

PLACES CHEVY CHASE MARKET

1600 Acre Estate to Open for Glendale Buyers Tomorrow, Is Plan

Thousands of Glendale people are expected to take advantage of the pre-opening sale of Chevy Chase which opens tomorrow for their special benefit, according to the initial announcement of Bert Farrar published today in Glendale papers exclusively.

In many ways this is the most significant event ever known in the real estate history of this city as it throws down the bars to a veritable kingdom of 1600 acres that has been kept securely under lock and key for more than fifteen years, although it is already surrounded by well developed and thickly built communities. Chevy Chase is destined to become without question one of the most famous residential localities of the southland, it is claimed, not only because of its unsurpassed tree-clad beauty, but because it unites for the first time the four great communities of Glendale on the west, Flintridge on the north, Pasadena on the east, and the great city of Los Angeles.

Glendale is to be congratulated on the fact that the development of this great area is to receive the personal direction of Bert Farrar, who has had a successful experience of eighteen years in the development of similar communities in the northwest, including the sale of thirty-five separate subdivisions.

Franz Herding, noted Swiss City Planning Architect, will work with Mr. Farrar in the development of Chevy Chase.

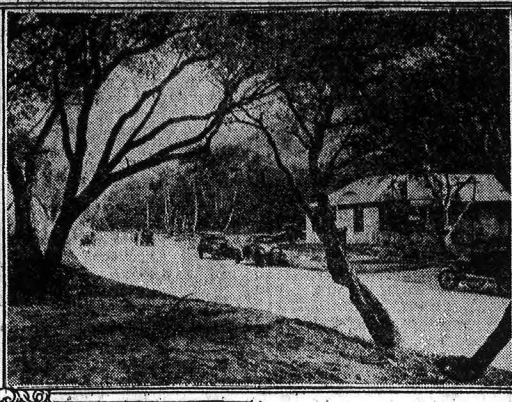
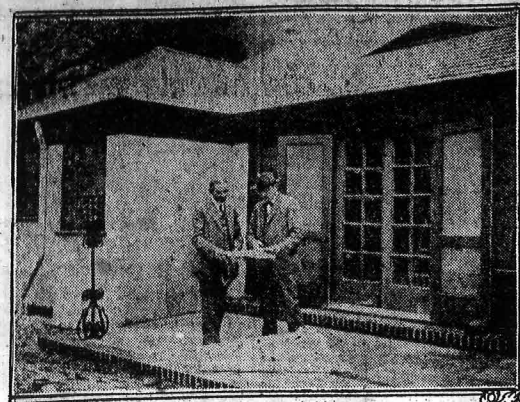
The history of this property is most interesting. It was purchased by Mr. Farrar from J. C. Anderson, president of the Pan American Petroleum company, who had kept it as a private estate for over fifteen years. During all this time the public was rigidly excluded by high iron gates at each entrance and with a keeper in charge at all times. Probably less than one percent of the residents of the four communities immediately adjoining Chevy Chase have ever been on the property.

Four years ago Mr. Farrar came to Los Angeles from Seattle for the purpose of buying a large tract of land to develop according to his ideals. For two years he inspected practically every available piece of property within twenty-five miles of Los Angeles. Finally he found Chevy Chase and was able to purchase it at the comparatively low price then asked, which have, of course, been tremendously increased since that time. According to his published announcement the lot buyers in the first unit of Chevy Chase, which goes on sale tomorrow, will be assured the very material advantage of purchasing lots based on this low acreage price of two years ago.

One of the most significant features of the first unit of Chevy Chase is Chevy Chase drive, the great highway already paved with concrete for almost a mile into the property and soon to be extended directly through to Flintridge and Pasadena. By action of the city council of Glendale last Thursday, Swannerton canyon road, by this city which connects directly with Chevy Chase drive, has been changed in name to conform with this great through highway.

According to the maps, Chevy Chase drive will cut off three and one-half miles between Flintridge and Los Angeles and will thus divert a large portion of the traffic from this well developed area through Glendale. It is proposed by the Glendale City Planning commission to extend Chevy Chase Drive through the southern end of Glendale to Griffith Park, which will make it a through highway of major importance.

The future development plans for Chevy Chase include the construction of a championship-length nine hole golf links in the center of the property with a completely equipped club house and other recreational facilities. The location of the greens have already been determined by Billy Bell, the noted Los Angeles golf architect, who has been working on the lay out of this course for nearly a year. Membership in this golf club will be available to all Chevy Chase lot buyers at a nominal fee, while outsiders will be charged a much



U. S. BUREAUS' TESTS PROVE GERMICIDAL POWER OF SUN

[By Associated Press] WASHINGTON, Feb. 28.—In tracing out the reasons why sunlight has power to destroy germ life, a fact long known and put to use by every housewife who has "aired out" things, the Bureau of Standards and the Public Health Service have produced positive germicidal results.

A public document now in course of publication, by W. W. Coblentz and H. R. Fulton, research men assigned to the work, recounts findings in the field which will be of special value to professional and scientific workers.

It was long ago established that the germicidal power of sunlight came largely from its actinic or invisible rays, and for the sake of the experiment, these were produced in measured quantities and characteristics by heated mercury vapor and screened through quartz lenses. The Public Health Service furnished large quantities of germs for the testing, one type, bacterium coli communis, being that which is most frequently encountered in sewage tainted water.

The germ colonies, properly exposed to the rays, were found to die in less than one second, in some cases. The scientists worked out the mortality produced by each different wave length of the invisible light rays, and have compiled the detail of their findings in the document which will be shortly available.

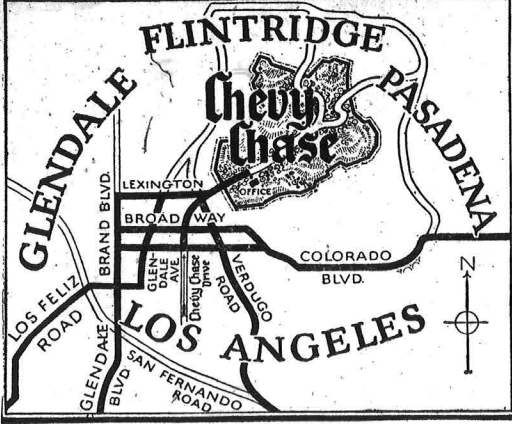
Only the Rich May Read in Unlettered Portugal

[By Associated Press] LISBON, Feb. 28.—So many people in Portugal cannot read, the percentage of illiterates is given as 78, that were it not for Brazil and the colonies, the book industry here could scarcely survive. Also Portuguese authors rarely live on the income derived from literary production; they all do something else. The government is seeking to overcome the lack of primary education by more schools, but progress is very slow. In the larger towns there is a certain literary culture, but in the provinces the people live much as they did in past ages, isolated from the progressive world.

Books are so expensive that only the relatively wealthy can afford to buy them.

Tourists Now May Motor to Wild Lands of Bontok

[By Associated Press] MANILA, Feb. 28.—The famous rice terraces of the Ifugao tribe in the Bontok region of the Mountain province, which always have been inaccessible to the outside world, except over a narrow mountain trail, will henceforth be accessible to tourists in motor cars. The Ifugao tribesmen have themselves completed the roads over which automobiles can now reach their territory, 5000 feet above sea level. The engineering accomplishment of the Ifugaos, by which they irrigate their rice fields on the mountain sides, even though their implements are of the crudest kind, have attracted the attention of irrigation engineers from many foreign countries.



Top, left, Bert Farrar talks over plans for the future development of Chevy Chase with Franz Herding, noted city planning architect, who will have charge of the planning of the tract. Right, Chevy Chase drive is now paved for nearly a mile into Chevy Chase. The area shown will be included in the first unit on sale tomorrow. Map shows the relation of the 1600-acre tract to Glendale, Pasadena and Los Angeles.

DANZIG IS LARGER THAN SOME OF THE AMERICAN STATES

[By Associated Press] DANZIG, Feb. 28.—The Free City of Danzig, which is battling against the attempt of Polish authorities to encroach upon the independence granted it under the Versailles treaty, is erroneously called a free city. It is in reality a free state. Its area is 754 square miles of land and extensive water areas embracing great shipping basins and highly developed canal which makes it the best harbor of the Baltic, the center of an immense grain, sugar and lumber trade.

Danzig is seven-tenths the size of Rhode Island and has a population of 364,000—that is as many people as there are in the state of Vermont, or in Arizona, or New Mexico. The so-called city has 15 times the area of the District of Columbia and about five times as many inhabitants.

Editor S pares His Readers Reminders of the Grave

[By Associated Press] LONDON, Feb. 27.—In an endeavor to brighten his parish magazine the Rev. Cyril R. Brown, vicar of Littleover, Derby, has banished undertakers' advertisements from its pages.

"While undertakers are excellent fellows in themselves," Dr. Brown writes in the publication, "we do not wish to be reminded of them and when three such firms blandish us in one magazine, it is in danger of becoming the most depressing of journals. I would rather think about living, and I wish the undertakers would join the doctors and dentists in refraining from advertisements."

above normal, and present indications are that it will average higher rather than lower during the months ahead of us. This is why I feel optimistic about the inauguration next Wednesday."

NEW ADMINISTRATION TO BRING BETTER BUSINESS, SAYS BABSON

BABSON PARK, Fla., Feb. 28.—Roger W. Babson, the statistician, is highly optimistic regarding the new administration and its effect on general business. He believes that President Coolidge is sound economically, and that the incoming administration should be a real factor in making better business during the next two years.

"It is true that conditions are a greater factor in making our presidents, than are presidents in making conditions," says Mr. Babson. "On the other hand, presidents can do much to help or hinder, to speed up or slow down activity. Politics are like a dam with a sluiceway built across the stream of business activity. One administration may close the sluiceway and dam the water; while another political party may open the sluiceway and let the flood pass thorough. Although neither political party has increased or decreased, by even a teaspoonful, the amount of water in the river, yet the amount flowing down the stream differs very decidedly according to the control of the sluiceway. Thus the conditions of the country differ very decidedly according to the motives and wisdom of the man in control of our government at Washington. I am convinced that the motives and wisdom of the man inaugurated next Wednesday are the highest type. Moreover, I say this without regard to parties or politics, because I voted for Wilson twice during the strenuous years of 1912 to 1915.

"One of the chief factors in upsetting business during the past few years has been the attempt of politicians to stimulate business, change wages, or reduce money rates by artificial and uneconomic methods. These politicians recommend stimulation for our business, labor, and financial difficulties when these difficulties are primarily due to the fact that they were already over stimulated. Take the farm situation, for instance. Every one acquainted with the farm situation knows that the farmer has

ject to violent attacks by certain politicians. Doubtless some of these criticisms have been justified, but most of them have been unjustified. President Coolidge will do everything possible to keep business and prices on a normal and sane basis, aiming for a gradual improvement. He will not allow the Federal Reserve bank to be used to stimulate what is already over stimulated, neither will he let the bears use it for selfish purposes.

"Capital is notoriously timid. Someone has said that there is only one thing which is more easily frightened than a banker and that's a pair of bankers." It always has been so and always will be. Furthermore, whether we like it or not, capital is necessary for the construction of cities; the erection of factories, offices, and homes; the building of railroads and steamships; and, in fact, for almost all development. When capital is timid, building ceases, development stops, unemployment is common and we have a general period of depression. When capital has confidence, the reverse happens; building expands, factories start up, and general prosperity follows. Whether we are republicans, democrats, or real red radicals, all must admit that we want capital to have confidence so that prosperity will follow. Capital has confidence in President Coolidge and the man whom he himself selects. Capital believes that he is morally right, economically sound, and has a remarkable foresight. Many good people do not care for his party or for all of those who surround him; but those who know President Coolidge believe in him; in his honesty, his industry, his wisdom, and his fearlessness. He is right in his economics. These facts inspire confidence and this confidence is the basis for distinctly better business conditions.

"In this connection it may be interesting to know what happened to the Babsonchart for the years following previous inaugurations. March 4, 1905, the Babsonchart

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