

\$8000 Residence To Be Built by Powell

Work started today on a handsome new residence for Mr. and Mrs. Percy A. Powell, on El Padro.

The project, to cost \$8000, calls for a seven-room home with all modern conveniences. It will be two stories high and of frame-stucco construction. The residence proper will be 52x32 feet in dimensions, two stories high, with a shingle roof. A neat architectural plan is to be worked out.

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BEAUTIFICATION OF FILL URGED

Chamber of Commerce
Committee Plans
Rose Planting

Riverside Chamber of Commerce city beautification committee will take immediate steps to further beautify the Magnolia fill by planting Cherokee roses between the cocos plumosa palms, set out under the committee's auspices last year, it was decided at a meeting of the committee yesterday.

Following the suggestion of Percy A. Powell, who spoke of the added beauty that a spreading variety of roses would lend to the parkways of the fill, Chairman A. A. Piddington appointed a special committee that will promote the beautification project. Cooperation may be obtained through consultation with city officials with power to designate the use of the mayor's unemployment fund, and through conference with the park board relative to the need for leveling the ground where the planting is to be done.

The committee named yesterday includes Percy A. Powell, Hayden Hews and Mrs. Fred Krinard. It is hoped that an arrangement for planting may be effected at once so that the roses will benefit from the present good growing weather.

W. C. Banks, chairman of the city park commission and member of the city beautification group, said that the commission doubtless will cooperate in the plan. He asked Mr. Powell to attend the park board meeting next Monday to discuss the planting.

Cherokee roses were suggested as best adapted to parkway beautification. They grow rapidly, spreading out and blooming over an extended period.

It was thought that several residents might be found who would be glad to donate bushes to be planted on the fill.

Flower Week Progresses

La Fiesta Floral, the annual week of flowers in Riverside, is progressing well, according to reports of sub-committees presented yesterday. Dates of the fiesta are April 11 to 16, inclusive.

Mrs. J. L. George, chairman of the flower show committee, Hiram P. Whitehead, chairman of the garden contest committee, and S. L. Herrick, head of the garden tours committee, discussed plans being made for the three divisions of the show, which are, in general, similar to those that made the event a success last year.

The flower show in the basement of the Memorial auditorium again will be sponsored by the Woman's club, in which Mrs. George is chairman of the garden section.

All Riversiders are urged to enter their gardens in the contests this spring. Competition is divided into three classes. One class is for gardens in which all work is done by the resident, another is for gardens in which a small part of the work is done by hired help and the third class is for gardens where a professional gardener is employed.

Garden tours are scheduled for April 14, 15 and 16, twice daily. The most attractive and best planned gardens and home grounds will be included on the tours. Maps will be made by the chamber of commerce, showing the location of prize-winning gardens and attractive grounds that will be included on the tours itinerary. Arrangements will be made for transporting those who do not have cars and who wish to visit the gardens.

A colonial motif will predominate at the flower show. A colonial pageant will mark the opening of the show, according to plans being made by Mrs. George with G.A.R. women taking prominent parts.

Several appropriate programs are

Garden Club Visits Attractive Grounds of Mr. and Mrs. Percy A. Powell

Several outstanding features of the garden of Mr. and Mrs. Percy A. Powell, 3860 El Hijo street, interested members of the garden section of the Woman's club on their visit Thursday afternoon. Probably it were better first to mention the splendid display of camellias which seem to be responding so gratefully to the care and attention the head gardener of the Powell household gives them. It is unusual to find so many of these beautiful plants with their waxy-like bloom in one planting. More and more Riverside gardeners are discovering they may be grown successfully hereabouts, but the writer knows of no other Riverside garden which boasts a dozen and a half plants now in bloom. "Red Perfection" seems to have the best of it in number of plants of one variety, but many other varieties are shown.

The Powells have a wondrous rose garden, how many varieties the writer is unable to state, and for that matter it doesn't particularly matter, but Mr. Powell declares all the worthwhile varieties are represented, many of them several times. 'Tis a safe wager the Powell rose garden will make a beautiful picture by the time the week of La Fiesta de Floral is upon us. And that prospect seems to be a great satisfaction to the Powells because of the fact that so many of their handsome blooms which provide a riot of beauty at this time, will have spent their substance some days before the April show.

Anemones, ranunculus, tulips, hyacinths lift their delicate blossoms in many sections of the planting, for Mr. Powell, be it known, believes in planting these spring favorites amongst his shrubs and trees to provide a touch of color here and there. A most attractive

showing of bloom was that on a Japanese Magnolia, a highly-prized specimen in the Powell garden.

The Powells have just reversed the generally adopted planting scheme in their garden in that the lawn area is at the rear of the house rather than at the front. Shrubs and flowering plants occupy the area adjoining the street in front, with a generous area planted to English ivy which will make an admirable ground cover where the lawn mower usually runs to and fro each week. A huge pepper tree also occupies a space in this front yard, being balanced by a lordly palm close to the opposite property line.

The outdoor living room has as its dominant note a jacaranda, which just now is sending forth new growth. This "room" is enclosed with a white picket fence, and behind it is the rose garden to which entrance is made through a garden gate, the trellis above being covered with an aristocratic rose climber. Then behind the rose garden is a quite generous planting of daffodils which are showing their attractive yellow cup-like blossoms just at this time. The property just west of the Powell homestead has a planting of large pepper trees with a monster group of cactus as a piece de resistance. Winter rains have brought on the lush grass, so that the outlook is quite attractive and makes a fine background for the cultivated area within the Powell fence.

The garden club ladies were shown about by Mr. Powell, who knows intimately every blade of grass and petal in the entire garden, can tell you how to care for each plant, what to use as fertilizer, when to water, and how to prune for best results. And it pleases both Mr. and Mrs. Powell to show friends about their attractive grounds.

BEAUTIFYING OF FILL FURTHERED

Committee Will Consider Plans and Report at June Session

Plans under discussion for some time for the beautifying of the Magnolia avenue fill and the terraces of the arroyo of the high school stadium by the planting of rose bushes or other suitable shrubs will be considered by a special committee of the chamber of commerce city beautification committee named yesterday and report a definite planting scheme to the committee's June session.

Percy A. Powell, well known here as an authority on gardening, was named chairman of the special committee by A. A. Piddington, city beautification group head. Other members of the sub-committee are Mrs. J. L. George, J. C. Cooper and C. D. Norton.

Mr. Powell expressed the belief that ragged robin roses will be best suited for the sides of the avenue and Cherokee roses for the hillside of the stadium.

Said Most Neglected

"The Magnolia fill is the most conspicuous spot in the city and has been the most neglected," he stated. "The palms planted last year have added greatly to the fill's appearance but plants are needed between the trees."

J. C. Cooper, superintendent of parks, said the chief problem for the planting along the avenue fill is the lack of water pipes but estimated the cost would not be great to install a water system.

Reports submitted by the chairmen of the La Fiesta Floral committees showed that the festival of flowers was the most successful ever held. The committee chairmen were given a vote of thanks for their efforts.

To Change Requirements

Mr. Powell obtained the promise of the committee that prior to the 1933 La Fiesta Floral a change in entrance requirements throwing the competition open each year to all gardens, will be considered. At present, winners of first place in the three divisions are barred from competing for two years.

It was Mr. Powell's contention that the policy may lower the standard of the gardens and jeopardize the owner's interest in keeping the gardens at their best. "We should encourage gardens for what they are, not so they may win prizes in our contest," he asserted.

ORNIA, WEDNESDAY EVENING.

300 ATTEND BIG 'OPTIMISM' MEET

Percy A. Powell, Mayor
Criddle in Dynamic
Trade Appeals

In a forceful address delivered "straight from the shoulder," Percy A. Powell, Riverside insurance man, last night talked to 300 business men and women gathered in Reynolds hall, at the invitation of the Riverside Business Men's association.

Frank criticism and frank praise were blended in the dynamic speech presented by Mr. Powell and the audience applauded and took the suggestions he offered for the betterment of business conditions in Riverside with a smile which bodes well for 1933.

Paul A. Lewis, president of the association, was in charge of the session, and the assemblage was honored by the presence of Mayor E. H. Criddle, who spoke briefly but quite encouragingly of the present situation.

Sees Better Times

"The year 1933 will be a better year than 1932 for Riverside business," said Mayor Criddle, "and I feel sure you men and women are going to help make it better. Riverside is more fortunate in many ways than other places." The mayor bespoke cooperative effort of employers and employees to bring about improvement or conditions.

Bert Paschke as song leader, with Ronald Reimer, at the piano, led the crowd in a group of five inspiring songs at the opening of the session.

At the close of the program, refreshments of doughnuts from A. M. Lewis grocery, and M.J.B. coffee with cream from the Lyon Creamery company, were served. Commercial exhibits in the hall were made by Albert Olive company, Wilson Products company, Albert, Sperry, Hubson, and Riverside bakery. Use of the hall was donated for the meeting by the Reynolds company.

President Lewis introduced the executive secretary of the Riverside Business Men's association, E. S. Jackson, and suggested that all merchants make full use of the organization which is ready to offer its facilities.

"Be Optimistic"

"Let's stop so much pessimistic talk," urged Mr. Powell, "and really get to work trying to improve conditions. It is hard to be optimistic when every place you go you hear pessimistic remarks."

"The financial crash of 1929 swept away many things, but it did not take the man and woman power of America. Riverside still has her man and woman power, and we are all a part of the community, sharing her gains or losses," he said.

The speaker pointed out that financial reverses have caused people in general to become much more thoughtful for one another, and no longer to measure men and women by the almighty dollar, but more for character worth.

"Riverside is in far better situation than many other communities in this country, as may be seen from the fact that we have had no bank failure in this city," he said.

"This means that our business, while it may be slowed down, is still in a sound condition. There are few communities that can say this. Release of credit will quickly follow when the dollar is placed in constant circulation instead of being allowed to remain in idleness."

Mr. Powell named a list of business concerns in Riverside as proof of its stability in the face of depression. He included the present city government as a true asset to the community, and asked that political differences be forgotten in favor of a common effort to bring a brighter future.

Free From "Boom"

"Here in the heart of the orange belt, Riverside, which has never had a real estate boom, has not seen so great a break in the value of property."

True, there has been a lowering of realty values, especially in the residence districts, but not one Riverside business block has gone under the hammer in the present period of stress.

"Do we invest in ourselves?" he asked. "There is enough work in Riverside to take care of all the unemployment here if owners of property who can afford to invest the money at present would spend it now for needed maintenance and rehabilitation of structures."

Business houses, in particular, he urged to adopt this method of gaining the interest of customers. "Ten dollars worth of paint, a rearrangement of the store windows and more attractive signs, will result in increased interest on the part of customers. Some of the stores in Riverside and the buildings look as they did years ago. They need dressing up."

More For Advertising

"Spend more for advertising rather than less," he urged. "Make your ads purposeful and change them." (Continued on Page Eleven)

Congregational Pastor Will Review New Book

Following the church night supper at the Congregational church tonight at 8:15 Rev. Francis C. Ellis will review the book, "Per Sinners Only," a history of the Oxford movement, which is attracting so much attention in religious circles. The address will begin about 7 o'clock. All persons interested are cordially invited to hear it.

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PETITIONS TO ASK SPECIAL ELECTION

Civic Advancement Group
Formed at Meeting of
1100 in Auditorium

Fifteen business and professional men of Riverside were elected by acclamation at a meeting conducted last night at the Memorial auditorium and attended by fully 1,100 men and women, to serve as directors of a Civic Advancement association under pledge to rejuvenate business and industry in Riverside.

As a primary act they were urged to proceed with circulation of petitions to the city council, asking that citizens of Riverside be given an opportunity to decide by ballot the question as to sale of legalized beer in Riverside.

Of Business Men

The committee chosen includes the following well-known business men:

Fred P. Younglove, C. L. Reynolds, Robert Westbrook, J. H. "Brick" Wilson, W. C. Evans, R. C. Hunt, Percy Powell, F. C. Schweitzer, M. R. Schacker, H. E. McGrath, P. M. Buckwalter, Loyal C. Kelley, J. E. Collins, Charles M. Wilson and R. E. Boursil.

This group, all of whom were introduced at the meeting with the exception of four, were given full authority to organize, choose officers, and proceed to immediate action.

An organization session was conducted at the conclusion of the public meeting, when the name Civic Advancement association was adopted. "Brick" Wilson was selected as temporary chairman, and Loyal C. Kelley as temporary secretary of the association.

The problem of transportation facilities in the city of Riverside was chosen as the first important topic for the association to study. Recommendations are to be made in the near future, directors stated last night.

To Prepare Petitions

In response to the evident desire of the citizens present at the mass meeting, petitions to the council are to be prepared and notice will be given the public as soon as possible where they may be secured for circulation, or at what places they will be located for signatures.

"It is not just a question of selling beer," declared several of the committee, "there are other important things which can be done for the rehabilitation of Riverside's business. With public opinion consolidated, much can be accomplished."

The size of the crowd was an evident surprise to those who had called the meeting, and it immediately became apparent that the Orange Empire auditorium, over the A. M. Lewis grocery store, would be inadequate. On hastily made arrangements, adjournment to the auditorium was taken.

When the crowd streamed into the big building, practically every seat on the main floor of the auditorium was occupied and many spectators went to the balcony. "Brick" Wilson called the meeting to order and acted as temporary chairman.

The meeting was conducted with marked moderation throughout.

and although references to beer were met with some applause and a considerable number of informal witticisms, there were no arguments presented either by so-called "wets" or "drys."

Eagerness to sign petitions calling upon the council to put the question of beer sales to a popular vote was shown before the conclusion of the meeting, which lasted less than two hours. It was decided, however, that the committee members should proceed in a regular manner to frame petitions for circulation. Interested persons were asked to leave their names and addresses in the lobby, and many signatures were thus placed in the hands of the committee members for reference.

Need 1500 Names

It will be necessary, it is said, to obtain approximately 1,500 signatures of legal voters in order that the council may take action upon such a petition. It was the apparent hope of many of those attending the meeting that the petition could be circulated before the end of the week, checked as to sufficiency of signatures, and presented by next Tuesday to the council.

In opening the session, Chairman Wilson said: "This meeting is an attempt to build an organization that will take active and consistent interest in the community. We are proud of the fact that Riverside is called the City Beautiful, and that we have a city of homes. But there must be something to support these homes of our business must be maintained."

Business has been diminishing. Now we must assume the responsibility and try to correct such conditions."

Percy Powell was introduced as the first speaker. He stated that in his opinion the people of Riverside should cease criticizing its public institutions and industries, get to work to modernize its business district, and make a bid for more trade. "We have let a lot of our trade get away from Riverside," he declared, while pointing out "that the two former stand-bys of productivity, the orange industry and the tourist crop, were showing decreasing revenues for Riverside."

"Keep Them Home"

"You cannot legislate business or morals in a town by ordinances," he said. "We have been intolerant in many matters here, but I, for one, am opposed to driving our young people away from this city for amusements which we cannot supervise. Keep them here where we can keep our eyes on them," he remarked, as the crowd applauded.

W. C. Evans, considering the problems of renting business property in Riverside, blamed "non-conformity" for the "local stagnation" which he said exists in Riverside business circles. "If the financial structure breaks down, a community cannot stand," he said. "We have voted certain public expenses and fixed charges upon ourselves, which make it impossible for the governing bodies to reduce our taxes."

"One reason our town is stagnating is that we vote a small governing body into office and then we never tell them anything, except when we don't like what they are doing. If we had a crowd like this one present tonight to go before the city council or the county supervisors, or any other legislative body, they'd command attention. What Riverside does in the present situation won't change national conditions but it may cause changes on the names of business firms on our plate-glass windows."

Reynolds Speaks

C. L. Reynolds attacked the matter from the businessman's angle, pleading for a greater degree of tolerance in dealing with all problems.

"The present problem came upon Riverside businessmen suddenly," he declared. "When the city council said there would be no beer sold here, we paid no particular attention, until our customers began talking to us about the situation and blaming the merchants for it. 'Beer or scotch' is one expression of an element in the community. We are losing trade, and the businessmen are ready to do something about it. Property values depend on population and business. Taxes reflect the volume of our income, and in turn the public institutions dependent upon taxes, such as schools and libraries, feel the pinch. Values of property are actually depreciated by an intolerant attitude. The city council is simply trying to do what the majority of the people desire."

"I have a feeling that the majority of the people here would favor the sale of beer. A petition to the city government would bring the matter to a vote and let the people decide it," he said, and placed before the meeting a plan to choose a board of directors and proceed with a definite organization. This was accomplished forthwith.

Expressions as to the need for an organization to bring about better conditions in business here, working on a broad basis, were heard from a number of the directors as well as members of the audience.



TRAVEL AGENCY OR OUR NEAR-
BY QUESTIONS WHICH COME

S.S.P.CO. WOMEN LUNCHEON GUESTS

Mr. and Mrs. Percy Powell Entertain at Delight- ful Garden Party

Nearly 100 women employees of the Southern Sierras Power company were delightfully entertained at luncheon today by Mr. and Mrs. Percy A. Powell in their lovely garden at 3860 El Hijo Place. This affair took the place of the regular business meeting and luncheon of the women's committee of the company.

Luncheon was served buffet style, the guests gathering in groups about the garden to eat.

Later Mr. and Mrs. Powell escorted their guests to the many interesting spots about their home.

Lieut. and Mrs. John H. Bundy have as their house guest for a few days Mrs. J. M. Duke and small daughter from Long Beach.