

SERIES ON CITY PLAN IDEA BEGUN

*First Article Appears
Today With Subsequent
Numbers Scheduled*

The first of a series of articles on "City Planning," by W. L. Pollard, authority on the subject and



W. L. POLLARD.

author of several legislative acts now in force in California, appears today in this section of The Times. Others will appear on subsequent Sundays until the city plan movement has been thoroughly treated in every particular.

Today's article dwells on the inception of the city plan movement. Future articles will dwell not only upon the subject in general, but will discuss various phases of it in detail. Effects of careful planning of cities upon future growth will be outlined and results of "spot zoning" will be discussed.

CHANGE IN ZONING TO BE SOUGHT

*Improvement Association
Formed as Preliminary to
Concerted Action*

Property owners of Wilcox avenue last week formed the Wilcox Avenue Improvement Association and set in motion plans for the changing of the street zone to one of business. J. R. Giddings was elected president; George Garrett, secretary, and A. M. Meyer, treasurer.

The organization was formed in the offices of J. B. Roof, president of the Federal Corporation, Quinby Building, this company recently having acquired a long-term lease on Wilcox-avenue frontage at Santa Monica Boulevard.

Property owners attending the meeting declared that with the widening of Wilcox avenue their property in many instances was of too shallow a depth to permit of apartment-house structures for which the street is zoned at present, but that it would be suitable for business purposes. A greatly increased flow of traffic along the street is anticipated as a result of the completion of the Hollywood "Five-Finger" development program.

The association plans to embrace the entire length of Wilcox avenue in its activities.

PLANT ERECTION BEGUN

HUNTINGTON PARK, Jan. 24. (Exclusive)—James C. Barr has started the erection of a brick one-story building on Randolph street, which will be used for light manufacturing purposes. The structure will cost \$5000.