CARMEL CONE PINE ISSUED EVERY THURSDAY

JAN. 4. 1917

CARMEL-BY-THE-SEA. CAL.

City Trustees Hold A **Busy Session**

All the members of the Board were present at the monthly meeting of the Carmel-by-the-Sea City Trustees on Tuesday night.

Considerable of the time of the meeting was devoted to a discussion of a report, submitted by Trustees Taylor and de Sabla, concerning a proposition presented by T. B. Reardon for the erection of a municipal office building at the corner of Ocean avenue and Lincoln street, just south of the Library. The plan under consideration contemplates the rental of a one-story building, 25x40, properly petitioned into offices; to be leased for three years, at a monthly rental of \$20. The matter was taken under advisement.

Owing to an error in publication, Ordinance No. 2 was ordered republished in the Pine Cone.

Continued on Page Two

Can You Save

\$1000?

Pine Needies

On each of his several visits here, Mr. Albert Bonnheim, Cone marks the change of the banker and philanthropist, who passed away recently in San Francisco, endeared him-ulf to runsday. Dr. A. E. Irving, who resi-

Mrs. Harry Decker has re-turned from a ten days' visit with friends and relatives in visitor here last week.

are down the Coast, where of the best authorities in mat-they will have their home- ters concerning forestry, is far from the disturbing crowd. here with his family.

C. S. Beck, brother of Dr. J. E. Beck, is here from Kattaning, Pa. He has assumed sity occupied charge of the local bowling al- here last week. leys and billiard hall, which is being put in first-class shape. Alto were among the Carmel

Miss Helen Freeland, a former visitor here, with Mrs. Helen Hunt, is occuping the Rice cottage.

Miss Etna Guichard is here from Ben Lomond for an in-definite visit with her sister.

Mrs. F. H. Blackman of Palo Alto departs this week for home. She has thoroughly enjoyed her sojourn here.

The local public school, following a vacation of three weeks, opened on Tuesday.

This number of the Pine

San Francisco, endeared him-self to numbers of folks here. Dr. A. E. Irving, who resi-ded here for a short time, now

The local hotels, as well as the cottages, were fairly well filled up during the holidays. Perry Newhormu and

led up during the holidays. Prof. Henry C. Cowles, of Perry Newberry and wife the University of Chicago, one ters concerning forestry, is

Prof. R. M. Alden and his family from Stanford University occupied their cottage

The Carmel Fire Department If you can, you become independent. The man who can deny himself often to acquire that amount has

Dhan Gopal Mukerji, Hindu poet and philosopher, who, in his month's sojourn here, has made many friends, leaves this week to resume his aca-demic duties at Stanford. He With the arrival shortly of Mrs. Vernon Kellogg from will come again.

Miss Agnes Sweasey and Miss Dulcie Walden came to

PEBBLE BEACH ITEMS

weeks, opened on Tuesday. The chicken-pox having gone the rounds, there was nearly a full attendance. course

The son of Mr. and Mrs. Chester W. Hare, was baptised on New Year's day by Rev. D. Charles Gardner, at the Graham, his fond grandfather, William Graeme will precede the surname of the little man. The child wore a frock in which h is great grandfather was christened, and the vessel con-taining the baptismal water was used for the grandfather's baptism.

Fire or Theft When Your Valuables are Stored at Home or Office is too Great. Why Assume It? You Can Rent a Safe Deposit Box in our Fire and Burglar Proof Vault for a Reasonable Sum

VOL. 2, NO. 49

The Risk of

First National Bank MONTEREY, CAL.

ITEMS OF INTEREST.

Herbert Hand writes from Bremerton, Wash., that the boys aboard the Pittsburg had

With the arrival shortly of Mrs. Vernon Kellogg from Belgium, where she has been laboring for several months, a Miss Dulcie Walden came to Carmel to see the old year out. PEBBLE BEACH ITEMS of Belgium will be launched.

Work on the picturesque new 6500-yard golf field is well under way, and will probably be ready for use in the spring. Pipes are dinner with his mother for the first time in fourteen years



acquire that amount has discovered the secret of wealth and how to acquire

it. Save your first dollar today. The Monterey Savings Bank will help you by pay-

ing 4 per cent interest. The high cost of living does not bother him—he has eliminated the cost of high living.



Bank of Monterey Monterey Savings Bank Same Building Same Managem't baptism.

Prof. A. F. Lange and fam-ily are here from Berkeley. and will remain until about the middle of the month.

After nearly two years' ab-sence, Garnet Holme, a little heavier, but no older, and with a distinguished la time the Schweningers. The Carmel Fire has purchased at S.

The son of Mr. and Mrs. Chester W. Hare, was baptised on New Year's day by Rev. D. Charles Gardner, at the residence of R. G. Maxtone-Graham, his fond grandfather.

ORDINANCE NO. TWO.

RULES FOR CONDUCTING THE meetings of the Board. PROCEEDINGS OF THE BOARD OF TRUSTEES OF THE CITY OF CARMEL-BY-THE-SEA, AND PRO-VIDING FOR THE PUNISHMENT OF ANY MEMBER OR ANY PER-SON FOR DISORDERLY BEHAVIOR tions. AT ANY MEETING OF SAID BOARD. ALSO FOR COMPELLING THE ATTENDANCE OF THE AB-SENT MEMBERS.

The Board of Trustees of the City of Carmel-by-the-Sea do ordain as

Section 1. At the beginning of each term the President of the Board of Trustees shall appoint the following Committees to consist of one member each who shall be known as Commissioners.

1. Commissioner of Streets, sidewalks and Parks.

2. Commissioner of Health and Safety.

3. Commissioner of Light and Water.

4. Commissioner of Fire and

The President of -the Board shall be the Commissioner of Finance.

Setion 2. All business brought be fore the Board shall be referred to the accommodation of non-residents the appropriate commissioner for his who may have business before the investigation, report and recommendation in reference thereto, before any action shall be taken thereon by the Board as a whole, except the business in question be of special urgency or of such nature that it may he disposed of immediately. Upon a four-fifths vote of the Board any Commissioner may be required to of the Board, shall be guilty of a misreport his recommendations in writing.

, Section 3. Ordinances may be given their first reading upon their introduction by reading the title only Second reading shall be in full unless dispensed with by unanimous vote, the boardroom. and the third reading upon final passage of the ordinance may be by title only unless a full reading is again requested by a majority of the members.

Section 4. The minutes of the Board of Trustees or journal of their proceedings required to be kept by the Clerk shall be neatly typewritten in a special looseleaf journal book, with each of the different kinds of business transacted set off in paragraphs with proper sub-heads.

Until a substantial fire-proof vault has been provided for keeping the public records, the Clerk shall keep the original copies of all ordinances and wherever possible, copies of all other official records, in a fire-proof safe deposit box or boxes which he is hereby authorized to lease for that purpose.

Section 5. The Commissioners of Finance, Streets, Sidewalks and Parks and Water and Light, shall constitute the auditing committee who shall examine and approve all bills in writing before the same may be paid.

Section 6. The following shall con- ing their immediate attendance, stitute the order of business to be whereupon the members receiving

OLDER OF BUSINESS.

Roll call. 2 Minutes of the previous meet-

- Receiving written communica-3.
- Receiving oral communications. 4.
- Report of special committees. 5.
- Report of Commissioners. 6.
- Unfinished business. 7. Payment of Bills. 8.
- 9. New business.
- 10. Adjournment.

Any citizen may arise and address the Board on any business specially concerning them or effecting their interests, but preference will be given to those who have first presented matters in the form of a written speak.

remain seated while participating in any meeting; they shall address their rules remarks to the President and other members of the board and not to the citizens who may happen to be in attendance.

The regular order of business may be suspended by a majority vote for Board, or for any other purpose.

Section 7. Any member or other person using profane, vulgar, loud or boisterous language at any meeting. or otherwise interrupting the proceedings, who refuse to be seated er kept quiet when ordered so to do by the President or President pro tem. demeanor, punishable by a fine not following vote; to exceed Twenty five Dollars or by imprisonment not exceeding ten days. It shall be the duty of the Marshal, upon order of the presiding officer, to eject any such member or person from

Section 8. In case a quorum should not be present at any meeting and important business remains to be transacted or disposed of, any two members of the board may cause a written notice to be served personally upon the other members direct

CARMEL REALTY CO.

HOUSES RENTED

PROPERTY SOLD

EXCHANGES MADE

INSURANCE

AN ORDINANCE ESTABLISHING followed in conducting the regular such written notice shall be required to attend immediately except in case of sickness or death in their immediate family, otherwise they shall be liable to a fine, penalty or forfeiture to the city in the sum of Twenty five Dollars, recoverable by a civil action in the Recorder's Court. Section 9. Any member of the

Board of Trustees who refuses to attend four consecutive meetings, when neither sick or absent from the city at the time said meetings were held, shall be deemed to have forfeited his title to the office of trustee, and the remaining members or a majority thereof may cause an action to be brought in the Superior Court to have his office declared vacant.

Section 10. The proceedings of the board shall be governed under "Robcommunication or who have person-ally notified the President of the Board of Trustees of their desire to no ordinance, resolution, proceeding or other action of the board, shall be The members of the Board shall invalidated or the legality thereof otherwise effected by the failure or discussions and at all times during omission to observe or follow said

> Section 11. All notices of special meetings must be delivered personally to the members of the Board of Trustees in the time, form and manner provided by law.

(Signed) A. P. FRASER, President of the Board of Trustees I, the undersigned, Clerk of the City of Carmel-by-the-Sea and exofficio clerk of the Board of Trustees of said City hereby certify that the foregoing ordinance is a true and correct copy of Ordinance No. Two of said City which was introduced at a regular meeting of said board, held on December 5th, 1918, and was passed on December 5th, 1916, by the

Ayes, Trustees Fraser, Beardsley, Taylor, Johnson, de Sabla.

Noes, None.

I further certify that said ordinance was thereupon signed by A. P. Fraser, the President of the Board of Trustees of said City, and was published once in the Carmel Pine Cone, a newspaper of general circulation published in said City.

Attest: J. E. NICHOLS, Clerk of the City of Cermel-by-the Sea.

J. M. CULBERTSON

IDA A JOHNSON

STUDIO Ocean Ave., next the Library Open to visitors on Saturday afternoons or by appointment Telephone 602 J 4



Office at Carmel-by-the-Sea Pharmacy, Carmel, Cal.
TYPEWRITING Authors' Manuscripts, Etc.
GOOD WORK REASONABLE RATES
Mrs. Grace Wickham
P. O. Box 64 80-acre Tract

City Trustees Hold Busy Session

Continued from Page One

The Board purchasdd lawfully required record books for municipal accounts to the value of approximately \$200, the same to be paid for when funds are available.

The Fire Committee, as the result of an interview with officials of the Monterey Co. Water Works, reported that it was planned to install. shortly, six-inch mains on Ocean avenue and on Monte Verde street

Following an executive session, the matter of the appointment of a City Recorder was taken up. H. L. Warren received the unanimous vote of the board for the position. No other appointments were made.

The establishment of a budget based upon a probable income of \$3600 a year, was informally dis-cussed. It was the general sentiment that business licenses should not be imposed upon permanently established businesses. There will be a license on dogs.

The board will meet again next Tuesday evening.



who was awakened by the clangor of the school bell. She arose. rolled a cigarette, had a smoke, and returned to her downy couch. Another story has it that just as

the bells began to ring, the hostess of a gay party seated herself at the piano and softly played a hymn. She turned around to observe the effect upon her guests, and found them blissfully "ragging" to her hymn, "Bringing in the Sheaves."

WHITE I THE WORK
PUBLISHED WEEKLY Established February, 1915
Entered as second-class matter February 10. 1915. at the post office at Carmel. California. under the Act of March 3, 1879.
W. L. Overstreet, Editor and Publisher
CARMEL, CAL JAN. 4, 1917
SUBBORIPTION \$1.00 PER YEAR Single Copies - Five Cents

WEEKLY GREETING

That which can be done with perfect convenience, and without loss, is not always the thing that most needs be done or which we are most imperatively required to do. - Ruskin

To Subscribers The prices of paper, ink,

and other materials entering into the producing of a newspaper continue to advance.

Beginning with No. 1, Vol. III, on February 1. 1917, the subscription price of the Pine Cone will be \$1.50 a year.

It will continue to be the aim of the publisher of the Pine Cone to issue a journal worthy of the city it represents; as the city grows, the paper will grow.

Tests for Citizenship

Federal Judge K. M. Landis is quoted as saying that if the United States is to maintain inviolate its traditions and institutions as a free government it must require of applicants for citizenship at least a reasonable conception of the spirit of our institutions and a willingness to absorb and abide by them.

This is the most sensible declaration on this matter that we have seen. The government of the United States is now suffering for the laxity of many years in its immigration laws and the manner of their administration.

It is undeniable that the admission of large numbers of ignorant and criminal foreign- Landis that more stringent ers has had its effect upon our regulations be placed around institution. people come to this country grants to a full participation in imbued with ideas wholly at suffrage is, therefore, worthy variance with our form of gov- the consideration of our lawernment. The idea of Judge makers and others.

Varmel Pine Cone Moving Picture Shows

Beginning on January 13 and continuing until further no-tice, moving pictures at the Manzanita Theatre will be exhibited once a week only, and on Saturday evenings.

Pictures booked are as follows: Jan. 5-Geraldine Farrar in

Carmen, and comedy. Jan. 13—"The Sea Wolf," and "Col. Heeza Liar's Water-loo."

Jan. 20—" Little Sunset," and "Haunts for Rent." Jan. 27—" Hearts Adrift," and "Police Dog on the Wire" Feb. 3—"The Squaw Man," and "Farmer Al Falfa's Catastrophe.

Carmel Drug Store Has a fine line of B^{ig}_{aby} Ben CLOCKS Also Stationery, Toilet Articles, and Rubber Sundries

Columbia Graphophone and ever sold. Carmel-by-the-Sea Phar-**Records** for Sale





For Information As to Property In and About CARMEL ADDRESS Carmel Development Company

SURPRISES CARMEL

The following has surprised Carmel: A business man's wife suffered from dyspepsia and constipation for years. Although she dieted she was so bloated her clothes would not fit. ONE SPOONFUL buckthorn bark, glycerine, etc., as mixed in Adler-i-ka relieved her INSTANTLY. Because Adler-i-ka empties BOTH large and small intestines it relieves ANY CASE constipation, sour stomach or gas and prevents appendicitis. It has QUICKEST action of anything we macy. adv

Episcopal

Pertinent Pointers on Advertising

By L. F. O.

No. 1

"Advertising should be judged only by the goods it is conclusively known to sell, at a given cost."

To prove most effective, a com-plete advertisement should a t-tract favorable attention, awaken interest, create desire, carry con-viction, inspire confidence, and influence the reader to buy.

The three general component parts of most advertisements are :

COPY-Manuscript or printed matter to be reproduced in type set by a compositor or operator;

DISPLAY—The arrangement of the dark and light parts of the advertisements, the various sizes and styles of type, the words, lines, rules, and borders, to get the proper contrast between them, so that the advertisement will attract proper attention and its important features stand out prominently.

ILLUSTRATION — Anything that is in the nature of a picture— anything that is not made up of type matter, of rules, of borders.~ Copy is generally divided into two classes :

REMINDING copy-Which exploits, before the public, a statement, idea, trademark, name, or a combination of two or more of these a brief way. Examples:
"TIME TO RE TIRE?"
"CLIMB, the I. C. S. way."
" Always welcome — A year's

subscription to the Pine Cone."

REASON-WHY copy—Is creat-ive, informing, or salesmanship copy. Its aim is to create a desire for, convince the reader that he needs, and impels him to purchase the article or service advertised. It tends to make the sale at once rather than at some future time. Examples:

"I had a corn which bothered "I had a corn which bothered me for years. It spoiled a hun-dred evenings. Nothing in my life had yielded such a sum of pain. I did what all do-pared it, daubed it. But it caused more soreness than I saved in pain and the corn remained. Then I bought a bottle of Wish-arts Corn Eradicator-price 25c, and the corns disappeared."

"L'Art Moderne en peut rien ajouter de plus au parfum, que je n 'en ai apparté è ma concep-tion supréme, le Djer-Kiss.

Translation: Modern art can bring no more to perfume than I have brought to my supreme conception, Djer-Kiss.

Make your advertisements talk

Why dig down in your jeans to pay for white space unless your advertisement pays you? And what's the use of stop-ping your ads, and saying, "Oh, advertising doesn't pay," when I can write small display ads for you that will make the \$\$ fairly roll in-your pocketbook? LOUIS FRANKLIN COMPACT LOUIS FRANKLIN OVERSTREET

Advertising Service Lin st. Oakland, Cal. 1744 Franklin st.

The Pine Cone Pointers No. 2-Headings and Sub-headings-watch for it

The social evening on December 28th was a great success. Mrs. Signor regrets that although a general notice inviting all denominations as well as cottage residents was placed in our local paper, few save her own church people were present. Refreshments were served at 10:30.

With so many beautiful girls at La Playa, including the talented dancer, Miss Laura Lee, the informal dance of January 1 was a particularly jolly affair.

Twelve members of the Sierra Walking Club reached La Playa after lunch on December 31st, to spend New Years.

Professor Henry C. Cowles, of the University of Chicago left for Santa Barbara and Tucson last Friday. He will reach home about February 1. Harriet Cowles. a charming youngster, endeared her-self to all La Playa, and is much missed. We enjoyed her farewell, "Too soon I shall be at Tucson." Not bad for a four-year-older.

Recent registrations:

Dr. Werner Hegemann, Mr. and Mrs. Lafler, Elbert Peet, Miss Henwhis. Laher, Eherr Peet, Miss Hen-rietta Moffatt, San Francisco; Harry Wembridge, Mr. and Mrs. George Harris, North Yakima, Wash; Signa E. Hagelthorne, Sally Sabin, Prof. and Mrs. Chas. E. Brooks, Berkeley; Mr. and Mrs. Mervyn Neugoes, Los Altos; Ruth M. Wyntlash, Mrs. C. H. Allen, Miss Dorothy Allen, Irene Ray, Oakland; Mrs. F. E. Stewart, Miss M. P. Stewart, Germantown, Pas. Mrs. Los D. D. Pa.; Mrs. James D. Ray, Ray Tay-lor, Palo Alto; Mr. and Mrs. Plant and chauffeur, San Mateo.



School of Dramatic Art Mrs. Sydney Yard will read Maeterlinck's "The Blue Bird" in her studio this afternoon at 3 o'clock.

Miss Eunice T. Gray has returned from a holiday visit to San Francisco and Winters.

The class in music history will resume its meetings next Wednesday afternoon at three o'clock. The class is to be formed into a club for music study to which all who are in-terested are cordially invited.

If you read it in the Pine Cone, you may safely repeat it.

La Playa Personals Many Social Affairs During the Past Week In the Superior Court of the State of California, in and for the County of Monterey.

Birthday Party

On last Wednesday evening Franklin Murphy was invited by his father to take a little auto ride. He accepted. Meantime, a number of the little man's playmates but when Frankhn walked in the but when Franklin walked in the lights and the surprise party were on. These were the children who greeted the little-13-year older: Dorothy Moore, Helen and Waldo Hicks, Vere Basham, Hilda and Helen Hilliard, Andrew and Tom Gillett, Phyllis Overstreet, Maryn, Elementh and Jimme Horner For Elizabeth and Jimmy Hopper, Fay Murphy, Inez Fraties, Bernice Place, Marnee Williams. Bernice

Pebble Beach Lodge

The passing of 1916 and the coming of the new year was accomcompanied by gay and festive encompanied by gay and testive en-tertainment at the Pebble Beach Lodge. Host McCabe saw to it that there was not a dull nor idle interval for the many who partici-pated in the year end celebration, and the affair has set a new stand-ard the Lodge entertainments. ard for Lodge entertainments.

All Saints Sunday School

The children of All Saints Sunby a number of elders, the kiddles were made happy in many ways. There was a splendidly decorated tree, a goodly supply of refresh-ments, singing, and games. Each child carried home one or more gifts. Among the children present were: Louise and David Prince, Betty, Alice, Ann, and Gordon Green, Hilda and Helen Hilliard, Phyllis Overstreet. Jack Harbin-ger, Dana and Smith Newberry, Henry Pudan, David Williamson, Gwendolin Adams.

Arts and Crafts Club

On the afternoon of New Year's day "fair women and brave m-," -no, there was but one man- re--no, there was but one man-re-sponded to the invitation to attend the reception of the Carmel Club of Arts and Crafts. A receiving committee was on hand early to welcome the guests and exchange the season's greetings. During the afterneon an informal program of reading and singing massive of reading and singing was given by Mrs. Sydney Yard, Mrs. F. C. Pudan, and Mrs. M. H. Bremner, Dainty refreshments were served.

Darwall Farewell Reception

When the Rev. and Mrs. A. W Darwall depart for their new home in Michigan they will take with them a recollection of the splendid farewell reception tendered them last evening at the beautiful home of Mr and Mrs. D. W. W. John son. Not only the parishoners of All Spints have were in attendance Son. Not only the parishoners of All Saints here were in attendance but a number of townspeoplé and friends called to pay their respects and tender good wishes.

St. Anne's Guild

In response to the invitation of the ladies of St. Anne's Guild, a large number of townspeople and visitors were present at La Playa on Thursday to enjoy an informal Mission street. When the auto arrived there, the lights were out, Mukerii, the Hindu poet, describ-Mukerji, the Hindu poet, describthe manuer of life and philosophy of the people of India. Mrs. Mabel Gray Young charmed with two new songs. Daucing, card-play-ing and refreshments rounded out the evening. All are grateful to Mrs Signor for her hospitahiy.

Bath HouSe Christmas Party

On Saturday evening the Car mel Bath House was the scene of a jolly gathering of young and grown children, brough together by the Christmas tree social of the Methodist Sunday school. The committee in charge of the affalr

Manzanita Club

It is no exaggertion to affirm that Saturday night's "little affair day school were royally entertained was the most successful year end at the beautiful Watts home last social event ever given by the Thursday afternoon. Ably assisted club. Only on this occasion the by a number of elders, the kiddles usual order was reversed, the ladies usual order was reversed, the ladies of the club members had things in charge. To use the expression of one of the men, "You've got to hand it to the 1 dies for a good time." Early in the evening the members and their guests gathered about the big fire-place for com-fort and conversation, so that by the time the whist playing began everybody was "warmed up." The prize winners were Mrs. Florence Hicks and D. J. E. Beck, and the "boobs" were Mrs. F. C. Pudan and Henry 4 arouette. It was at most mid-night when refreshments were served, but they were worth were served, but they were worth waiting for. The abalone chowder alone was worth the price of admission, to say nothing of the other good things provided. And there was plenty.

At the C. U. I. Studio

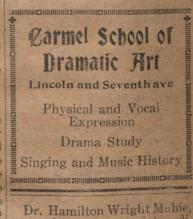
Mother Carrington's annual hol iday affair is an institution. To a large number of children-and a few grown-ups-Christmas would not be Christmas at all were this event not held. On New Year's night the little music studio was crowded with those for whom many plans and pleasures had been worked out. Every year Mrs. Carrington conceives a novel gift for her children, and this year the article was a scrap book port folio, containing hand-painted en velopes.

NOTICE TO CREDITORS

In the Superior Court of the State

In the matter of the estate of Elizabeth Martin, deceased. NOTICE IS HEREBY GIVEN by the undersigned, Carmel Martin, ad-ministrator of the estate of Elizabeth ministrator of the estate of Elizabeth Martin, deceased, to the creditors of, and all persons having claims against, the said deceased to file them, with the necessary vouchers, in the office of the Clerk of the above-entitled Court, or to exhibit them, with the necessary vouchers, to the said Car-mel Martin, at the Law Offices of Messrs. Hudson, Martin & Jorgen-sen, in the Ordway Building, in the City of Monterey (the same being the place for the transaction of the business of said estate), in the County of Monterey, State of Cali-fornia, within ten (10) months after the first publication of this notice. Dated this 2nd day of January, A. D. 1917. CARMEL MARTIN,

D. 1917. CARMEL MARTIN, Administrator of the Estate of Elizabeth Martin, deceased. Hudson, Martin & Jorgensen, At-torneys for Administrator. Date of first publication, January 4th, A. D. 1917.



man of letters, associate edi-tor of the "Outlook." died at Summit, N. J., on December 31, aged 70 years.

CARMEL By-the-Sea ATTRACTIONS First-class Golf Course Library and Readingroom Fishing and Swimming in the Carmel River. Public Tennis Court Visit the historic Mission Moving Pictures every Tuesday and Saturday evening. Picnic at Pebble Beach, Point Lobos, San Jose Canyon. Visit the Forest Theatre

Bowling Allev

Beautiful Walks, Drives.

and a substance of