

VENICE MAKES OFFICIAL BOW

THOUSANDS ATTEND OPENING CEREMONIES

AUDITORIUM IS DEDICATED

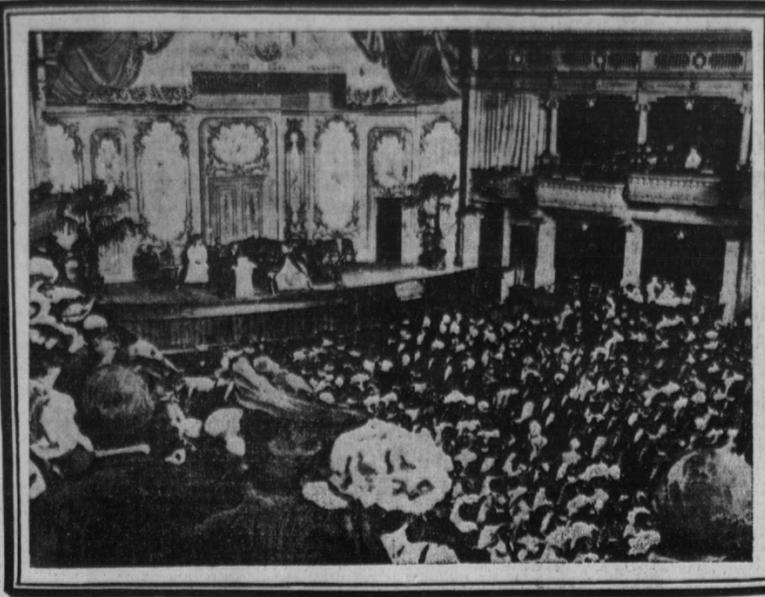
Magic City, Which Was Sand Dune Six Months Ago, Has "At Home" Day for All Southern California

Venice, the beautiful queen of the western waters, was officially "at home" to the whole of Southern California yesterday, and it really seemed as if most of her invited guests were there.

All day streams of visitors poured into the new, magic seashore resort and thronged its pier. The cars were packed from early morn till late at night with eager pleasure seekers and, even at that all who wanted to go could not.

And Venice welcomed the many comers right royally. Though as yet rough and ill finished in part, there is

SIGHTS AND SCENES AT VENICE OF AMERICA ON ITS FIRST "AT HOME" DAY



SCENE IN AUDITORIUM DURING CEREMONIES OF DEDICATION YESTERDAY

with love! A new religion, abolishing distinctions, with no hampering tradition, with eyes alight with the glory of the new age that is about to dawn. Oh, may we not truly say that we have come unto God's kingdom for such a time as this?

"And I answer you: A new education, a new industry, a new commerce, and a new politics."

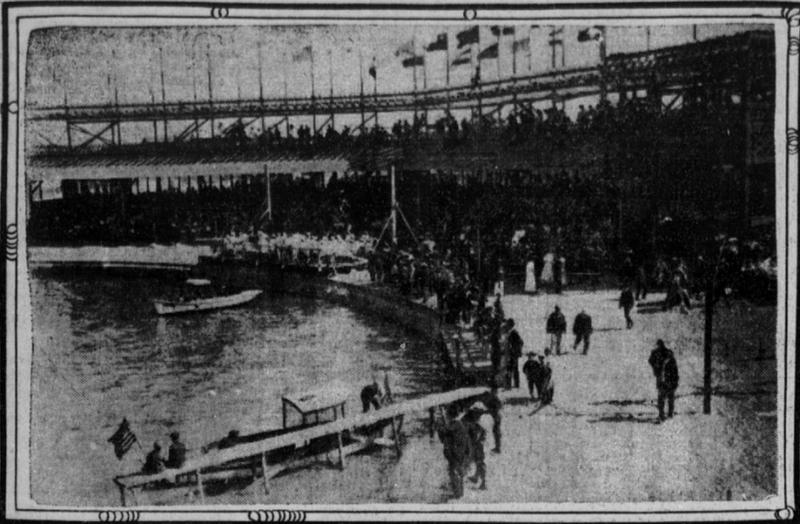
The magnificent new organ was used for the first time, the organist being Ernest Searelle. Madam Geneva Johnston Bishop rendered "Hear, Ye Israel," from Handel's "Messiah." Mr. Sidney Lloyd Wrightson, president of the Washington Conservatory of Music, was in fine voice and rendered "It Is Enough" from Mendelssohn's "Elijah."

First Band Concert

The other features of the day included a concert by Arend's Venice band at the grandstand by the bathing pool in the afternoon and a sacred concert in the auditorium in the evening.

This first appearance of the band was greeted with much enthusiasm. Mr. Arend certainly has an exceedingly fine organization.

A large gathering, so far as we can learn the first of its kind ever held on



VENICE BATHING POOL DURING HOUR OF OPENING CONCERT BY AREND'S BAND

so much to see that the people who have heard praises of the Abbot Kinney dream for six months gone, simply had to go and get a glimpse of it. And, though so much is yet in embryo, they found much to admire and more to wonder at.

Six months ago Venice was a sandheap. Then, Abbot Kinney had a vision of what a seashore city of pleasure ought to be. It was a millionaire's dream, but he had the money to bring it to a realization and the nerve to carry it out.

Sprang Up as by Magic

He mapped his plans on paper, called in his aides and ordered things done. Thousands of men did them. By companies and regiments, all day and half the night, they worked week in and week out. And, as if by a magician's wand, there arose from the sand dunes a wondrously fair and beautiful city.

Venice was the name chosen for this place and Venetian were all the plans made for it. Like its prototype on the Adriatic, it is a place of canals and waterways, and these were the first things arranged.

Long lines and curves were placed on the drawings and dredges went to work to cut out the sand on the lands. Cement lined conduits were constructed and now the water is swirling far inland through these devious channels, while steam launches and, later, gondolas, will take visitors for rides secure from storm or tempest.

The buildings themselves, in Venice, are in conformity with the general design. Windward avenue is the main street, running at right angles with the ocean. Lining it are brick structures, vastly different from the usual frame shacks which disgrace resorts. These buildings are three and four stories high and one under construction will be eight.

Continuous Arcade

The lower story of each is recessed, the upper part being carried on tall iron columns, and thus is formed a continuous arcade on each side of the avenue, so that Venice will always have shade. Cottages are grouped along the canals—or will be, for few are built yet—and down the various streets that lead to the blue Pacific.

Over in the center of the townsite is the bath house and open-air swimming pool. This is unique; it is a large, open-air pool, where there will be no waves or tide, and perfect safety is assured. Aquatic sports will be given there, for which a fine grand stand has been erected. The pavilion here is a gaily painted and decorated structure with a large pool inside of it. Out from Windward avenue runs the pier and on this are the recreation hall, the ship-cafe "Cabrillo," dedicated Saturday, and the fine large auditorium. The latter was completed in twenty-eight days' actual work and is a marvel of adaptability and beauty.

Unfinished, Yet Beautiful

This is Venice, as it will be for, of course, all is not ready yet. Still, yesterday was its formal opening and, even though raw and half-baked in many respects, it yet was a marvelous attractive affair after all. Flags



THRONGS OF SIGHTSEERS ON GREAT PIER, WITH VIEW OF HOTEL SHIP CABRILLO

and bunting covered the rough spots, clean avenues made walking a pleasure and splendid programs made up for all the rest.

Venice, of course, was en fete. Strings of gay flags, mostly red and white, were hung across the streets from the tall Venetian masts which carry the electric lights and were draped about all the huge buildings. These fluttered happily in the sea breeze and made the whole city a blaze of color. American flags topped all and gave this new Venice a note of modernity that would have been lacking otherwise.

The name of the city was emblazoned forth in big red letters across Windward avenue at the trolley station and at night the whole city was agleam with red and blue and green and white lights, while the big ship-cafe seemed like a dream ship, so beautiful was it. The entire place seems a bit of a world's fair, taken out of its heart and set by a sea, such as no fair ever had.

Venice's Official Bow

Venice's bow was made yesterday with little formality. The Rev. B. Fay Mills spoke the words which gave the city official birth in the big, new auditorium during the forenoon, at a service which filled the immense room. This was the most formal affair of the day.

The big hall had just been completed; in fact, some of the scaffolding still hung in plain view. But the paint was dry, the carpets were spread and even the scenery was in place. The new organ was tuned, and, while Clarence Eddy did not preside over it, one could judge of its beauty from the

very skillful, though less noted, hands that manipulated it.

Mr. Mills' talk followed a lengthy explanation of the plans and purposes of the educational side of Venice. He told of the assembly and its plans, and made plain the terms and arrangements for it.

His speech was devoted to the progress of modern science and to a prophecy of its culmination when, he declared, every man would be a god and equal with the supreme being. Continuing, he said in part:

Rev. Mills' Sermon

"We are told by our greatest men that the nineteenth century equalled in discovery and invention and social progress all the preceding centuries of human existence. The discoveries of the twentieth century have been yet greater. We seem about to silence the Sphinx by answering the old question as to the purpose of existence. All this to me points to a great inspiration for human knowledge, experience and conduct.

"The veil between the world of matter and the world of force has grown exceedingly thin—we even begin to suspect that it was never there. We gather up the precious fruitage of the past, we hold fast that which is good and we reach forth to that which is before, all the while emphasizing the fact that truth itself is neither past, present nor future, but eternal, though progressively apprehended by men.

"Universities founded by the people, to be truly institutions of learning, instead of conservators of dead men's theories as in the past. A new theology, without fear, without hate, strong in faith, radiant with hope, powerful

the coast, was the great outdoor song service at the grandstand at five o'clock, Rev. Benjamin Fay Mills presiding and Mr. Wrightson conducting the singing. The hymns used were printed and distributed to the audience, and the thousands assembled joined heartily in the service.

The new Venice song, composed for the assembly, was sung by the well known Los Angeles soprano, Miss Helen Tappe, and the audience joined in the chorus.

Today's Program

Announcements of the Venice assembly for today include: 2 to 4 p. m.—Band concert. 7:30 to 8 p. m.—Twilight concert. 8:15 p. m.—Opening recital in the series of five, dedicating the new organ by the world renowned organist, Clarence Eddy of New York, Chicago and Paris. Solos by the celebrated contralto, Mrs. Grace Morel Dickman of New York. 9:30 to midnight—Social and dancing. Music by Venice band.

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This whole outfit costs \$17.30 and it is the lowest price ever made for the same number of pieces. The bed is a good one; the spring is excellent woven wire; the mattress is a good, soft cotton top; the dresser is in the golden oak finish; the rocker and chair are both solid oak. The picture was drawn directly from the articles themselves. If you want to add a bed spread to the outfit add \$1.95 more and get an extra size, crocheted spread with hand-tied fringe. If you have a cottage or a tent to furnish, come at once and get this outfit, or if you require only a few of the pieces, you can buy any one or more at the same price charged in combination.

Matting Cushions

Just for a little Monday morning flyer we place on sale a lot of matting cushions stuffed and bound. They are designed specially for the porch or for the beach. It would cost you 50c to make one yourself and stuff it with hay. The price, while they last 2 for 25c

Drapery Specials

We are showing a nice new line of snowflake curtains at \$3.00 and \$2.50 a pair. There is another line just as pretty, but containing a little less silk, that we have \$1.25

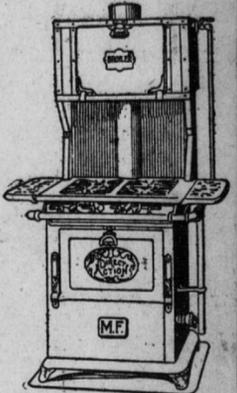
A big line of new tapestry portieres with the fashionable Persian bands. These prices range all the way down to \$5.00

The Rocco lace curtains in a large and varied assortment. Both white and Arabian. This is a revival of the old Rocco style with the 20th century improvements. Prices are \$8.50 and \$5.00

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This is the best gas range made. It saves nearly half your gas bill. It is a direct action instead of a defective action. We will explain this point to you if you will come and look at the stove. It is difficult to write about it. It is to the gas company's interest to have you buy some other stove because the gas is turned on by means of levers instead of wheels. This range is the best baker known. No scorching or burning because of badly regulated heat. The picture is drawn directly from our Direct Action Range, which has the broiler attachment. This broiler has many advantages. You can stand up and broil a steak and have it done quickly without burning or drying. You can broil quickly or simmer. Prices for this exceptionally high grade, economical range are: Range with Broiler \$32.50; Range without Broiler \$19.50.

The walls of this range are composed of 2 sheets of steel, 2 sheets of asbestos and dead air cells. The oven is coated with aluminum enamel and is easily cleaned. The burners are loose and can be removed and cleaned at will. The top of the range is of cast steel. The handles of the gas cocks are of wood. The dust tray is galvanized. All pipes, trimmings, legs and ornaments are nicked.



543, 545, 547, 50 BROADWAY

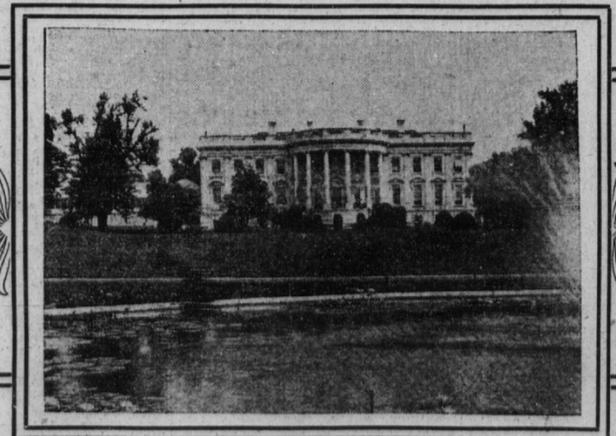
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