

LOS ANGELES DAILY HERALD

BY THE HERALD COMPANY. FRANK G. FINLAYSON, President. ROBT. M. YOST, General Manager.

OLDEST MORNING PAPER IN LOS ANGELES. Founded Oct. 2, 1873. Thirty-third Year.

Chamber of Commerce Building. TELEPHONES—Sunset, Press II. Home, The Herald.

OFFICIAL PAPER OF LOS ANGELES

The only Democratic newspaper in Southern California receiving the full Associated Press reports.

NEWS SERVICE—Member of the Associated Press, receiving its full report, averaging 5,000 words a day.

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THE HERALD IN SAN FRANCISCO—Los Angeles and Southern California visitors to San Francisco will find The Herald on sale at the news stands in the Palace and St. Francis hotels, and for sale by Cooper & Co., 366 Market.

THE HERALD'S CITY CIRCULATION

The Herald's circulation in the city of Los Angeles is larger than that of the Examiner or the Express.

Population of Los Angeles 201,249

"Give a rogue plenty of rope and he will hang himself." The same is true of a yellow newspaper.

Abe Raef (sotto voce)—"Let me manipulate the voting machines of a city and I care not who cast the ballots—nor how."

It is noticed that the opponents of the city hall proposition on the Main street site are very backward about coming forward with a free site elsewhere.

Yesterday's weather report gave the temperature at Devil's Lake as 4 degrees, 28 below freezing. Perhaps the Stokers' union of that neighborhood is on strike.

Marquette, Mich., reports that a man shot and instantly killed his father-in-law, whom he had mistaken for a bear. There seems to be no mother-in-law in the case.

It would have been another glittering example of the "irony of fate" if Pierpont Morgan had been run over by a New York street car. He would have been "hoist by his own petard," so to speak.

Frenzied with rage by the withdrawal from its columns of the advertising of leading business houses, the Examiner strikes out wildly and blindly at The Herald and punctures its own hide with its own fangs.

And yet the arrival of Prince Louis' fleet at the mouth of Chesapeake bay was not received more warmly than the reception the British fleet got at the head of the bay some four score and ten years ago.

The Santa Fe Railway company's large and imposing new hospital building overlooking Hollenbeck park is one of the architectural show places of the city. It also is one of the most thoroughly equipped hospitals in the west.

Farmers in the central part of the state say that agricultural interests are suffering for want of rain. No such suffering is reported in the southland, but a moderate rain or two would help maturing of the orange crop.

The Dustless Roads company's case has reached the point of closing the testimony. Twenty-two witnesses in this state and fifteen more in Pennsylvania have testified that oil was used for dust laying purposes prior to the date of the company's patent.

There is nothing improbable in the report from Chicago that "Senator Clark has just completed his plans for the establishment of a line of steamships to be run from San Pedro to the orient in connection with his railway." A transpacific line from San Pedro is sure to appear when the harbor work is completed.

The county hospital is full of patients, a considerable proportion of whom are recent arrivals from the east. A little later in the season the hospital is sure to be swamped with applicants for admission. Building bigger only provides more accommodation for strangers at the expense of the county. It is a serious problem that this situation presents.

Looks like an inverted pyramid, that array of figures showing values represented by October building permits in this city for a half dozen years. The figure this year is \$1,348,556, the figures dropping through the past years to \$200,400 in 1899. And the upset pyramid showing the number of permits has 1070 at the top for that month and 190 at the bottom for October, 1899.

Y. M. C. A.'S UNIQUE PLAN

An evidence of renewed zeal in the ranks of the Young Men's Christian association is shown in the unique plan introduced for strengthening the membership and swelling the fund for the proposed new building. Teams of workers composed of energetic young members of the association have been organized to make a systematic crusade throughout the city in the cause of swelling the ranks and increasing the usefulness of the association. Each of these teams bears the name of one of the local daily newspapers. This happy thought will lead to friendly rivalry that cannot fail to bring highly satisfactory results.

The team that has The Herald's name for a tall-man is jumping into the work cut out for it with a degree of vigor worthy of its title. As its captain resolutely declares, "We have a team of as strong men as can be found in the Young Men's Christian association, and they are all chock full of enthusiasm." As an evidence that "no grass will grow under the feet" of The Herald team the captain said at the outset, "When the boys get behind a thing it is sure to be a success; our boys are already at work and one of them telephoned me that in less than one hour he had secured eight new members."

All citizens of Los Angeles recognize the great usefulness of the Young Men's Christian association and all should feel inclined to assist in the work of providing an adequate building for its permanent home. In many cities of the United States splendid structures are pointed to with pride as homes of the association. Los Angeles should not be behind other American cities in providing a similar structure for its branch of the association. It is for the weal of this community that the association is laboring and all citizens should lend a helping hand, morally and financially, in the work of swelling the membership and increasing the building fund.

FACTS FOR THE HERALD'S READERS

The marvelous growth of The Herald under its present management is well illustrated in the daily showing of its splendid advertising patronage, larger now than at any time in its history. But the following figures are proof positive of the giant strides this paper has made in one year with respect to its growth in this direction:

During October, 1904, The Herald printed 19,152 inches of advertising. During October, 1905, The Herald printed 25,231 inches, an increase of 6079 inches in local advertising.

Add to this 9284 inches, the amount of city printing in The Herald of October, 1905, and we have a total gain last month over the same month of last year of 15,363 inches, or SEVEN HUNDRED AND SIXTY-EIGHT COLUMNS.

Last Sunday The Herald broke its own record for one day by printing ONE HUNDRED AND FORTY COLUMNS of legitimate paid advertising.

The September gain of this year over August of this year was 4572 inches, or 228 columns.

In short, The Herald now has the cream of the advertising patronage in Los Angeles, including nearly all the department stores, the great furniture houses, the clothing, millinery and suit houses and the big dealers in real estate.

The circulation of The Herald has grown correspondingly with its advertising patronage. One year ago The Herald was fighting for a renewal of its ancient foothold; today that foothold has been more than regained, making this newspaper's home circulation of over 25,000 readers in Southern California an abundant evidence of its prosperity and its development.

An envious and jaundiced contemporary, desperate over the fact that a number of leading advertisers are quitting its yellow columns in order to occupy space in The Herald, employs much of its time in abuse and falsehoods concerning this newspaper. But the prominent advertisers who have investigated the claims made by The Herald have promptly signed contracts for space or increased their orders. "Proof of the pudding is in the eating."

The Herald has won its position in the hearts of the Los Angeles people by honest business methods, by the publication of an honest newspaper, fair and clean in the printing of news, forceful and vigorous in the support of all good measures and in the denunciation of bad ones. These facts are known and appreciated by The Herald's friends and the public generally.

And as for The Herald's enemies, particularly the Hearst yellow outfit, we have only to recall the language of the poet:

"But lo! a wonder came to light That showed the rogues they lied; The man recovered of the bite— The dog it was that died."

No wonder that "Scotty" and his chauffeur failed to heed the warning cries of observers. Sound travels at the rate of only about a mile in five seconds, and according to the reports sound must have been a "bad second" in the race with "Scotty."

To see the most magnificent floral display ever witnessed in Los Angeles go to Blanchard hall, where the exhibit of the Southern California Horticultural association is now open.

A MATCHLESS GROUP OF CITIES

Pasadena is recognized as the fairest of all the fair sisters of Los Angeles. It is nearest of all to the metropolis and properly is an elegant annex. Probably there is not another city in the United States, of approximately equal size, that approaches Pasadena in wealth. And along with its wealth are the accompaniments of culture, refinement and of all that distinguishes a community on the highest level of human advancement.

Pasadena is only an especially striking example, however, of the intellectual and material progress shown by its sister cities of Southern California. Hence in noting the features which make the Crown of the Valley conspicuous above all the rest, it should be remembered that a compliment to the leader is a compliment to all. There is only one Pasadena, but there are others among the sister cities that shine almost as brightly. Venus is the most brilliant of the planets, but not the only beauty in the planetary group. In noting the progress of Pasadena, in all that goes to make a city attractive, an example is afforded of similar progress in the other cities that cluster around the parent city of Los Angeles.

An outlook upon the situation in Pasadena, as the Star of that city sees it, shows that "there is more doing and more money in circulation now than ever before in the history of the city, and no indication of a downward tendency." Continuing, the Star notes that the city taxes collected to date this year are nearly double what they were a year ago, and says:

The increase in valuation, in real estate sales, building permits and school population all go to show the increase of population and wealth. The growth of business in the postoffice and banks also indicates that the development is on a substantial basis. In fact mortgages and bonding for speculation cut but little figure in the transactions.

The business section has kept pace with the general growth, the character of the new blocks being the best, and many new stores with modern ideas have been established.

Along with the palatial residences and substantial business blocks hundreds of small cottages have been built, and a significant feature is that the latter are nearly all owned by the occupants.

This showing for Pasadena, as remarked before, is typical of conditions in a dozen or a score of sprightly cities in the Los Angeles group, reaching from the ocean on the west to Redlands and San Bernardino on the east. What may be said of Pasadena applies relatively to all of them. Such another group of thrifty, fast-growing, prosperous and thoroughly down to date cities and towns cannot be found elsewhere on "God's foot-stool."

Now it is alleged that a majority of delegates to the recent Interstate Commerce Law convention at Chicago were railway "deadheads." An appropriate motto for them in the convention would have been, "Down with the rebates and up with the deadbeats."

FOR WOMEN

New Evening Wraps

Short-waisted empire effects are about all one sees in new evening coats, says a New York correspondent. One of the most elaborate is from Berlin. The skirt part is built of champagne-colored mousseline, laid in broad horizontal tucks. The upper part takes the form of a little jacket of heavy crocheted and valenciennes lace.

A pretty cloak is of cream broadcloth, embroidered down the fronts with narrow braid in the same color and with clusters of dark green grapes.

Flower Aprons Flower aprons are a novel and attractive feminine conceit—being intended to protect millinery's skirt while she may be engaged in some household occupation or dainty needle task.

Detachable Founce One of the newest devices in the way of lingerie ought to be widely adopted. This is none other than a silk founce, India or taffeta, to button on a white petticoat at the knee.

Hint to the Housewife Every woman who buys for the household should keep familiar with the market prices of the food she uses, and make it her business to know that she receives the amount and the quality she pays for.

No More Flannels The days of winter flannels have long since passed away for the woman who is devoted to fashionable frockings. Physicians may prate of the medicinal quality of wool and the old-time village housewife may continue to reverence red flannel as a winter underwrapping for her children.

Watch the Children One of the commonest of causes for illness are the slight digestive disturbances that put a child into just the condition to take cold either from exposure to weather or infection, and unless a close watch is kept for the first signs of these little upsets the mischief is done.

HERALD'S PATTERNS Different patterns every day. Up-to-date styles. Special Notice—These patterns can be delivered by mail within three days after the order is received by The Herald.

MODISH TOILETTE FOR LADIES. Patterns—Waist No. 2790 and Skirt No. 2788. All Seams Allowed. Touches of black velvet give a smart effect to the extremely stylish costume portrayed in the accompanying cut, which was developed in gray voile.

HERALD, LOS ANGELES, Pattern Department. Name Address No. 2738. Size Present this coupon.

November 3 in the World's History 1493—Columbus, on his second voyage to the new world, descried land, which, in honor of the day, he called Dominica.

1688—Gen. Ulisses S. Grant and Schuyler Colfax elected for president and vice president of the United States.

1903—George B. McClellan elected mayor of Greater New York. The independence of the Isthmus of Panama declared. Tom L. Johnson defeated for governor of Ohio by Myron T. Herrick.

"UNCLE" BILLY NEEDS MORE TIME TO SIGN 2000 BONDS

Owing to the fact that City Treasurer Workman had not been able to wiggle his pen fast enough to write his name 2000 times, the issue of water bonds was not awarded to E. H. Rollins & Sons and N. W. Harris & Co. of Boston and New York.

WILL HOLD BIG CONVENTION

The eighth annual meeting of the Southern California Dental Association will be held November 8, 7 and 8, in Los Angeles at the new College of Dentistry of the University of Southern California, located at Fifth and Wall streets.

RAILWAY IN NO DANGER OF LOSING FRANCHISE

The recommendation made by the city attorney to the council a few days ago that the legal department be instructed to begin proceedings for a forfeiture of the street railway franchise on San Pedro street, will be allowed.

LEGISLATIVE COMMITTEE WILL FILE PETITION

Plan to Bring Forfeiture Suit Against South Park Avenue Line Meets With Little Favor—Pigeonhole Awaits Communication

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"OUTFALL SEWER ALL RIGHT"

The outfall sewer is all right and the reports that have been made about the masonry caving in and hints of other defects in the work are absolutely false.

GARNERED PLEASANTRIES

(On the links). "I can't imagine what you were thinking of to let your uncle beat you so badly."

PLAN TRIP ON NEW LINE

Newspaper Men to Be Guests of Pacific Electric Railway Officials Next Sunday

Traffic Manager Joseph McMillan and Advertising and Industrial Agent Harry Kneeder of the Pacific Electric company will be hosts Sunday to a party of Los Angeles newspaper men.

INCAPABLE PERSONS

We will assume the charge of property belonging to minors and incapable persons.

Merchants Trust Co.

209 So. Broadway Capital \$350,000

PI-Lines and Pick-Ups

With Apologies (Hundreds of trunks of tourists are piled up at Arcade station and the baggage check grows every day.)

Smash, smash, smash. At the baggage heaps all day long: And the travelers would they could utter Their thoughts—but it would be wrong!

O well for the tourist brash, And well for the luggage he had; But the piles of trunks, they grow day by day— No wonder the tourist is mad!

The excursions come each day; Each night, the excursions go, But the tenderfoot, with his trunks tied up, Is filled with unutterable woe!

Ella Wheeler Wilcox's "Poems of Passion" have been excluded from the Dawson library. And yet we would think "warm" articles were desirable up there.

The official Philadelphia election proclamation begins: "God save the commonwealth." Maybe He can, but— Mrs. Orange—Baby has his father's hair.

Mrs. Lemon—Is that why Mr. Orange is so bald? A Methodist bishop says the future American will be part black and part white. Great Scott! Is the whole country to be as dirty as Chicago?

John D. is learning to be his own chauffeur. So many have been running him down lately, perhaps he wants to get even.

President McCall says there are two sides to his insurance business. Yes, inside and outside, and he seems to have the former, all right.

But the czar of Russia will still continue to draw the largest salary on earth, or he'll have to drop out of the life insurance class.

E. L. Harness and Gertrude Cart were married in Missouri. All they need now is a pony.

Mr. Peony—Darling, will you marry me? Miss Poppy—No; the preacher will do that. But I'll be your wife.

The Major Turns a Leaf Tooker, who for the past twenty years has been one of the worst old soaks in the village, has at last decided to give up the cup that cheers and settle down to honest work.

Women want a place in the cabinet. Was that gag order issued in anticipation of this?

A Kansas joint reports a fire from spontaneous combustion. Probably started by some Kansan's burning thirst.

A German scientist says that kissing is especially dangerous in the winter. However, there is no winter in Los Angeles, boys and girls!

Miss Magnolia—Marry you? What do you take me for? Mr. Plum—I'd like to take you for better or worse.

You may always be happy when you smell the gasoline. Then you'll know the auto has passed, and you are still alive.

Kansas City is to have a half million dollar glue factory—to stick down the Sunday lid, perhaps.

A Baltimore official has refused an increase in his salary. And yet the days of the dime museum are past!

Anyway, our California boosters can boast that they escaped the Lincoln Steffens pen.

November

(In Los Angeles) No rain, no snow. No storms, no hail. No ice, no breeze. No cold, no gale. No fading flowers. No withered leaves. No muddy roads. No sodden sheaves. No furnace fires. No overcoats. No grip, no coats. No raspy throats. No such a sun. No land can render. As California's Great November!

—W. H. C.

THESE LIVE AGENTS SELL

THE HERALD IN THE CITY.

HOTEL VAN NUYS BROADWAY news stand, 410 South Broadway. HOTEL NATICK news stand, 110 West First.

HOTEL HOLLENBECK news stand, Second and Spring. B. GARDNER, 505 South Spring.

HOTEL ANGELUS news stand, corner Fourth and Spring. HOTEL WESTMINSTER news stand, corner Fourth and Spring.

HOTEL ROSSLIN, 437 South Main. R. A. ROHN, 513 South Spring.

RANSA BOOK COMPANY, 207 West First. H. W. COLLINS, 632 South Main.

J. HAVAK, Hotel Lankershim news stand, corner Seventh and Broadway. NEW ERA BOOK COMPANY, 651 South Broadway.

HUGHES BOOK COMPANY, 441 South Main. HOTEL NADEAU news stand, corner First and Spring.

OLIVER & HAINES, 108 South Spring and Main. R. MOORE, 1922 Pasadena avenue.

R. SIOLINO, corner Seventh and Hill. FREEMAN LISCORBE COMPANY, 512 North and Main.

MR. GANSEBT, corner Seventh and Alvarado. MR. HARMON, 194 North Daly.

W. L. SHOCKLEY, 151 North Main. B. BANKS & GREEN, 1900 South Main.

HUGHES BOOK COMPANY, 257 South Main. M. A. RENN, 618 East Fifth.

N. LOENNECKER, 251 East Fifth. G. WETHERILL, 2448 South Main.

B. AMOS, 514 West Seventh. E. JOPE, 529 West Seventh.

G. SAKLAREN, 515 North Main. JACOB MOITZENEN, 512 North Main.

HENRY PORATH, 623 Central avenue. A. S. RALPH, 117 Commercial.

J. AD & STEVENS, 515 East First. C. TATE, 2500 East Fourth.

ST. PHELPS, 1725 East Seventh. A. METZGER, 318 East Ninth.

MR. CUTLER, corner First and Utah. E. DEHMLOW, 2932 West Pico.

W. B. FOLEY, 2605 West Pico. A. ELMSTEAD, 2020 South Main.

H. STRICKLIN, 2053 Santa Fe avenue. H. B. LEE, 1581 East First.

M. A. DUFF, Twenty-first street and Maple avenue. J. DUKES, 2020 Central avenue.

DAVIS & SATCHEL, 105 North Boyle avenue. T. J. HOUSE, 2001 East Main.

G. VALDES, 1520 East Main.