

Allen's Clipping Press Bureau

LOS ANGELES.
SAN FRANCISCO.
PORTLAND, ORE.
CLIPPING FROM

Los Angeles, Cal. Examiner
MARCH 13, 1924

1611 RITES PLANNED FOR LEADERS IN L. A. LIFE

Funerals of F. B. Silverwood, J. B. Schneider and A. B. Cass to Be Solemnized Here

Three civic leaders, outstanding figures in the growth, development and progress of Los Angeles and Southern California, will be laid to rest today and tomorrow.

They numbered their friends by the hundreds and hundreds of thousands patronized the institutions with which they were identified. They are F. B. ("Daddy") Silverwood, founder of the store that bears his name; A. B. Cass, president of the Southern California Telephone Company, and J. M. Schneider, president of the J. W. Robinson Company.

Alonzo B. Cass

Sorrowing friends will pay final tribute to the late Alonzo B. Cass, president of the Southern California Telephone Company, tomorrow morning at 10:30 o'clock when funeral services will be held at the family residence, 1601 Fair Oaks avenue, Pasadena.

The Rev. Robert Freeman, pastor of the Pasadena Presbyterian Church, will officiate.

An unusual feature lies in the fact that Mr. Cass' ten sons will act as pallbearers for their father.

Out of respect to his memory, all operations of the telephone company will cease for one minute at 10:30 o'clock. The business office of the company, at 740 South Olive street, will be closed until noon tomorrow.

Resolutions of sympathy were adopted by the Kiwanis Club at its regular meeting yesterday.

Lieut. Philip Cass, stationed at San Antonio, Texas, arrived last night. All other members of the family are at home. Burial is to be in the family plot at Rosedale cemetery.

Mr. Cass was one of Southern California's best known business men and reputed to be one of its wealthiest. He was noted also as a philanthropist. He came to Los Angeles in 1888 and took an active part in the business life of the community, serving one term as president of the Chamber of Commerce.

His widow, a daughter of John Q. Tufts, a pioneer of this city, and twelve children survive, ten sons and two daughters; a sister, Mrs. Cora Packard, of Claremont, and a brother, B. H. Cass.

J. M. Schneider

With solemn and impressive ceremonies, the late J. M. Schneider, president of the J. A. Robinson Company, will be buried at 2 o'clock this afternoon from the family residence, 515 Lafayette place. The

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Los Angeles, Cal., Express
MARCH 13, 1924

L. A. IN FINAL TRIBUTE TO 3 LEADING MEN

Honors for Schneider, Silverwood, Cass
1611 SYMPATHY EXPRESSED

Civic and commercial organizations today were adopting resolutions on the passing of three of Los Angeles' most prominent citizens. They had already selected delegations which were to carry the condolences and represent the various bodies at the public funeral ceremonies.

J. M. Schneider, president of the J. W. Robinson company, was to be the first of the widely mourned trio to receive burial. Delegations from the Los Angeles Chamber of Commerce, the Merchants' and Manufacturers' association, and other business organizations of the city gathered for the funeral, scheduled for 2 p. m.

STORE CLOSED

Services were conducted at the family residence, 515 Lafayette Park place, followed by burial in Calvary cemetery. The active pallbearers were John P. Burke, Joseph Scott, John Mott, J. C. Bullock, Byron Campbell and W. L. Valentine. Out of respect for Mr. Schneider's memory that store which he founded will remain closed during the day, it was announced.

Services for F. B. "Daddy" Silverwood, pioneer merchant, will be conducted by his Masonic brothers under auspices of Pentalph blue lodge in the Masonic temple. Shrine chapters will participate in the services and the eulogy will be delivered by William Rhodes Hervey.

The pallbearers will be J. E. Nagel, C. E. Ball, T. B. Shaw, A. K. Revard, James Travis and P. K. Schreiber, all of Silverwood's store. The body will be placed in a receiving vault in Rosedale cemetery following the ceremony, which will take place in the Eagle Rock home.

CASS FUNERAL

Alonzo Beecher Cass' 10 sons will carry the body of their father to its last resting place after the funeral tomorrow morning. The rites for the dead president of the Southern California Telephone company will take place in the South Pasadena home of the Cass family at 10:30 a. m., and burial will follow in Rosedale cemetery.

The sons who will be pallbearers are: Frank and Harold Cass of Blythe, Lieut. Philip Cass, stationed at San Antonio, Tex.; Louis Cass, Dr. Donald Cass, Quincy Cass and John Cass of Los Angeles, and William, Robert and Alonzo Cass.

In respect for Mr. Cass' memory all operations of the company of which he has the head will cease for minute at 10:30 the day of the funeral. The business office of the company will be closed until noon on Friday also.

SYMPATHY EXPRESSED

Meanwhile resolutions of sympathy, expressing on the part of fellow business men and club members a deep sorrow of their death and the acknowledgment of great obligations, poured in upon the survivors of the three business men.

Among these were resolutions adopted by the Kiwanis club, offering sympathy to bereaved relatives and crediting the dead man with having been among the greatest spirits in the development of Los Angeles.

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Los Angeles, Cal., Express
MARCH 14, 1924

REQUIEMS FOR 2 ANGELENOS

Cass, Silverwood Given Burial Today
1611

Los Angeles will bowed head today paid its last tribute to two men who had a vital part in its civic and commercial development.

Alonzo Beecher Cass, late president of the Southern California Telephone company, and F. B. ("Daddy") Silverwood, business man and philanthropist, were laid to rest during the day with ceremonies eulogizing them as builders of Los Angeles.

TEN SONS BEARERS

Phones throughout the city operated by the company of which Mr. Cass was president stood mute for a minute at 10:30 as church bells in South Pasadena announced the beginning of Alonzo Cass' final worldly journey.

The business office of the phone company at 740 South Olive street was closed during the entire forenoon as an expression of the deep sympathy which officials and employees feel at the death of their chief.

Ten sons of the late executive carried his body to the grave, while the mother and two sisters looked sadly on. The services were held in the family home, 1601 Fair Oaks avenue, and the body was buried in Rosedale cemetery. Only friends of the late executive attended.

SILVERWOOD FUNERAL

The Silverwood funeral was to take place later in the day under auspices of the Masonic order, in which the dead merchant was prominent. William Rhodes Hervey was to deliver "Daddy" Silverwood's final eulogy before relatives, friends and members of the Pentalph Blue lodge and the body of the dead civic leader was to be laid to rest in a receiving vault in Rosedale cemetery until a suitable grave is selected.

Mr. Silverwood died Tuesday evening in his Eagle Rock home. He leaves five sisters and three brothers, all of whom, except one brother, reside in Canada. He was the founder of Silverwood's clothing store, and his pall bearers today were exclusively members of the organization.

PLAN FUNERAL SERVICE FOR A. B. CASS

Friends Mourn Sudden Death
of Philanthropist, Phone
Company President

Funeral services for A. B. Cass, president of the Southern California Telephone Co., one of the city's best known pioneers and business men, who also gained a reputation as a philanthropist during the years he lived here, will be conducted from the family residence, 1601 Fair Oaks avenue, South Pasadena, Friday morning at 10 o'clock, members of the family announced today.

Mr. Cass' death was a great blow to his hosts of friends and business associates because a day previous he had apparently been in the best of health and spirits.

Mr. Cass was born in 1856 and came to this city in February, 1888. He then entered the hardware business and later became one of the promoters and president of the Home Telephone Co. When the company became consolidated with the Southern California Telephone

Co. in 1915 he was made president. At one time Mr. Cass served as president of the chamber of commerce.

He is survived by the widow, 10 sons and two daughters. One of the sons was married last month in Seattle to the daughter of the treasurer of Alaska.

Other members of the family are: Frank, a rancher near Blythe, Cal.; Philip, a lieutenant in the United States army, stationed near San Antonio, Tex.; Harold, a rancher near Blythe, Cal.; Dr. Donald, Louie, Quincy, William, Robert and Alonzo Cass Jr., all of Los Angeles. The Misses Emily and Marcia Cass also reside here.

A brother, B. H. Cass, and sister, Mrs. Cora Packard of Claremont, Cal., also survive. His widow is a daughter of John Q. Tufts, well known pioneer of this city.

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CLIPPING FROM

SOUTH PASADENA, CAL.
COURIER 210
MARCH 11, 1924

Alonzo B. Cass Died Suddenly This Morning

Alonzo B. Cass, president of the Southern California Telephone company, died of heart disease suddenly at his home, 1601 Fair Oaks avenue, this morning. He was 67 years old.

Mr. Cass, who had shown no signs of illness, was found dead in bed at seven o'clock this morning by his widow, Mrs. Martha Cass. He had gone to bed late yesterday and was apparently in good spirits.

Mr. Cass was one of South Pasadena's best known citizens and had lived here for more than twelve years.

He was born in Troy, New York, on July 4, 1856, and was educated in New York state. He came to California about forty years ago and was one of the organizers of the telephone company, being elected vice president.

He was also active in the consolidation of the Home Telephone company with the Southern California concern. He was president of the combined company for 25 years.

Besides his widow, he is survived by ten sons, two daughters, two sisters and a brother.

Alonzo Cass, Jr., his son, is a



A. B. CASS

student at the South Pasadena high school. Two sons, William T. and Robert T., are attending the Southern Branch of the University of California in Los Angeles.

Funeral arrangements have not yet been made.

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LOS ANGELES, CAL.
ILLUSTRATED DAILY NEWS
MARCH 15, 1924

F. B. SILVERWOOD AND A. B. CASS ARE LAID IN FINAL REST

Funeral services were held yesterday for Alonzo B. Cass, president of the Southern California Telephone company, and F. B. Silverwood, merchant and philanthropist.

Simple rites marked the Cass funeral. His ten sons acted as pallbearers. Rev. Robert E. Freeman, pastor of the Pasadena Presbyterian family residence, 1601 Fair Oaks avenue, Pasadena. Burial was in Rose-dale cemetery.

Pantalpha Blue Lodge of Masons had charge of services for Silverwood—held at the Masonic Temple. William Rhodes Hervey paid the last tribute, and Al Malakiah Temple chanter sang. Interment was in Rose-dale cemetery. Employees of the Silverwood clothing store acted as pallbearers.