

AND DAILY NEWS—THE PRINCIPAL NEWSPAPER OF SAN DIEGO, CALIFORNIA. SAN DIEGO, CALIFORNIA, FRIDAY MORNING, MARCH 11, 1921

INCREASE VALLEY ALFALFA ACREAGE, CUT COTTON HALF

Reduction in American Crop, Planters Argue, Will Mean Better Prices Next Year.

CALEXICO, March 10.—Many acres of land are being prepared for planting and it is stated by agricultural experts that the cotton acreage on both sides of the border will be less than 50 percent of what it was last year, and that the alfalfa acreage will be greatly increased, especially on the American side of the line.

Reasons given for the reduced cotton acreage are numerous. There is practically no money with which to plant a crop and volunteer cotton, the cheapest crop that can be handled, takes most for stalk-cutting, cultivating and water. Independent distributors of water below the border cannot run water without money as they are all carrying heavy accounts on their books from last year that are unpaid.

It is said, however, that the acreage in the southern cotton belt will be even less than here, and that next year's crop will be reduced to about 6,000,000 bales as against 12,000,000 bales or more for this year's American crop. This will mean a better price for this year's crop, it is argued, and for next season's output as well. Manufacturers of all kinds of cotton goods are said to have a big stock on hand, produced by high-priced labor and from high priced cotton, and it is believed that they will attempt to force this stock on the market before making cheaper goods at lower labor and material costs. This, it is stated, accounts for the present low market, and the lack of demand by the spinners. Conditions in Europe at present have lessened the foreign demand. Every effort is being made by the cotton men to protect themselves during the adjustment of prices.

ORDERED TO PURCHASE PRUNES UNDER CONTRACT

SAN JOSE, March 10.—Rosenberg Brothers won a suit involving a contract by Buffen & Co., New York brokers, to purchase two carloads of dried prunes in the New York supreme court yesterday, according to telephone advices received here by the California Prune & Apricot Growers' association.

According to local advices, Buffen & Co. were ordered by a jury to pay the contract price, which was Rosenberg's opening quotation on 1920 prunes, plus interest at 6 percent ever since the money was due, costs of warehousing and handling. It was announced that the California Prune and Apricot Growers' association has \$1,500,000 in similar contracts which they have asked the New York courts to enforce.

Three-Foot Kiss Long Enough, Say Critics of Films

(Associated Press) BALTIMORE, March 10.—A three-foot kiss is the longest kiss that motion picture spectators ought to be allowed to see in the opinion of a large delegation of the newly organized Citizens League for Better Motion Pictures, calling on Gov. Ritchie today. Samuel Clarke, who said he had been a censor in Canada for more than two years, spoke for the delegation and recommended this osculatory limit. Clarke told Gov. Ritchie that a three-foot kiss lasts about two seconds, and he believes a two-second kiss is near enough to the "soul" variety to satisfy any movie patron.

HOOVER OPPOSES U. S. OWNERSHIP

New Commerce Secretary Says He is Fundamentally Against Title to Railroads.

(Universal Service) WASHINGTON, March 10.—"Americans must increase their national efficiency if we are to meet low European production costs," Secretary of Commerce Hoover stated this afternoon. The American people must realize that they face a lower standard of living in Europe which will continue for some years to come," the secretary said. "Production costs in Europe will be lower than they were before the war. If we are to meet these low production costs we must work harder, eliminate waste and improve our processes."

Cordial relationships between labor and capital are necessary for the improvement of national efficiency, the secretary said.

Development of transportation and the operation of the railroads, the inland waterways and the merchant marine as one system, was advocated by the secretary as necessary to increase business efficiency.

Secretary Hoover denied reports that he is to be made director general of railroads, but took occasion to state that he is "fundamentally opposed to government ownership of the railroads."

Increased activities and development for the bureau of foreign and domestic commerce were advocated by the secretary.

Members of the University club will be addressed by Prof. S. H. Clark of the University of Chicago, at the club's noon luncheon today. Prof. Clark is a lecturer of national repute and his addresses are always interesting.

FOUR ZONES PLAN FOR IDEAL CITY, LECTURE SUBJECT

Dr. Aronovici Outlines Way to Make San Diego City of Million and Beautiful.

San Diego would be divided into four zones, industrial, commercial, civic and residential, if the plan outlined by Dr. Carol Aronovici at the Unitarian church yesterday evening were to be followed out.

"Your city has the opportunity to become not only the playground of the continent but also an industrial center," said Aronovici, city planning expert from the University of California. "The way for you to take advantage of this opportunity would be to plan out now a city of four zones; and plan it to hold not 150,000 but 1,000,000 people."

At present, according to Dr. Aronovici, this city is badly mixed up. Industrial concerns are found among business houses, civic buildings are scattered here and there, and the residential section is not clearly defined.

INDUSTRIAL CENTERS Under the zone plan, the speaker said, all the existing concerns would be in the industrial zone, a specific area assigned by the city to such concerns. Then power, light and heat could be more easily conveyed to the places they were needed; then heavy trucks would not be going over thoroughfares built for pleasure cars; street cars would carry the workers direct from the places of business to the residential districts, instead of going through the crowded streets in the center of town; then—if the industrial zone were properly placed—the smoke from the factories would not be carried into the homes of the city.

Dr. Aronovici's second division would be the commercial zone which would contain all the business houses, wholesale and retail, and the offices of professionals, such as doctors and lawyers. The city would say just how far business houses would be allowed to spread out, and they would not be permitted in either the industrial zone or the residential zone.

GROUPS CITY BUILDINGS Buildings given over to the use of community business would form a third zone, under the proposed plan. This area would contain the library, the city hall, the courthouses, the federal building and the community auditorium. The buildings would not necessarily be expensive but would be so built that they would harmonize with each other.

The fourth zone would include the residential districts, said Dr. Aronovici. "By keeping out objectionable business activities from the area of homes, property values could be protected. Much could be saved in parking. I believe that streets in residential areas need be only 30 feet wide, whereas in the industrial and commercial zones a 50 or 60-foot street is needed. If you have the zones intermingled, then you have to have a uniform 60-foot pavement width throughout the town."

Next Thursday evening Dr. Aronovici, in a lecture, "Some Fundamentals in Carrying Out the City Plan," will go into the details of proper legislation for creating the zones that he described last night.

TEXAN'S HABEAS CORPUS IS REFUSED BY COURT

Habeas corpus proceedings begun yesterday afternoon by A. J. Cannon, a Texas man, were denied at a hearing held before Judge Luce in which the defendant sought to show that the laws of the state of California had no right to interfere with his liberty simply because he had followed his wife and family here from Texas with the alleged intent of killing the wife. Cannon was then returned to lower justice court, where he attempted to obtain a \$500 bond to keep the peace. At a late hour last evening he had not raised the money. If unable to furnish bond Cannon will have to spend the next six months in the county jail.

Cannon is the man whose false mustache recently was torn from his lip in summary fashion by Fred Griggs, deputy sheriff. The latter had been detailed to watch for Cannon's appearance at the place where his wife and children were living. Becoming suspicious of Cannon's peculiar actions around the home, Griggs obtained a close-up of the man and decided the hirsut adornment was camouflage.

P. M. Andrews, assistant district attorney, opposed the granting of the writ on the grounds that although Cannon had made his threats in Texas, this state had jurisdiction because the defendant had followed the alleged victim to this state. Attorney Archie Shreve was counsel for Cannon.

9% Net on \$24,000

If an investment of this nature appeals to you, inspect this strictly modern flat building, containing four 3-room flats. Hardwood floors throughout, large sunny rooms and every convenience. East front, situated on paved street and car line, within easy walking distance. Might consider first-class residence, value up to \$12,000, as part payment, or will arrange terms.

Gordon Goodwin & Co. 1202 Fourth St. Main 643.

New Mottoes An entirely new line of mottoes for Easter gifts; new sentiments, new frames and new prices; 75c. 85c. \$1.00, \$1.25. Art Department, Second Floor.

ESTABLISHED 1878 THE MARSTON COMPANY Fifth, Sixth and C Streets

Veils \$1.00 Shetland lace drape veils in pleasing mesh, either plain or fancy; in black, white, taupe, brown and purple; on sale now at only \$1.90 each. Street Floor.

A Special Offering of Rich New Sports Silks at \$3.50

On Sale Beginning Friday--14 Pieces of Fine, Handsome Fabrics Lately Received for Spring



EXQUISITE silks are the universal fabrics for spring. Can you imagine the spirit of joyous youth expressing itself in this brilliant season without them? Once considered a luxury only to be enjoyed by the few, their radiant sheen is now the intimate delight of every feminine heart.

And in this special offering of sports silks many will learn the decided economy of buying the new weaves at Marston's. Fourteen pieces are included in the group, from which one may choose some of the smartest effects obtainable in all white or combinations of

- GRAY and WHITE PURPLE and WHITE BLUE and WHITE GREEN and WHITE ORANGE and WHITE PINK and WHITE

The material is a richly lustrous fibre silk with a high finish on a fine cotton back, thus having sufficient weight for the fashionable skirts and dresses. It can be depended upon to give unusual service for the price asked.

Whether one favors stripes or is attracted rather by the Jacquard, elliptical and scroll designs, these sports silks will prove irresistible at \$3.50 yard. Second Floor.

EXTRA VALUES 36-inch Standard Percales at 25c

Light grounds and dark grounds in 36-inch standard percales are offered at a price that will tempt the most thrifty shopper. These are in a splendid variety of stripes, checks and small figured designs adapted to the making of house dresses or aprons; all fast colors; extra good value at 25c yard.

New Devonshire Cloth at 38c

Our complete stock of new patterns in both plain and fancy Devonshire cloth and cotton suitings is included at 38c yard. When you consider the advantages of full selection and the wide usefulness of the fabrics themselves, this is an unusually low price.

New Domestic Gingham 25c, 30c, 35c, 40c

Ginghams will, of course, be quite as indispensable this year as ever in the summer plans of the busy home dressmaker. We are well supplied with stripes, checks and plaids in the very latest effects; superior domestic weaves from 27 to 32 inches in width, priced moderately at 25c, 30c, 35c, 40c yard.

French Gingham 75c and 85c The new French gingham are also remarkably attractive and it will be well worth you while to inspect them; ready now at 75c and 85c yard. Cotton Goods, Second Floor.

Novel Gauze Sweaters at \$13.75

Recent arrivals, just fifty of them in the shipment altogether. Chiffon-alfaca gauze sweaters, one of the most desirable novelties of the year, in all the favorite colors; black, navy, white, flame, silver, orange, tan, corn and jade. Ask to see them; \$13.75. Third Floor.

Special Wool Sweaters at \$5.00

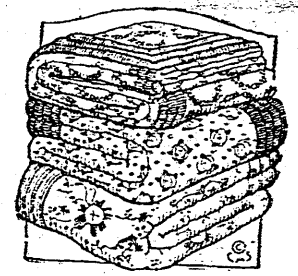
Here is a liberal offering of women's wool sweaters in several different styles, stitches, yarns and colors. Many of them are Tuxedo models while others are fancy. Staple colors are mingled with bright shades to please all tastes; very special at \$5.00. Third Floor.

New Cotton Crepe Frocks \$5.50, \$7.50, \$9.50

Adding their striking hues to the gorgeous brilliance of our Wash Dress Section come these dainty new cotton crepe frocks. They are wonderfully artistic, practical, comfortable and inexpensive; wool embroidery or contrasting piping; also two-tone combinations; \$5.50, \$7.50, \$9.50. Third Floor.

Warm Comforters at Low Prices \$3.85 and \$4.25

By purchasing direct from the mill a good line of patterns which the manufacturer was closing out, we are able now to offer these pretty comforters to our patrons at really extraordinary savings. The prices noted above are in fact just about half of what similar qualities sold for only a few months ago.



Extra large size is a feature of every one of them, for they measure 72x84 inches, and this should mean added value and usefulness. They are of splendid weight, too, well filled and covered with silkoline in attractive patterns of blue, pink and yellow.

While the supply is somewhat limited, comprising a total of 48 comforters, that is the more reason why those who have need of such staple bedding should come quickly for them at only \$3.85 and \$4.25.

Wool Auto Robes Only \$4.75 and \$6.50

These are almost unheard of prices for wool auto robes, less in fact than usual prices for cotton robes. We secured 24 of them from a little California mill about to discontinue making auto robes and our special purchases means great values.

Single Blankets Now \$4.50 and \$6.75

For use as regular bed blankets, for camping or for sleeping porches these specially priced single blankets are ideal; made to stand hard service. They are three-quarters wool and all wool in oxford and light gray; strictly fine quality in every way.

Each blanket shows a neat border and is finished with the patent lock stitch. Better not miss these on Friday at \$4.50 and \$6.75. Second Floor.

Philippine Hand-Made Lingerie in Great Variety



This week a special display of hand-made Philippine underwear has been arranged to emphasize its exceptional value.

- Night Gowns; both round and V-neck in varied designs, at \$5.00 and \$6.50. Straight Chemises showing the camisole as well as the regular top in a wide assortment of patterns; priced \$3.00 to \$5.50. Envelope Chemises are also provided in different styles at from \$5.00 to \$6.50. Corset Covers; very prettily finished with clever handwork. These have the regular top and are priced only \$2.25 and \$3.75. Drawers of fine materials are full cut and hand embroidered; \$3.00 to \$4.25. Petticoats with scallops and embroidery are made of superior French pique at \$5.00. Lingerie Department, Third Floor.

"Nemo" Corsets Ready in New Models

We are pleased to announce that the Nemo corsets recently received are now ready for inspection, including the Wonderlift, Self-Reducing and Kop Service styles. Two very good numbers are noted here.

Style 503—A corset designed for slender to medium figures; made of pink striped batiste with low bust, elastic inserts, slightly raised back and long skirt; all sizes from 23 to 30, priced \$6.50.

Style 511—Particularly appropriate for average to full figures; nicely made of heavy pink coutil with girder top; long skirt with elastic inserts for the large thigh; Kop Service; sizes 25 to 32 at \$7.25.

Other Nemo models also, ranging in price from \$5.00 to \$9.00. Corset Department, Third Floor.



FRANK H. HESKETT Candidate for Mayor

My platform is the city charter. It prescribes the powers and duties of mayor. If elected, I will exercise these powers and perform these duties faithfully, fearlessly and impartially. What man could, or should, do more in such official capacity?

The arch enemy of the people today is the hypocritical demagogue. He should and can be eliminated from public office. San Diego is being advertised broadcast as an incident place in which to live. Let us jealously guard and protect the virtues of our city; let us courageously suppress the enemy within our midst, regardless of kind or station in life.

By reason of my limited personal acquaintance with the voters, I am handicapped. This is due to the fact that I have studiously devoted my time to my practice. During the nine years I have practiced law in San Diego I have taken no part in politics except to vote and to occasionally express my political views to clients when requested.

If the citizens of San Diego want a clean business administration, I can fill the bill; but if they are looking for a politician, I am not the man.