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to

Not only ... consequent lower prices result from unlimited capital in industry, but an infinitely higher standard of quality is guaranteed because of the attraction money has to lure the best brains and skill to its service, according to R. J. Schroeder, president of the Pomona Tile Manufacturing Company, Los Angeles and Pomona.

"It is this factor, more than anything else, that has made many of Southern California's manufactured products supreme in their class." the executive stated yesterday, following receipt of a large order for matched tile from Peekskill, N. Y. "There was a time when eastern manufacturing centers could, with good grounds, criticize the western manufacturer's product on the score of lack of experience behind it. Some of the eastern industrialists still try to do so, but their arguments carry little weight with the general public, which has learned by experience that the majority of western products have gradually become dominant in world and domestic markets by reason of quality alone."

ANAHEIM IN MIDST OF BUILDING SURGE

ANAHEIM, Oct. 11. (Exclusive)—With $74,000 in building construction now under way, Anaheim today is in the midst of the most active building campaign of the year, according to H. Nybos, building inspector. Major projects included in the work are the new home of the First Presbyterian Church to cost $20,000; the store and apartment-building of M. Anton, $12,000 and the H. C. Kler business block, $10,000. In addition there is more than $20,000 worth of residential construction under way.

Employees of Staff Frolic

The management of Title Insurance and Trust Company entertained approximately 700 employees Wednesday night with a party and house-warming to celebrate the formal opening of the company's new recreation rooms for men and women.

The program included skits and novelty numbers by members of the company's staff, followed by eating, dancing and cards. Wives, husbands and babies were checked at home for the evening and the affair was in the nature of a general get-together for officers and employees.

Special Realty Class Forming

A special correspondence course in real estate planned to prepare for the State examination for a broker's license, is announced by the University of Southern California, including lessons in conveyancing, leases, land contracts and brokerage.

Located in the Transportation Building, 112 East Seventh street, Los Angeles, the real estate correspondence department of the University of Southern California is headed by H. R. Van Dusen, who receives all inquiries regarding the instruction by mail.

RECREATIONAL SITE PURCHASED

Playground Will Adjoin Silver Lake

Improvements Projected

THE Los Angeles Playground and Recreation Department has purchased the site for another recreational centre adjoining Morvue Highlands, according to Charles S. Lamb, secretary of the Los Angeles Playground Commission.

"This purchase," says Lamb, "includes all the land lying between West Silver Lake Drive and West ... include a community center building, tennis courts, volleyball courts, croquet grounds, soft-baseball diamonds, small children's playground with swings, slides and sand boxes. Picnic grounds, underneath shade trees, with tables and camp stoves will be provided for grown-ups. The entire playground is to be artistically landscaped and fenced in."

Commenting on the purchase, William Dickinson of Strong & Dickin-

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...dges Will Boost Values, Builder Says

...five years after the completion of traffic units, such as the ...-avenue bridge and Hyperion viaduct and historical Park-...way where in the Glendale ... will increase $40,000,000, ... statement was made yesterday by ... Newport, president of R. F. ... Company, pioneer subdivider of Verdugo Woodlands, Oakmont, Crescenta Oaks and ... properties.

"Now, in spite of the traffic ... to and from Glendale, ... has grown faster than any ... in the world. With all ... have open about November ... this year, Glendale Valley and ... Verdugo Woodlands district will ... greatest development in its ... Newport stated.

"We are starting a definite ... community development, ... program in Verdugo ... that is going to make it ... of the outstanding developments ... of Southern California. ... mountain streams, ... live oaks and located ... 1200 feet above sea level, we ... a most unusual development."

...range County Land Parcels Show Increase

SANTA ANA, Oct. 11. (Exclusive) ... are 371 more parcels of ... in Orange county this year ... were last year, reports ... the extent of subdivision ... in the county during that ... according to a report issued ... Assessor James Sharper. ... number of assessments ... 16,171 for last year, Sharper ... Many subdivisions added ... in the county during ... increase, being ... in the coast district ... county's final settlement ... county treasury of per... delinquent tax collections this year ... a total sum of $1,318,146.62, ... to $1,100,260.13 for ... A record was set for ... this year, Sharper ...

...NTER FIELD

... Oct. 11. (Exclusive)—... Fairfax area has entered ... district for the fresh ... Andrews Brothers ... and Detroit have tak... the old J. L. Taylor home ... the Southern Pacific Industrial ... Fairfax ... Pomegranates ...