From this state-

ment the council is to fix the rates to be charged the citizens of Los Angeles for the public utilities specified. The law also provides a severe penalty for violations. The prices to be charged will of course not be set until January first next.

When the ordinance was passed over the mayor's veto thirty days ago the councilmen were unanimous in indorsing the stand taken on the subject by The Herald, declaring that in this stand the paper fought for the best interests of the city and won a great victory for the rights of the people over monopolies, which are seeking to rob them.

TRADES COUNCIL DECLINES TO ASSIST STRIKERS

Men Who Quit Work at Broadway Department Store Have Not Sympathy of Their Union

The twenty-five carpenters who went on a strike at the Broadway Department store Thursday morning were unable to get the sanction of the trade council and are now out of work and unable to get the support of the local labor unions.

The striking carpenters declare that they were called out by a walking delegate, but the trade council states that the grievance of the striking workmen was not brought before them until after the men had quit work. Consequently they refuse to lend their support.

Other carpenters were hired by the contractor in charge of the remodeling work of the store. The work is now going on in the usual way, while the twenty-five who walked out have neither the support of their union nor employment.

HALF HOLIDAYS FOR HUNDREDS OF EMPLOYEES

Produce Exchange Adopts the Early Closing Feature for the Year

At the annual meeting of the Produce exchange that body took cognizance of the early closing feature for the summer of 1905, and by resolution declared that all firms, who are members of the Produce exchange, will close their places of business on each Saturday at 1 o'clock p. m., beginning with Saturday, June 3 and ending on Saturday, September 2, 1905.

This will give the hundreds of employees a Saturday half holiday for three months, and is in keeping with the movement adopted by the exchange ever since it came into existence.

CITY HALL NOTES

City Tax and License Collector Johnson said yesterday that practically all the taxes are in, only about \$40,000 remaining due, and the persons owing this will be notified immediately.
Street Superintendent Hanley is so much improved that he expects to be able to go to his office today and take up the regular routine of the street department.

WAR BREWING IN LOCAL OIL FIELDS

SMALL DEALERS SUFFER FROM OPPRESSION

PRICES BEARED TO MINIMUM

Report That Standard and Associated Have Combined to Fight the Union for Control of the Situation Here

It is unofficially reported that a quiet war is waging between the Standard and Associated Oil companies on one side and the Union Oil company on the other for control of the local situation. As a result of this condition the independent owners are said to be suffering.

Those who are familiar with the situation assert that the Standard has practically formed a compact to squeeze out the smaller dealers and in support of this it is said they have been exchanging oil in both Los Angeles and San Francisco. According to the story the Standard loaded a large quantity of Associated oil and shipped it from the local field some time ago, while the same trick is just reversed in the north—the Associated loading from Standard tanks.

"The price of oil has been 'beared' so low that it is almost impossible for independents in the Los Angeles field to compete with the larger corporations," said a prominent broker yesterday. "In fact, I might add that the big concerns, or what we commonly call the trust, are selling the commodity as cheap, if not cheaper, than the actual cost of production."

It is expected that open warfare may be declared between the Standard and Associated and the Union within a short time, unless some unforeseen agreement is reached.

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Ayer's
Hair Vigor. Losing your hair? And doing nothing to stop it? Don't you know that Ayer's Hair Vigor promptly checks falling hair? It certainly does. And it always restores color, also. J. C. Ayer & Co., Lowell, Mass.

TOMORROW'S SUNDAY HERALD

Mrs. Astor as a Housekeeper
World Armies in Khaki
Sir Henry Irving's Closing Career
Elihu Vedder in Italy
Gertrude Atherton's California Novel
Spring Athletics for College Girls
Typical Southern California Home
Personal Side of John Hay
Summer Gowns for Cool Days
Novel Furniture for Summer Homes

TOMORROW'S SUNDAY HERALD