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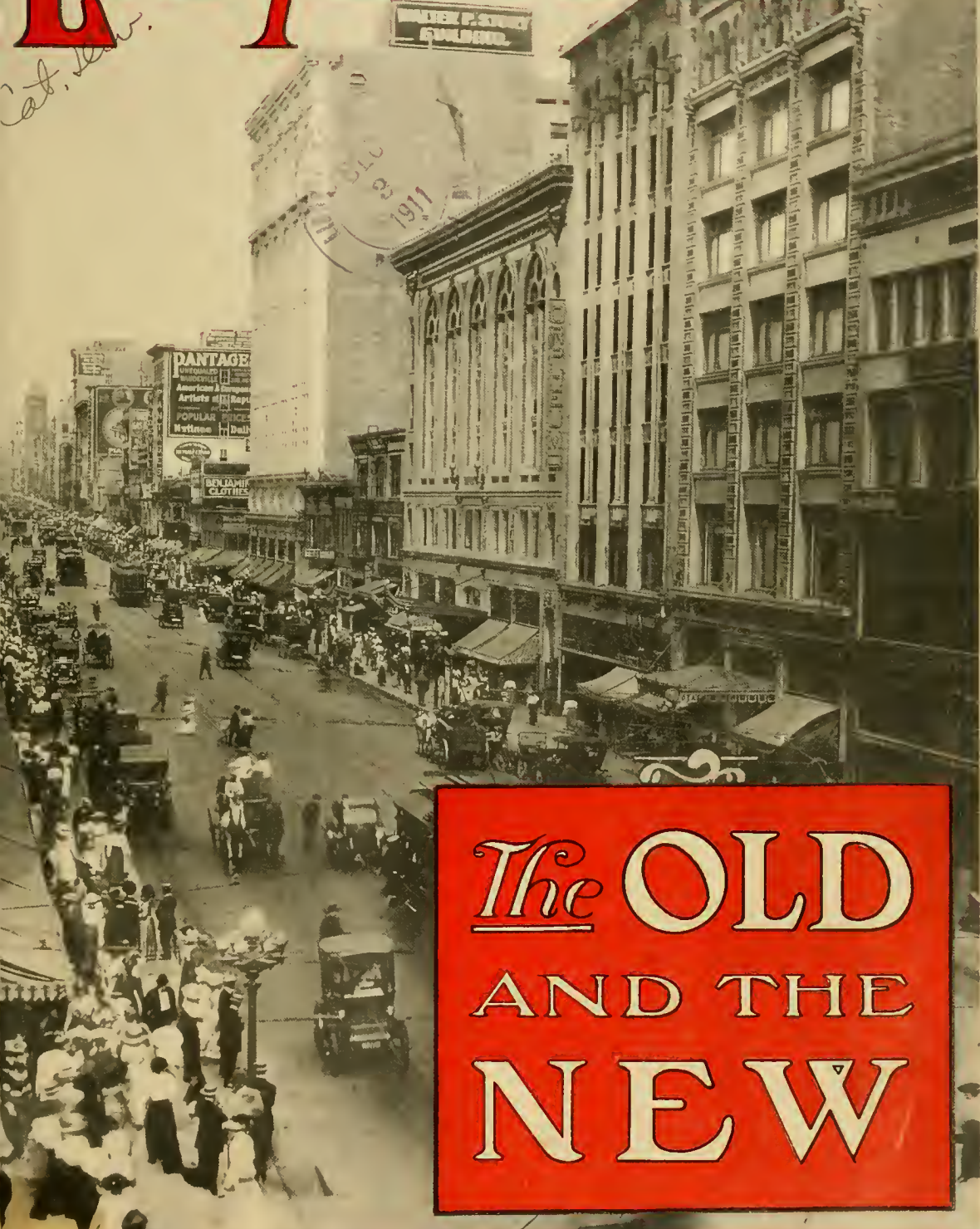






# LOS ANGELES

cat. No.



*The* **OLD**  
**AND THE**  
**NEW**

PRICE 25 CENTS

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SUPPLEMENT TO  
WESTERN INSURANCE NEWS  
VOL. 8. NO. 12.



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## HERMAN W. HELLMAN BUILDING

Towering eight stories into the air, the Herman W. Hellman building, complete in every detail, is a thoroughly modern steel frame structure. The upper photographs show the modest cottage home of Mr. Hellman, years ago, on the site at Fourth and Main streets. Later the temporary one story business blocks were erected. The building was erected in 1903 and has never had a vacant room. It is the finest type of business building which American architecture has produced.





# LOS ANGELES

*The Old and The New*

Issued as a Supplement to  
the Western Insurance News



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### CHAMBER OF COMMERCE

The object of the Chamber of Commerce of Los Angeles, is, stated succinctly, the promotion of Los Angeles and Southern California. The Chamber was organized in 1888, and the first quarters were in the second story of the building shown above, and located on Main street between First and Second. The Chamber now occupies its own building on South Broadway, between First and Second, moving into this building, where it maintains its permanent exhibit in 1905



## Los Angeles, the Old and the New

Such a pictorial exhibit as has been prepared for the Chamber of Commerce requires but the briefest foreword. No volume of words, indeed, could present such convincing demonstration of wonderful progress as do the photographs contained in this book. The history of Los Angeles, brief as it is, is typical of American energy and the spirit of the West. In the building of a cosmopolitan city in this most favored land, extraordinary opportunities presented themselves and extraordinary opportunities still remain.

Thirty-five years ago there were only three business blocks of any pretensions in Los Angeles. These were the Downey Block (two stories), built in 1871, the Temple Block (three stories), built in 1872 and the Baker Block (four stories), built in 1876. It is only a little over forty years since the first railway was started (Los Angeles to San Pedro, 1869), and the first bank opened (1868). It is only about twenty-five years ago since the Nadeau Hotel was the largest and finest structure in the city, and its location at First and Spring streets was considered then too far from the business center (too far south) for hotel purposes.

In 1870 the population was 5,728. With the coming of the Southern Pacific in 1876, the great advance in population commenced, so that the census of 1880 showed a population of 11,093. In the decade from 1880 to 1890 the Santa Fe was completed and the population increased nearly 500 per cent, 50,395 in 1890. By 1900 the population had again doubled (official census 102,479), and the census of 1910 revealed the fact that the city had increased over 211 per cent since 1900, the census figures standing at 319,198.

No more amazing document of the amazing growth of the city—the startling changes of the last quarter century—could have been devised than the comparative photographs contained herein. The title, “Los Angeles, the Old and the New” gives an index to its contents. We are confident that no such impressive or unique illustration of the growth of any American city has ever before been published. Seeing is believing. Photographs tell more than words. And this book will in itself be a standing reply to the thousands of questions as to the stability of the development of Los Angeles.

## P o p u l a t i o n

Compiled by the Los Angeles Chamber of Commerce

Year	Los Angeles	
	City	County
1860	3,700	4,000
1870	5,728	6,200
1880	11,093	20,000
1890	50,395	101,454
1897	93,786	150,000
1898	95,000	160,000
1899	100,000	165,000
1900	102,479	170,298
1901	117,000	195,000
1902	125,000	210,000
1903	136,000	230,000
1904	175,000	275,000
1905	201,000	305,000
1906	240,000	350,000
1907	263,782	400,000
1908	295,687	425,000
1909	307,322	460,000
1910	319,198	504,131
1911 (est.)	360,000	570,000





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### PANORAMA FROM NORTH HILL STREET

Thirty-one years elapsed between the photograph at the top and the photograph at the bottom, taken from the same spot, on a hill north of First Street. In the upper photograph, Broadway, now the best retail street of the city, runs from the white fence in the lower left hand corner, thence diagonally across the view. Below, the Chamber of Commerce building, the City Hall tower and the new California building mark the same thoroughfare.



## The Progress of Los Angeles

Compiled by the Los Angeles Chamber of Commerce

Post Office Business		Bank Clearings	Building Permits	
			No.	Valuation
1885	\$46,606.42			
1889	107,530.09	\$36,873,242		
1890	97,754.27	36,019,721	737	\$ 1,194,939
1891	108,806.46	37,096,126	656	1,306,130
1892	129,065.93	39,529,902	878	1,890,005
1893	144,831.44	45,240,725	1,312	1,666,080
1894	157,023.96	44,669,100	1,785	2,324,035
1895	177,911.04	57,046,832	2,462	4,930,473
1896	186,103.80	61,356,141	2,304	2,742,632
1897	200,941.03	59,323,916	2,004	2,479,515
1898	216,604.37	72,229,036	1,623	2,283,005
1899	226,803.37	86,341,616	1,710	2,245,789
1900	258,047.28	113,766,378	1,922	2,517,966
1901	312,524.00	145,170,809	2,730	4,381,855
1902	399,617.56	245,516,094	4,863	9,612,331
1903	497,531.06	307,316,530	6,395	13,046,338
1904	600,444.81	345,343,956	7,064	13,409,062
1905	719,023.13	479,985,298	9,543	15,482,067
1906	850,579.01	578,635,517	9,072	18,158,497
1907	1,039,547.51	581,870,627	7,584	13,275,943
1908	1,089,493.04	505,588,756	7,373	9,934,298
1909	1,276,664.07	673,165,728	8,571	13,260,713
1910	1,476,941.52	811,377,487	10,738	21,684,100



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### PANORAMA NORTH OF THIRD STREET

From the present site of Elks Hall, looking northeast. The upper photograph was taken in 1888. The street at the right is Third Street and the Church at the right has been replaced by the Exchange building. These two panoramas are taken from identically the same spot.





# The Los Angeles Aqueduct

## Statement by the Chamber of Commerce

### The Greatest Municipal Undertaking in the World

Will bring pure mountain water a distance of 250 miles in sufficient quantity to supply a city of 2,000,000 inhabitants.

It is a gravity system throughout, no pumping plants being required.

It will deliver 258,000,000 gallons (net) every 24 hours into reservoirs located nearly 1000 feet above the city.

It consists of 98 miles covered concrete conduit, 40 miles uncovered, 21 miles of open canal, 12 miles of inverted syphons, 43 miles of tunnels 10 to 13 feet in diameter, 4 reservoirs along the line holding 3 months' supply. Bonds issued for \$23,000,000. Total cost will be safely under Chief Engineer Mulholland's estimates.

In addition, the water power will be utilized in producing 120,000 H. P. peak load, of electrical energy, the sale of which will take care of the bonds and interest of both the aqueduct and the electric plant.

## Summer Climate

Los Angeles has long been famous for its mild winter climate, but only recently have tourists awakened to the fact that the summer climate is as pleasant for the season as can be found in the world. Not only are the people from east of the Rocky Mountains awakening to this, but tens of thousands of people from Arizona, New Mexico, Nevada and Northern Mexico make Los Angeles and the adjoining beaches their summer Mecca, coming to escape the high temperature of their homes.

Since the weather bureau's station was established in Los Angeles, reliable records of temperature are available.

Mean temperatures for the months (average of thirty-three years) are as follows:

Month	Mean 33 years
January.....	54 degrees
February.....	55 "
March.....	57 "
April.....	60 "
May.....	62 "
June.....	66 "
July.....	70 "
August.....	71 "
September.....	70 "
October.....	65 "
November.....	60 "
December.....	56 "

The summer climate is not enervating, and the thermometer occasionally rises to 90 to 95 degrees, but on account of the absence of humidity in the atmosphere, this is no more noticeable than a temperature of 80 degrees in the humid climates of the East.





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### PANORAMA SOUTH OF THIRD STREET

From the present site of Elks Hall, looking east. Third Street is at the left. The church in the upper photograph marks the line of Broadway, now lined with business blocks, in a section which contains some of the choicest property in Los Angeles. The change from 1888 to 1911.



## M a n u f a c t u r i n g

## Census Bureau Statistics

	—Census—		Per cent of increase 1904 to 1909.
	1909.	1904.	
Number of establishments.....	1,325	814	63
Capital invested.....	\$59,518,000	\$28,181,000	111
Cost of materials used.....	98,913,000	18,689,000	108
Salaries and wages.....	16,500,000	9,085,000	82
Miscellaneous expenses.....	5,649,000	2,741,000	106
Value of products.....	68,586,000	34,814,000	97
Value added by manufacture (products less cost of materials).....	29,673,000	16,125,000	84
Employes—			
Number of salaried officials and clerks....	3,367	2,004	68
Average number of wage earners em- ployed during the year.....	17,327	10,424	66

## Cheap Oil Fuel and Electric Power Did It

## Reminders About Los Angeles

Compiled by the Chamber of Commerce

## AREA

101.25 square miles; average elevation, 270 feet; population, est. 360,000; assessed valuation, city, \$383,078,890, 1911.

## TAX RATE—1911

City, \$1.48; County, \$1.07.

## BUILDING PERMITS

For the year 1910, 10,738; cost, \$21,684,100. Increase over 1909 nearly 64 per cent.

## BANKS

Commercial and Savings, 40; total capital and surplus, \$23,672,429; deposits, \$138,218,417. Clearances for the year 1910, \$811,377,487.47, an increase of 20 per cent over last year. Banks usually carry about 40 per cent reserve.

## COST OF LIVING

Same as in the Middle West.

## CHURCHES

All denominations, 225.

## SCHOOLS

Public school buildings, including State Normal, 117; teachers employed, 1,440; school children: census, 53,954; enrolled, 50,000; miscellaneous private schools and colleges, 40. The Polytechnic High School is equal to the best in the United States.

## LIBRARY

Volumes in Public Library, 137,184; home circulation, 773,572; circulation per volume, 5.6 (third in U. S.). Besides, there are 23 other libraries in the city, with 103,643 volumes.

## HARBOR

City to spend \$3,000,000 at once and \$7,000,000 in future to develop San Pedro harbor. United States has already spent upwards of \$4,000,000. Ample water for the Pacific Ocean commerce.

## CAR SERVICE

THE BEST electric system, urban and

(Continued on page 12)



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## FEDERAL BUILDING

Intersection of Spring, Main and Temple Streets. The Downey block, shown above, was for many years one of the two best business blocks in Los Angeles, and was the original home of many of the leading mercantile houses of today. It was torn down several years ago and in its place was erected the Federal building, on land donated to the Government. A steel frame structure, faced with granite and Arizona red sandstone, and costing over \$1,000,000.





(Continued from page 10)

interurban, in the world, and building in every direction.

Street cars all electric. City lines, 345 miles of track; interurban lines, 840 miles; number of men employed in and around the city, 7,500.

#### STEAM RAILWAYS ENTERING THE CITY

Southern Pacific System; Santa Fe System; San Pedro, Los Angeles and Salt Lake Railroad. Number of men employed residing in city and vicinity, 6,850.

#### Parks

Public parks, 22; acreage, 3,780½; one of over 3,000 acres, being the largest municipal park in the world.

#### LIGHT AND POWER

Electric companies, 3; gas, 3; electricity, 2c to 7c per kilowatt hour; gas, 80c per 1,000 feet.

#### TELEPHONES

Telephone companies, 2; subscribers, 85,000. This is equivalent to one telephone for every four men, women and children in the city, or one for almost every family, placing Los Angeles, in this respect, far ahead of all other cities in the World.

#### THEATERS

Theaters, 16; amusement parks, 2; moving picture shows, 61.

#### HOTELS

Best hotel accommodations in the country. Family hotels and lodging houses in all quarters of the city. Can take care of over 100,000 people.

#### FIRE PROTECTION

Steam engines, 27; chemical engines, 2; hook and ladder, 4; hose wagon and combina-

tion chemicals, 33; combination auto hose and chemical, 2; 1 tower wagon; hydrants, 2,710; 340 full paid firemen; 1 chief auto; 5 chief wagons.

#### WATER

Abundant supply; owned by the city; 9c per 1,000 gallons.

#### FUEL

Petroleum, distillate, gas, coal, wood.

#### COST

Gas, 80c per 1,000 feet. Wood, \$8 to \$10 per cord. Petroleum, 90c per barrel.

#### HOW WE GROW

Population, 1890, 50,395; 1900, 102,479; 1910, 319,198; postoffice receipts, 1910, \$1,476,941; increase of 16 per cent over 1909. Los Angeles leads all cities of the country in increase of postoffice business and population.

#### FIGURES FOR 1909-10

Showing Some of the Products of the Territory Surrounding Los Angeles:

Citrus fruits, 35,000 carloads; vegetables,— carloads: Celery, 2,000; cabbage, 500; tomatoes, 200; potatoes, 1,000; onions, 400; cauliflower, 600; lettuce, 50; sweet potatoes, 50; assorted, 500; nuts, 9,000 tons; cantaloupes, 1,625 carloads; raisins and dried fruits, 6,000 tons; eggs, 125,000 cases; flour, 450,000 barrels; canned goods, 750,000 cases; olives, pickled, 1,000,000 gallons; olive oil, 500,000 gallons; beet sugar 200,000,000 pounds; wine and brandy, 3,500,000 gallons; beer, 300,000 barrels; petroleum, 74,000,000 barrels; beans, 47,000 tons; cotton, 8,000 bales; barley, 45,000 tons. Total valuation, including manufactured products, \$202,160,000.





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### LOS ANGELES COUNTY COURT HOUSE

The original courthouse of Los Angeles county is shown in the upper photograph. When the growth of the '80s set in, this building was found inadequate. The county courts and offices are now housed in the two buildings shown in the lower photograph. Los Angeles county, as far as known, was the first county to abandon the old style of buildings for county purposes and erect a modern steel-frame skyscraper for office purposes





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*Courtesy of Sunset Magazine.*

## FIFTH AND OLIVE STREETS

Northeast corner. Hazard's Pavilion shown in the upper photograph, was for many years the chief auditorium in Los Angeles. In 1904 it was torn down, and was replaced by The Auditorium, shown below. A splendid reinforced concrete structure





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## THE CALIFORNIA CLUB

The California Club, one of the foremost social organizations of the west, was organized in 1887 and was incorporated in 1888. It first occupied a suite of rooms on North Broadway, over the Tally-Ho stables, shown in the upper photograph. In 1903, while occupying the top floor of the Wilcox block, the new club house was finished, and the Club moved in to what is one of the finest club buildings in the country. The club is located at Fifth and Hill Streets, opposite Central Park. Its membership is limited to six hundred.





ELKS LODGE 99 AND  
CLUB HOUSE



OLIVE STREET FRONT



LOOKING FROM HILL STREET

Elks Lodge No. 99 was organized in 1888 and occupied various lodge rooms until 1909, when the lodge occupied the magnificent quarters shown on this page. There are 1400 members. The club and lodge rooms are approached by a cable train, and command a wide panorama of the business section. Built of re-inforced concrete.





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### UNION LEAGUE CLUB

Second and Hill Streets, northeast corner. The Union League is the foremost Republican organization in the South. The Club has just completed the erection of its own home. The building is of reinforced concrete, and is one of the handsome club and business structures of the city. Top photograph shows building formerly on site.



Y. W. C. A.  
251-255 SOUTH HILL STREET



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### HILL STREET NEAR THIRD

The upper photograph shows the residence which formerly stood on the site of the present Y. W. C. A. building. Organized in 1893, and incorporated in 1894, the young Women's Christian Association has had a splendid work to perform and has executed it. The present building was formally opened in 1908. It is entirely devoted to the work of the Association, which besides maintains affiliated organizations.



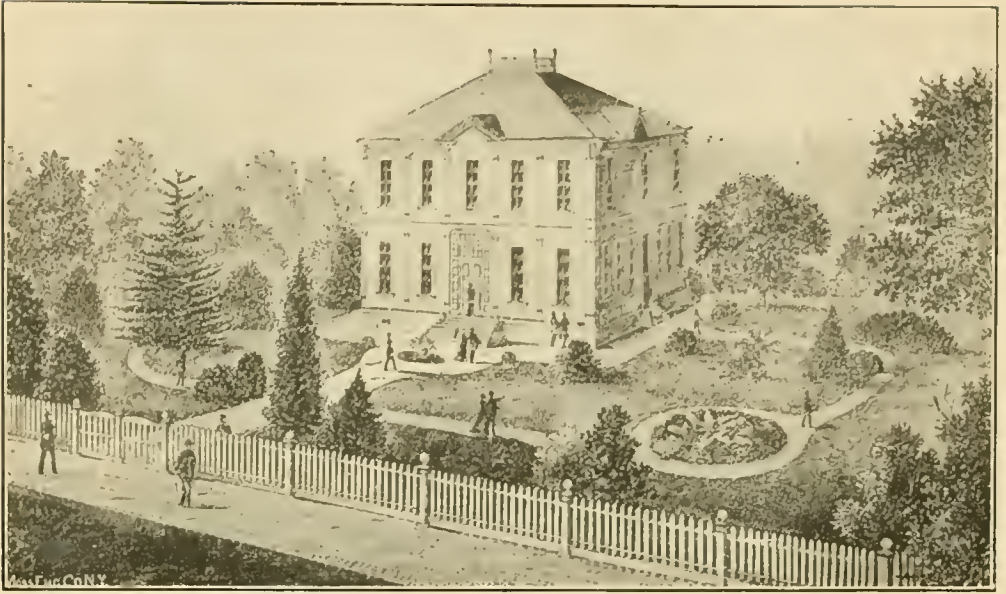
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### YOUNG MEN'S CHRISTIAN ASSOCIATION

Organized first in 1882, the Young Men's Christian Association occupied rented rooms until the quarters shown above, on West Second street were secured. These were occupied until 1887, when the Association occupied its own building on Broadway. This was sold in 1903, and the Association again rented until 1907, when it took possession of its own steel frame club house on South Hope street, shown below. There is now being added two additional stories to this building. The membership exceeds 5400.







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## UNIVERSITY OF SOUTHERN CALIFORNIA

The University of Southern California was instituted by the Methodists of this section of the state, the first quarters being in the building shown above. Below is a photograph of the present College of Liberal Arts. The University maintains, as well, colleges of law, medicine, theology and other affiliated colleges.







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### ST. VINCENT'S COLLEGE

Was established in what is now a building in the present Chinatown, in 1865. The Vincentian Fathers erected in 1868, the structure shown above on Sixth Street near Hill. This and other buildings were the home of St. Vincent's College until the present main building, shown below was erected at Grand Avenue and Washington Streets. The College will hereafter be conducted by the Jesuit order, and arrangements are perfecting for a still greater advance.





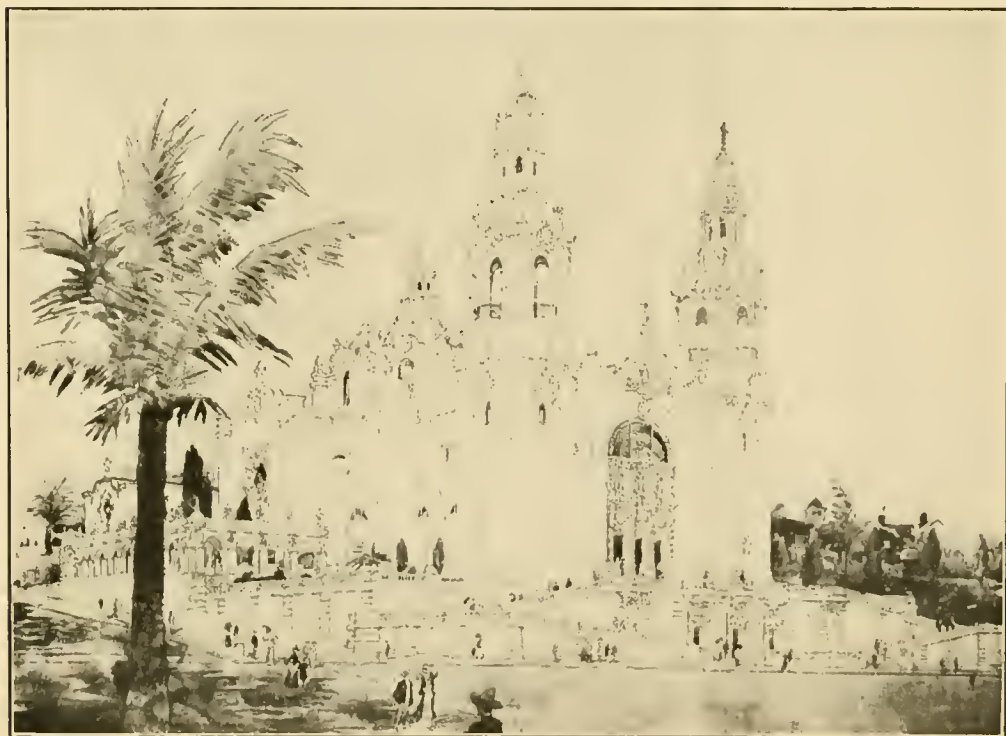
ORIGINAL CATHEDRAL OF THE DIOCESE OF  
MONTEREY AND LOS ANGELES



THE CATHEDRAL TODAY

### ST. VIBIANA'S CATHEDRAL

The Plaza Church, erected in the early part of the 19th Century was the original Cathedral of the Catholic Diocese of Monterey and Los Angeles. It was not, however, one of the Missions, as many people suppose. The Cathedral of St. Vibiana, on Main street was consecrated in 1876. These two structures are shown above. Below is the architect's plan for the Cathedral to be, which is soon to be erected on a commanding site at Ninth and Green streets, the Bishop of this Diocese owning an entire block for building purposes.



THE CATHEDRAL TO BE



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### LOS ANGELES ATHLETIC CLUB

Seventh and Olive streets, northeast corner. The Hotel Baltimore was for years at this corner, and a photograph of the old building is shown above. Below is the building of the Los Angeles Athletic Club, approaching completion, and being erected by the Club at a cost of about \$700,000. It is a steel frame structure, and is the finest Athletic club building outside of New York.







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## CALIFORNIA BUILDING

Second and Broadway, Southwest Corner. The upper photograph at the right shows the O'Melveny homestead, which was at this corner until the American National Bank building, shown on the left and above, was built. Early in 1911 this was torn down, and in its stead the California Building erected. It is shown below. It will soon be ready for occupancy and is one of the notably fine reinforced concrete structures of the city. Everything about it is the latest that architectural ingenuity has devised.



The California Building may be said to be the creation of the brain of C. Wesley Roberts, the manager, who arranged all details from the organization of the Broadway Investment Company, capital \$600,000, which owns the building, down to the completion of the structure. Architects and builders declare that the construction of this building involved some of the finest engineering problems which have arisen in reinforced concrete construction.

When completed this building will be ideal for its purpose. The interior finish is to be in marble and tiling, with metal trim and mahogany finish. There are three hydraulic elevators, and pipe shafts give ample ventilation.



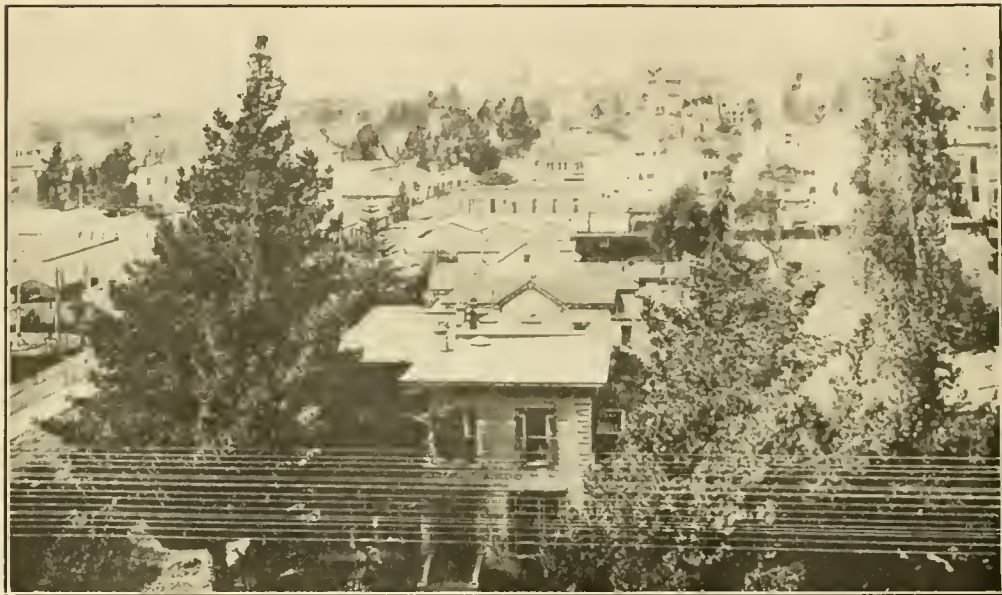


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### LOOKING ALONG SECOND STREET

The view at the top was taken about 1880. The church in the center of the upper photograph is the Presbyterian Church at Second and Broadway. At the left is the Cathedral on Main Street. In the lower photograph the building at the extreme right is the California. Next at the corner is the Sun drug store, where the Presbyterian church stood. The Cathedral is hidden by the massive Higgins building.





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### MAIN AND FOURTH STREETS

Northwest Corner. For years this corner was occupied by the residence of Colonel James Howard, shown in the upper photograph. In 1896 the old structure was torn away, and the site is now occupied by the Hotel Van Nuys a thoroughly modern building, and one of the famous hotels of the West.







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### FOURTH STREET LOOKING WEST FROM MAIN

Twenty-four years elapsed between the time of taking these photographs and property values increased about fifteen fold. A most striking exhibit of city growth.



THE STORY OF THE GROWTH  
OF THE  
PACIFIC MUTUAL LIFE  
INSURANCE COMPANY  
OF CALIFORNIA  
PICTORIALLY PRESENTED



FIRST HOME OFFICE. 1009 Second St., Sacramento. Abandoned Oct. 8, 1881. Assets, about \$950,000. Insurance in Force \$7,000,000.



THIRD HOME OFFICE. Third and Hill Sts., Los Angeles. Vacated Nov. 30, 1908. Assets, about \$16,000,000. Insurance in Force \$104,000,000



SECOND HOME OFFICE. 508 Montgomery St., San Francisco. Destroyed by fire April 18, 1906. Assets, about \$11,370,000. Insurance in Force \$96,000,000



PRESENT HOME OFFICE. Sixth and Olive Sts., Los Angeles. Assets, (Aug. 31, 1911) \$21,454,786.47. Insurance in Force \$123,098,458.



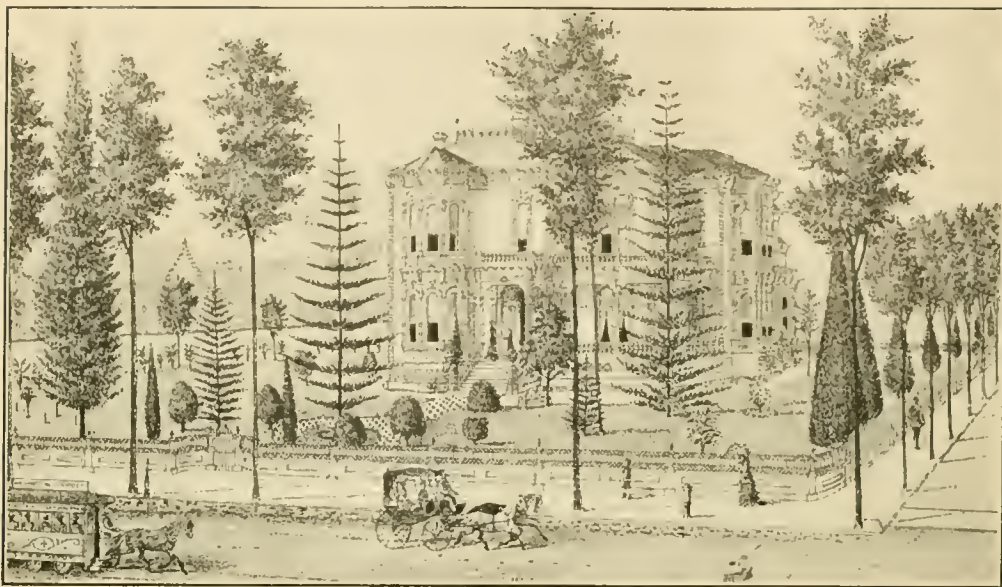


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### CENTRAL PARK AND SKYLINE.

Two photographs taken from the northwest corner of Central Park looking southwest, but an interval of about thirty years intervening. The business district of the city has surrounded this park in the interval.





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#### FOURTH AND MAIN STREETS

Southwest corner. The upper engraving is a process print of the residence of I. W. Hellman, which was one of the show residence places in Los Angeles twenty years ago, and was moved away in 1905. Today the land is occupied by the I. W. Hellman building, the Farmers' and Merchants' National Bank occupying the corner building.







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## FOURTH AND HILL STREETS

Southwest corner. The Mansfield and Hewitt cottages were for years a landmark on this corner. Replaced about three years ago by the Wright & Callender building shown below, a thoroughly modern steel frame structure.

1889

# SECURITY SAVINGS BANK

1911



*First Home, Security Savings Bank, Main Street.*

Not less remarkable than the growth of Los Angeles is the progress made by the Security Savings Bank since it opened for business in a little store room on North Main Street in February, 1889. In that year the city had a population of about 48,000 and the bank was doing business on a capitalization of \$75,000. In the period in which the population of the city has grown to more than 320,000, the Security has attained the proud position of being not only the oldest but the largest savings bank in the entire Southwest, with capital and reserve amounting to \$2,000,000.00 and resources aggregating \$32,500,000.00.

At the end of its first year the bank had 1053 depositors. In September, 1911, the number had become more than 65,000 open accounts. From the little Main Street room, growing business compelled the removal to larger quarters, first at the corner of Main and Second Streets and then to Spring and Fourth and, finally, to the great Security building, at the corner of Spring and Fifth streets.

In all its history, the Security Savings Bank has been under practically the same management. President Joseph F. Sartori was one of the organizers and was the first cashier. Vice-President M. S. Hellman was one of the original directors. Cashier W. D. Longyear has been with the bank twenty-one years and other officers have to their credit long terms of service.

Vice-President John E. Plater was president of the Los Angeles Savings Bank at the time that institution was absorbed by the Security, and Vice-President Chas. H. Toll joined the Security official staff when the Southern California Savings Bank, of which he was cashier, was purchased by and merged with the Security.



*Second Home, Security Savings Bank, Main and Second Streets.*



*Third Home Security Savings Bank, Spring and 4th Sts.*

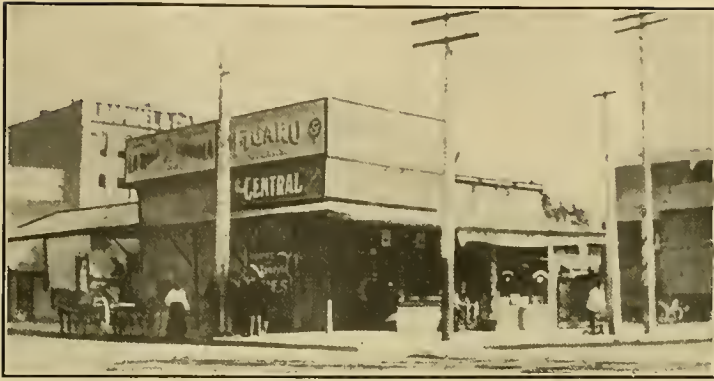
#### OFFICERS

J. F. SARTORI, President  
 M. S. HELLMAN, Vice-Pres.  
 JOHN E. PLATER, Vice-Pres.  
 CHAS. H. TOLL, Vice-Pres.  
 W. D. LONGYEAR, Cashr. & Secy.  
 T. Q. HALL, Asst. Cashier  
 C. W. WILSON, Asst. Cashier  
 R. B. HARDACRE, Asst. Cashier  
 W. M. CASWELL, Asst. Secretary  
 J. H. GRIFFIN, Asst Secretary  
 W. A. ELLIS, Asst. Secretary

#### DIRECTORS

J. F. SARTORI  
 MAURICE S. HELLMAN  
 JOHN E. PLATER  
 CHAS. H. TOLL  
 W. D. LONGYEAR  
 J. H. SHANKLAND  
 H. W. O'MELVENEY  
 T. E. NEWLIN  
 J. A. GRAVES  
 W. L. GRAVES  
 W. D. WOOLWINE  
 W. H. HOLLIDAY  
 WM. H. ALLEN, JR.  
 HENDERSON HAYWARD





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### SECURITY BUILDING

Fifth and Spring streets, southeast corner. On the previous page will be found the history of the Security Savings Bank. This institution now has the finest banking quarters in the West, in the ground floor of the Security building, shown below. Prior to the time that this building was erected, in 1906, the corner was used for saloon purposes. The upper photograph shows the appearance of the corner in the old saloon days. The building is 120 by 160 feet in size, and is a splendid sample of steel frame construction. The banking house and safe deposit vaults below are among the show places of the city





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### TITLE INSURANCE BUILDING

Spring and Fifth streets, northeast corner. This corner was for years occupied by the structure shown in the upper photograph. There is now being erected in its stead, the building shown in the lower photograph, which will be ready for occupancy about January 1, 1912. It is a splendidly built structure, of the steel frame type, and has a long ell in the rear. The cost of this building will be about \$1,400,000.





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## HOTEL ALEXANDRIA

Fifth and Spring streets, southwest corner. The upper photograph shows the corner as it was in 1904. The first portion of the Hotel Alexandria was completed in 1906, the addition in 1911, and the hotel is to be extended to Broadway within a year or so. The Hotel when completed, will represent the expenditure of about \$8,000,000 for buildings and equipment. It is most luxuriously equipped.







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## CARL LEONARDT

Many of the largest buildings portrayed in this book are the construction work of Carl Leonardt, whose building operations have reached over the Coast and the Mountain region, Hawaii and Mexico. Mr. Leonardt began contracting in Los Angeles twenty-five years ago. His original quarters are shown above, in a barn on Crocker street, Los Angeles. About seven years ago he moved his headquarters to the reinforced concrete structures shown below, at Mill and Industrial streets. The main building is 102 by 150 feet, and this warehouse is remarkable for having the longest reinforced concrete girders in the world—102 feet. Mr. Leonardt's interests are not alone in contracting. He is engaged in cement and lime enterprises as well as oil.





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### THIRD STREET WEST FROM MAIN

The upper picture, the southwest corner of Third and Main streets, was taken a little over twenty years ago. The corner building has been replaced by the Citizens National Bank building, shown at the left in the lower photograph. The present appearance of Third street, west of Main, is shown below.



## SIXTH STREET, 1886

Looking west on Sixth Street from Main. The first cross street is Spring. At the left, corner of Spring, was Ralphs' grocery store, a landmark in those days. The white fence marks the second intersecting street, Broadway.



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## SIXTH STREET, 1903

First transformation. The building up the street was the first four-story structure erected, and the occupants advertised that they were over the line from high rents.



SIXTH STREET, 1906

Third Transformation. Note the changes that have come about in the years between 1903, shown at the bottom of the previous page.



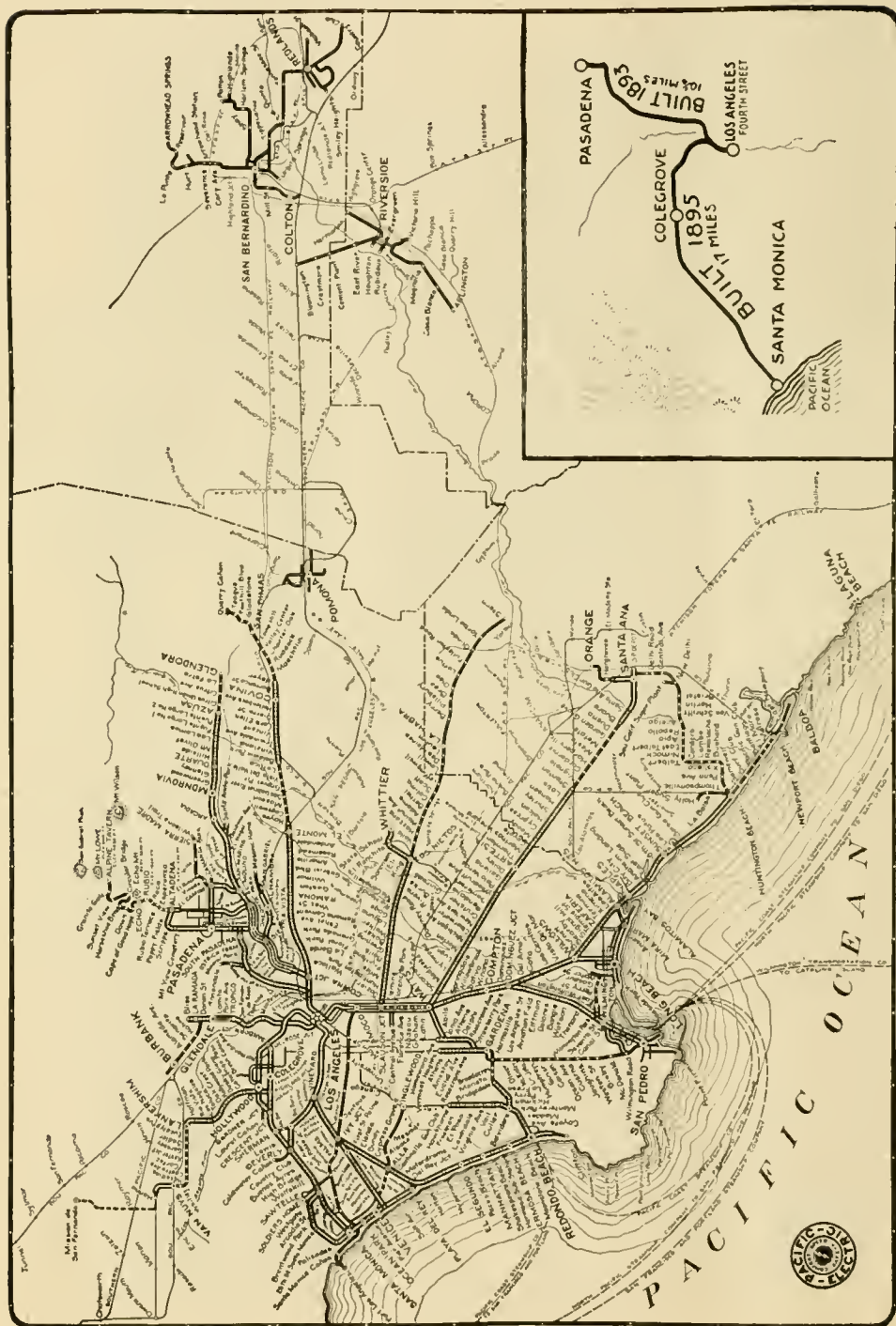
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SIXTH STREET, 1911

Fourth transformation. The street is now nearly an unbroken line of skyscrapers.

PACIFIC ELECTRIC RAILWAY SYSTEM



Copyright, 1911, by D. W. Postum, for the Pacific Electric Railway  
 The Pacific Electric Railway Company is capitalized for \$100,000,000. It owns and operates 1000 miles of Interurban Railways, built in the most substantial and enduring manner. Its equipment cannot be surpassed. The company is engaged in building \$50 miles in addition to the lines at present operated. The Company is the outgrowth of 10 1/4 miles of road built to Pasadena in 1893 and 17 miles of road built to the beach in 1895. 2700 scheduled trains daily are now operated by the Pacific Electric.





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### PACIFIC ELECTRIC BUILDING AND DEPOT

Sixth and Main streets, southeast corner. The upper photograph shows the residence of W. G. Kerckhoff, which was formerly on this site. Below is the steel frame building and depot of the Pacific Electric Railway Company. Begun in 1902 and completed in 1904, it is 211 by 285 feet in size and is the largest railway building west of the Mississippi. It has upwards of 700 offices, and contains the head offices of the Pacific Electric Railway system, as well as numerous other railway offices. All of the ground floor is used for depot purpose by the Pacific Electric Railway.





W. G. KERCKHOFF  
BUILDING



At the top is shown the old tent depot of the Pacific Electric Railway Co., and the fruit stand, formerly at the northeast corner of Sixth and Main Streets Below, the W. G. Kerckhoff building, on the same site, a steel frame office building and coast headquarters of the Santa Fe Route.



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## ALL NIGHT AND DAY BANK

Located at Main and Sixth streets, south west corner, Central building. Few banking institutions have shown such a growth as has the All Night and Day Bank, under the presidency of L. C. Brand and the management of W. H. Joyce. This bank has had a life of but two or three years. It was started at the corner of Sixth and Spring streets, in the building shown above, and after reorganization about a year ago was forced by increasing business to secure the present quarters, shown below. Evidencing its growth, it may be stated that the resources grew from \$1,139,045 on September 20th, 1910 to \$2,019,030 on September 20th, 1911, an increase of \$879,985. The deposits are now growing at the rate of about \$120,000 monthly, and this bank undoubtedly will be one of the big institutions of the city.



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### SPRING AND SIXTH STREETS

Southwest corner. Up to 1905 this corner was occupied by Ralph's grocery store, one of the landmarks of early Los Angeles, shown in the upper photograph. In 1905 this building was torn away and in its stead was erected the Hotel Hayward, a modern re-inforced concrete structure, shown in the lower photograph.







TRUST AND SAVINGS BUILDING

Copyright 1911, by J. E. Scott

## SIXTH AND SPRING STREETS

Northwest corner. For many years, the Freeman building occupied this corner, and much of the time it was poor renting property, being "too far out of town." Now the Trust and Savings Building, on the same site (completed in 1911) is in the heart of things. The building is steel frame, costing about \$1,000,000. The bank has resource of about \$13,000,000. All of the stock is owned by the stockholders of the First National Bank.





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### SIXTH AND BROADWAY

Southeast corner. This corner was occupied by a saloon as late as 1908. On this site has risen the Walter P. Story building, one of the finest steel frame structures in Los Angeles.





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ORIGINAL HOME OF MULLEN & BLUETT CLOTHING CO.

## MULLEN & BLUETT CLOTHING COMPANY

The entire ground floor of the W. P. Story building, shown on the opposite page, is occupied by the Mullen & Bluett Clothing Company. This establishment is operated by the Mullen Estate Company, of which Arthur B. Mullen is general manager.

Mullen & Bluett entered in the clothing and men's furnishing business in Los Angeles in 1888, purchasing the clothing store of Daily & Sullivan, which was started as early as 1883, where the Nadeau block now stands. On January 1, 1888, Andrew Mullen of Mullen Bros. & Co. of Chicago came to Los Angeles on account of ill-health. He had known W. C. Bluett in Chicago and the two bought the Daily & Sullivan business, which then occupied a store room 19 by 30 feet. The firm moved almost immediately to the corner of First and Spring streets, shown above. The company was incorporated in 1890 and kept adding to the store room until it occupied 12,000 feet. Andrew Mullen died in 1899, and the business was continued by E. F. and A. B. Mullen. Since the death of Mrs. Mary T. Mullen, the Mullen Estate Company has conducted the business.

When the Walter P. Story building was completed in 1910, the company moved. It has the entire first floor, 120 by 150 feet, and this and the basement and the mezzanine gives a total sales space of 28,000 square feet. The company handles everything that men and children wear. There is a total window display space of 255 linear feet, and in every respect the establishment is equipped in keeping with the building and corner it occupies.



Mullen & Bluett Company's great store in Walter P. Story building. Above, the Broadway side. At the left, the Sixth street side.



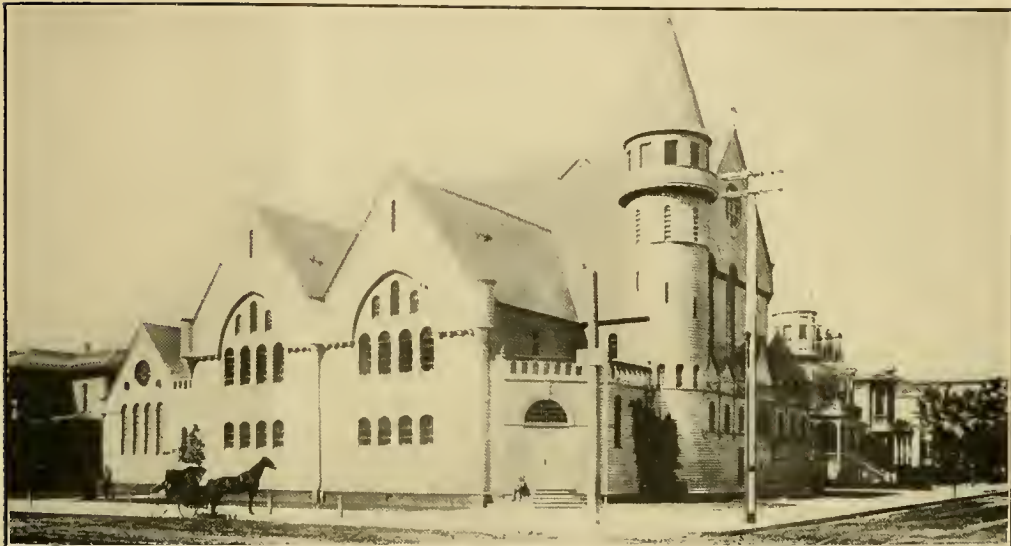


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## SIXTH AND BROADWAY

Southwest corner. Up to 1906 this corner was considered too far south for a large business. The old building, shown above was occupied by a saloon at the corner and a dairy depot was next. In 1906 the late John H. Norton built the steel frame structure shown below, and made it the strongest building, size considered, in Los Angeles. It was designed for heavy goods. It is occupied in its entirety by the H. Jevne Co.





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### SIXTH AND HILL STREETS

Southwest corner. The First Congregational Church, shown above, was on this ground for several years. The property changed hands several times, always at an advance, until bought by the Consolidated Realty Company, which erected the reinforced concrete structure shown in the lower photograph. This was completed early in 1911.





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## BROADWAY AND SEVENTH STREETS

Northwest corner. For many years the Lankershim Flats, shown in the upper photograph occupied this corner of Seventh and Broadway. They were removed about five years ago to make room for the building shown in the lower photograph, occupied by one of the larger department stores. A steel frame building of the first class.







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## SEVENTH AND SPRING STREETS

Northwest corner. Union Oil Company building. This corner was first the site of the cottage home of a former county surveyor, Jackson. As the city grew, this cottage was moved, and larger buildings surrounded the site. Early in 1911, the Union Oil Company began the erection of a thirteen story steel frame building, which will be ready for occupancy about January 1, 1912. This is shown in the lower photograph.





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ORIGINAL HOME OF FIRST NATIONAL BANK

## FIRST NATIONAL BANK

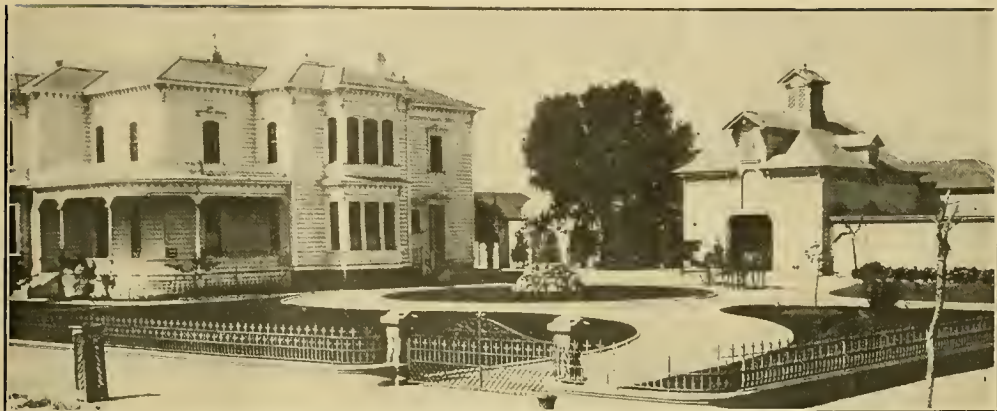
The First National Bank of Los Angeles was organized in 1880, with a capital stock of \$100,000. The capital stock was increased in 1887 to \$200,000; in 1893 to \$400,000; in 1904 to \$500,000; in 1905 to \$1,250,000 and in 1910 to \$1,500,000, which, with its surplus and undivided profits of \$2,300,000, makes it the strongest, as well as the largest National bank in the city.

The increase in the deposits of the bank from \$1,600,000 in 1890 to over \$16,000,000 in 1911, has necessitated several moves to obtain more commodious quarters to care for the increase in business.



PRESENT HOME OF FIRST NATIONAL BANK





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### I. N. VAN NUYS BUILDING, NEW HOME OF FIRST NATIONAL

Spring and Seventh streets, southwest corner. The new home of the First National Bank will be on the ground floor of the I. N. Van Nuys building, shown below. The Van Nuys Home place, shown above, was at this corner for many years. Now there is going up one of the finest office buildings of the West. This structure, a steel frame building, will be ready for occupancy about January 1, 1913. The First National intends to have the finest and best equipped banking rooms in the country.







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## BROADWAY AND EIGHTH STREETS

Southwest corner. The upper photograph shows the Colonial Flats which were at this corner many years, and were considered the best in the city. Today, at the same corner is a modern steel frame building occupied by Hamburger's Department Store, and costing about \$1,500,000.





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## LOS ANGELES INVESTMENT COMPANY

Eighth and Broadway, southwest corner. The Los Angeles Investment Company has just cleared this corner of the shacks shown above, and is erecting, as its home office, the splendid steel, tile and reinforced concrete structure shown below.

Fifteen years ago, the offices of the Los Angeles Investment Company were in a corner of a second story back room on Main Street. Today the Company has under construction this million dollar home, at Broadway and Eighth. Fifteen years ago it had about a dozen stockholders and a capital and surplus of less than \$1,000. Today it has nine thousand stockholders and a paid in capital and surplus of nearly \$7,000,000.00.

No more remarkable example of the growth of this city's enterprises can be shown than that of the Los Angeles Investment Company—the largest Co-operative Building Company in the world. The Company has today fully \$60,000,000.00 worth of development work to do on property totalling 2500 acres, to which it holds clear title.





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## N. B. BLACKSTONE COMPANY

The N. B. Blackstone Company, one of the oldest and most reliable dry goods houses, began business in February, 1896, in the quarters shown above at 171-173 North Spring street. In October, 1898, the company moved to larger quarters in the Douglas block, and in June, 1907, again moved to the building shown below at 318-320-322 South Broadway, in the heart of the shopping district. About 60,000 square feet of floor space is utilized by the establishment. The Company occupies the entire building and appeals largely to the best class of buyers in Los Angeles and the Southwest.







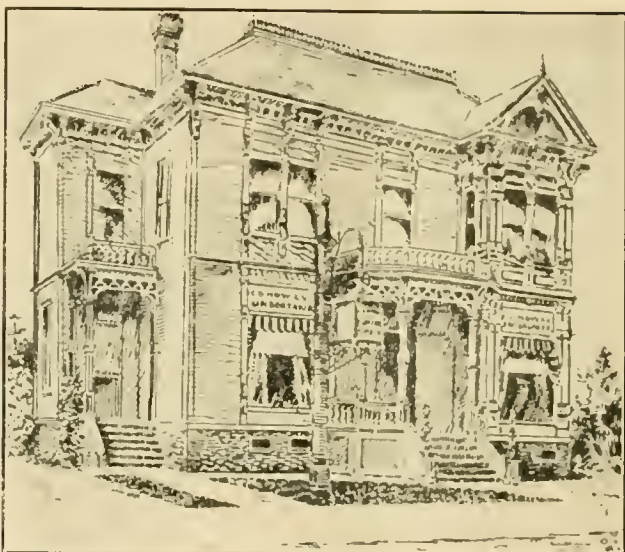
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## THE TIMES

The policy of the Los Angeles "Times" has been directed for the past quarter century and more by General Harrison Gray Otis. The upper photograph shows the "Times" establishment in 1887, and the general appearance of Broadway (then Fort street). This building was part of the greater structure destroyed by explosion and fire on October 1, 1910. Below is a drawing of the new "Times" building to be erected on the same site at First and Broadway. This will be the only exclusively newspaper structure of great dimensions in the West. In the past thirty years, the "Times" has grown from a four page provincial daily, to the largest newspaper in the world.



## THE EXAMINER



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## BROADWAY NEAR FIFTH

W. R. Hearst established the Los Angeles Examiner in 1903. The building was then new and was erected on the site of the residence shown in the upper photograph. The Examiner is one of the recognized great journals of the West.

*Courtesy Sunset Magazine.*

## THE EXPRESS

The Los Angeles Express was founded in 1871 by George Tiffany and associates. It had an exceedingly tortuous career, with many changes of ownership, until taken in hand by E. T. Earl, about ten years ago. It has developed into one of the fine newspaper properties of Los Angeles, and occupies its own building on Hill street, south of Seventh. This building was erected on the site of the Niles Pease home, shown in the upper photograph. Once in the residence district, this property is pretty well in the center of the business section.

NILES PEASE HOME. NOW SITE OF  
THE EXPRESS BUILDING



THE EXPRESS BUILDING

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## SOUTHERN CALIFORNIA EDISON COMPANY

The Southern California Edison Company, which at the present time is engaged in supplying energy throughout Southern California, had its inception in the barnlike structure shown at the right of this illustration. This original home of the Company was located on Twenty-second street, near Aubrey street, in Los Angeles. The Company's life and development has been contemporaneous with the history of electrical development for the last twenty-five years. The Company has hydro-electric plants for electric power on Kern River, Santa Ana River, Mill Creek and Lytle Creek. It supplements and augments this power by steam plants, and by a ten unit plant at Long Beach, two units of

which are nearing completion at a cost of two million dollars. The Company supplies electric energy to over 50 per cent of the population of Los Angeles, and to fifty-three cities, towns, hamlets and intervening rural communities of Southern California.

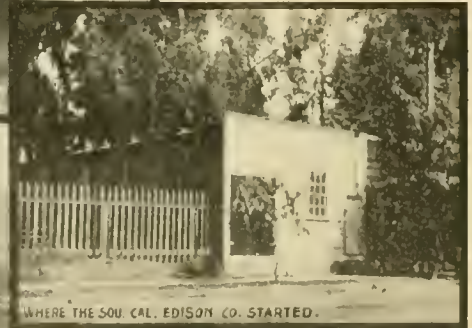
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KERN RIVER  
HYDRO-ELECTRIC PLANT



LONG BEACH STEAM PLANT NEARING COMPLETION

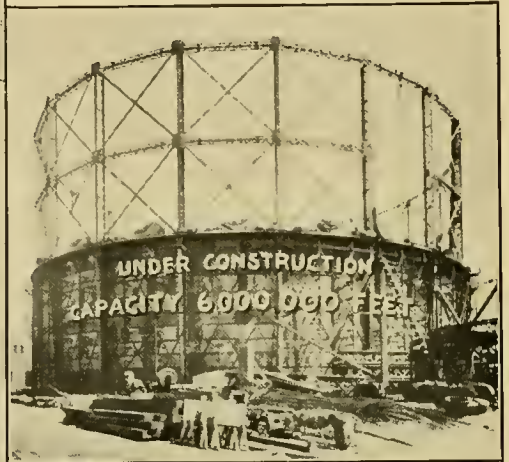
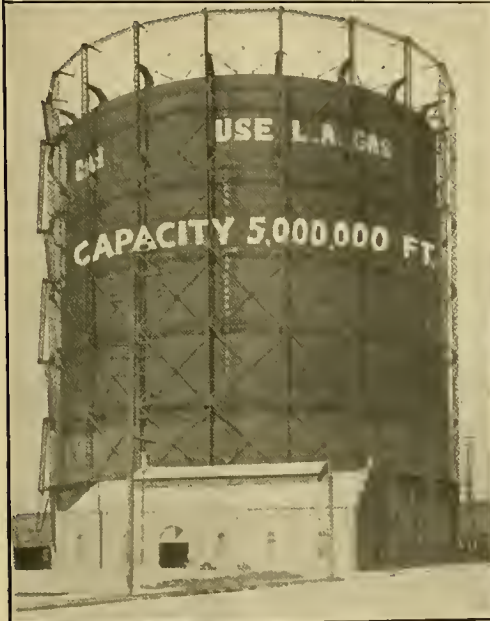


WHERE THE SOU. CAL. EDISON CO. STARTED.

LOS ANGELES GAS AND ELECTRIC CORPORATION

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The original gas works of Los Angeles are shown in the photograph to the left. Below are photographs of the present day works and holders. The holders now have a capacity of 7,900,000 feet of gas, and will soon have a capacity of 13,900,000 feet. The consumption has been known to reach 15,600,000 feet daily.



**WORKS  
ALISO AND CENTRE STS.**



SOUTHERN CALIFORNIA MUSIC  
COMPANY

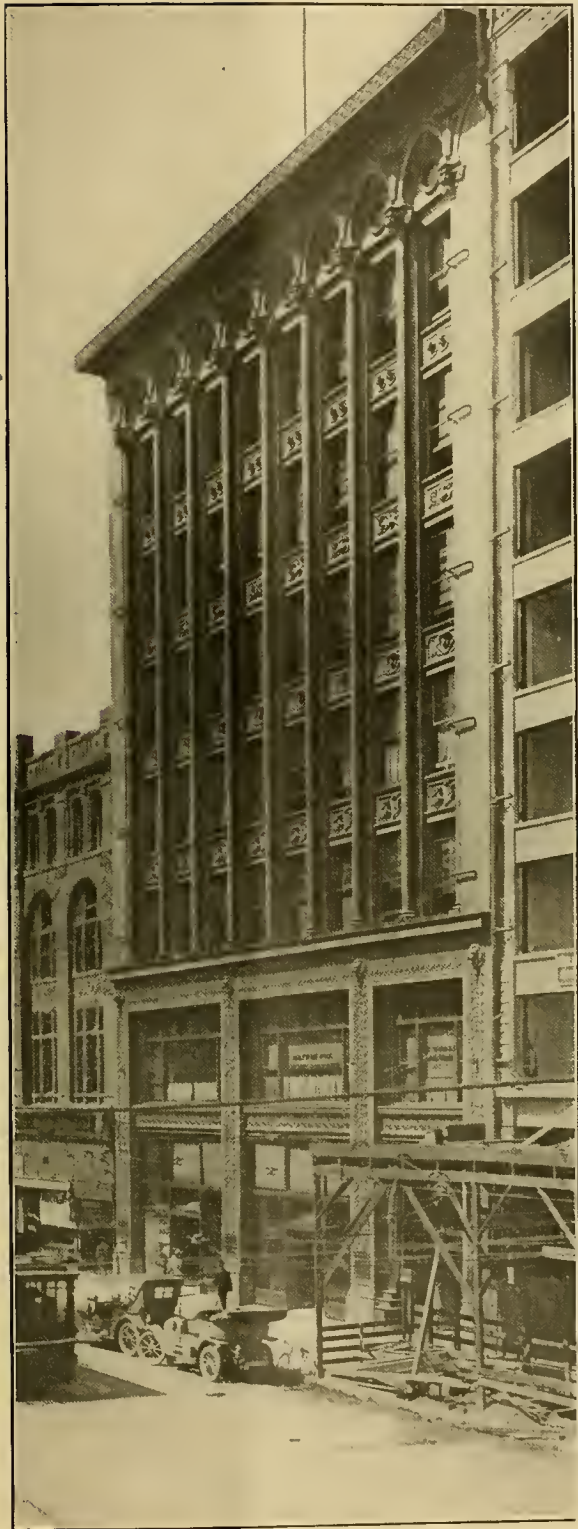


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The Southern California Music Company is the outgrowth of the pioneer music house of Day & Brown. In 1887 the company was incorporated, amalgamating the firms of Day & Hart and Powell & Haskell. The company remained in the quarters shown above, until the Bradbury building was completed, when the company moved there. In 1903, the company moved to the splendidly appointed building shown on the left, at 332-334 South Broadway which the company owns. This building is entirely devoted to the uses of the company, the aim being to carry a complete stock of music and musical merchandise. The company has branch stores at San Diego, Riverside, Pomona and San Bernardino, the representative establishments of those cities.





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## BROADWAY NEAR SECOND

The Merchants Bank & Trust Building was one of the first steel frame buildings erected on Broadway. It occupies the site of the old Y. M. C. A. building shown above. The Merchants Bank & Trust Company is one of the oldest trust and banking companies in the city. It is capitalized for \$500,000. Its building was erected 1906-7.



## THE FRATERNAL BROTHERHOOD

The Fraternal Brotherhood is the only fraternal order of National proportions, having its headquarters in Los Angeles.

The order was organized in March, 1896, by James A. Foshay, then Superintendent of Schools of Los Angeles, and now Supreme President of the Order, C. P. Dandy and G. S. Bartholomew. Its first quarters were at 125 1/2 South Spring Street and then were removed to room 425, Wilcox building, and there remained until the Brotherhood's own building, shown above, was completed in 1904.

The growth of the Fraternal Brotherhood has been one of the surprises in the West, but it has been due to the persistence, ability and integrity of its officials.

The assets of the order exceed \$600,000.

Its membership is 51,000.

It has paid benefits in excess of \$2,500,000.

It has 550 lodges in seventeen states.

It is one of the growing institutions of which Los Angeles is proud.

CALIFORNIA HOSPITAL



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ORIGINAL HOSPITAL ON SIXTH STREET

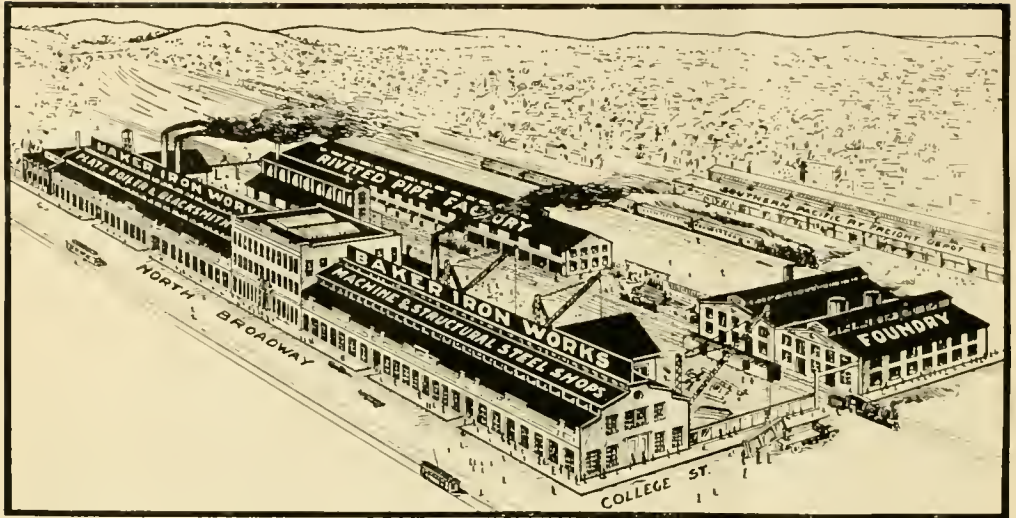
The company of physicians which operates the California Hospital was organized in 1897, but prior to that time Dr. Walter Lindley and his associates conducted a hospital on West Sixth street, which was taken over by the company. This original hospital building is shown in the upper photograph. One elevation of the present hospital is shown below. This hospital was completed in 1898, but has since been enlarged three times. The capacity of this hospital is for 150 patients. There are 125 nurses in the hospital, fifty of whom are graduates and seventy-five in the training school. From its foundation until October 5th, 1911, the hospital had treated 25,774 patients.



HOPE STREET ELEVATION OF CALIFORNIA HOSPITAL



## BAKER IRON WORKS



The Baker Iron Works of today occupies such a large area of ground that no photograph can be taken which does the establishment justice. For this reason, a pen drawing of this great works is shown above, the drawing being a replica of the various structures now occupied by the Company.

The Baker Iron Works is the outgrowth of a little foundry and machine shop started by a Frenchman on North Spring Street, in 1872. He had at times, as many as two employees.

In 1876, Milo S. Baker bought the place, and the career of expansion began. No photograph of this old establishment is known. Expanding business caused the company to remove a few years later to the northwest corner of Second and Main streets and the southwest corner of the same streets, where the Higgins Block (see page 69) now rears skyward in the heart of the city. In 1886, M. S. Baker & Co. incorporated as the Baker Iron Works, and moved to the present location at Buena Vista and College streets.

In earlier days the work was largely agricultural, but as the city started to grow, the Company was called to enter other fields. Structural iron and steel, mechanical equipment of every sort, engines and boilers, pumps, mining machinery, oil well tools, and everything in iron and steel work necessarily became a part of the Company's manufacture.

With many other of the sound concerns of Los Angeles, the Baker Iron Works has done a profitable business. To do this it has been always abreast and often ahead of the times. Wherever skilled workers in its field have been demanded, the Baker Iron Works has always risen to the emergency.

The Company has been under the same management for over thirty years, and those in charge have seen it grow from a little machine shop to a great manufacturing enterprise employing 500 men.

The officers and directors of the Company are: President and Manager, Fred L. Baker; Vice President and Superintendent, Milo A. Baker; Secretary, Warren C. Kennedy; Store Manager, Harry S. Hitchcock; and J. Foster Rhodes.



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### SPRING AND TEMPLE STREETS

Southwest corner. The structure shown in the upper photograph was for about thirty years the home of various small businesses, with a lodging house upstairs. It was demolished about five years ago and in its place was built the steel frame bank and office building shown in the lower illustration. The home of the International Savings Bank, an institution much in favor among foreign born and descended residents.





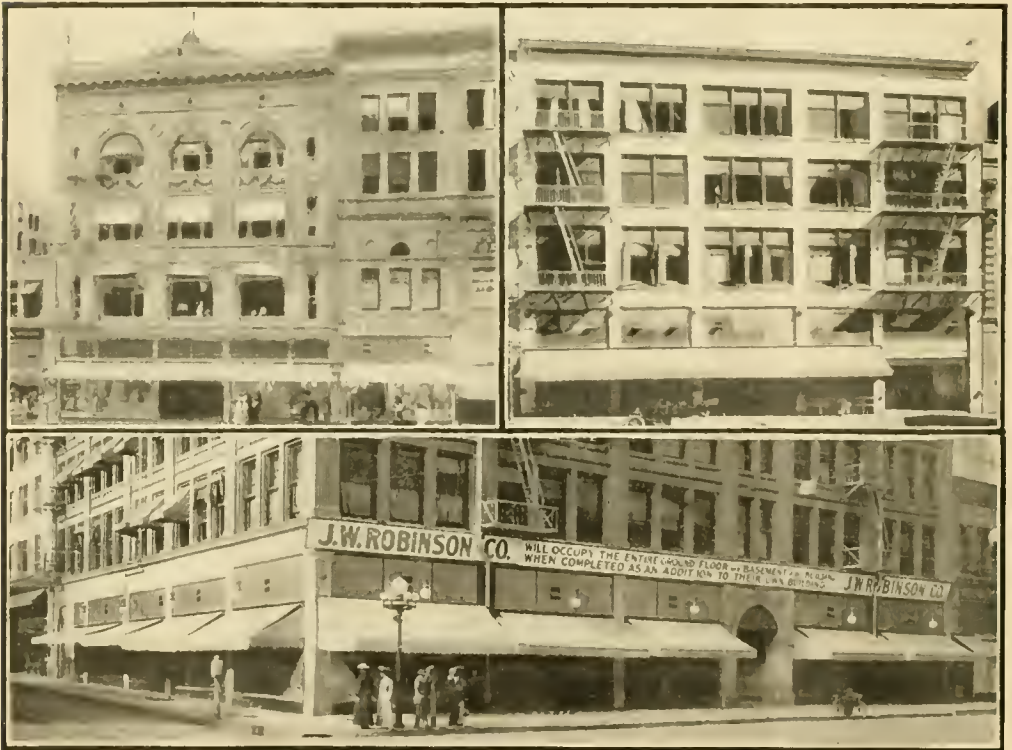
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## J. W. ROBINSON COMPANY

Founded in 1883 by J. W. Robinson, the Boston Dry Goods Store moved in 1886, owing to the demand for more room, to 171-173 North Spring streets, shown in the photograph above. Still the business grew, and in 1895 the Company removed to its own four story and basement building shown at the left and top of the lower group, at 235-7-9 South Broadway. This brought the available floor space to over 60,000 feet. But in 1907 the establishment was enlarged by the addition of the Hill street annex, bringing the total floor space to 131,000 feet. The Hill street frontage is shown at the top and right of the lower group. The Company is now completing another addition in the entire ground floor of the F. J. Byrne building, shown at the bottom of the group, and this was ready about the first of December, 1911. The business of this house is with the very best class of buyers, and the volume runs in the millions annually.

BROADWAY FRONT

HILL STREET FRONT



ADDITION, F. J. BYRNE BUILDING, THIRD STREET AND BROADWAY





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## MAIN AND SECOND STREETS

Southwest corner. The old Rawson block, one of the oldest buildings in the city occupied this corner for about thirty years. Now it is removed, and in its stead is the Higgins office building, one of the best examples of reinforced concrete construction in the entire west. The Higgins building is shown in the lower photograph.





ORIGINAL SALESROOMS AND OFFICE

## BROWNSTEIN-LOUIS COMPANY

A HISTORY IN PICTURES



PRESENT OFFICE AND SALES ROOMS

The Brownstein-Louis Company, one of the leading manufacturing concerns of the southwest, began as a jobbing house in 1895, the organizers being D. J. Brownstein, H. W. Louis and P. A. Newmark. In 1897 the firm began manufacturing overalls, employing twenty machines. To such an extent has the concern grown, that when on January 1, 1912, the company occupies its new buildings shown below, it will employ from 800 to 1000 persons.

Starting in the old Baker block and in the Arcadia block, the business expanded by 1905 so that it was necessary to remove to larger quarters at 236-240 S. Los Angeles street, a three story factory being in the rear. But these quarters have been outgrown, and the new factory, salesrooms and warehouse shown below are about ready for occupancy. The company makes special lines of clothing, such as "Stronghold" overalls, Medal brand trousers and outing clothing and "Duromake" and "Saturn" shirts. Its selling field covers California, Nevada, Utah, Arizona, Mexico and the Hawaiian Islands. The company employs a capital of \$500,000. The officers are D. J. Brownstein, President; E. J. Louis, vice-president; Henry W. Louis, secretary and treasurer.





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### THE ORPHEUM

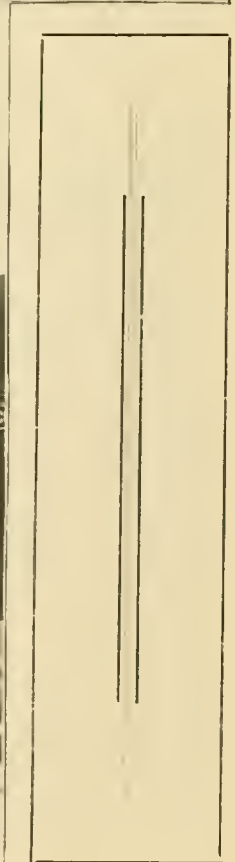
The upper photograph shows the site of the Orpheum on Broadway, between Sixth and Seventh, up to 1910. The new Orpheum was opened in 1911. This is a reinforced building of the latest type, and is one of the most complete and best equipped theatrical structures in the United States. It is a gem in marble, concrete, steel and tile. It is one of the Orpheum circuit, comprising over thirty theaters in this country and famous everywhere as producing the highest standard of vaudeville.





## BLAKE, MOFFITT &amp; TOWNE

Established as Blake, Robbins & Co., in San Francisco in 1855, the paper house of Blake Moffitt & Towne opened a branch in Los Angeles, shown at the right, in 1891. After one removal, the house went into its own building on South Los Angeles street, in 1901. There is a great warehouse in the rear of the building shown below and the floor space used by the company is about 2 1/2 acres. This house deals in everything in paper.



1882      1911

HAWLEY,  
KING  
& COMPANY



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ORIGINAL QUARTERS

Owing to its honorable and public spirited method of dealing, the Hawley, King & Co. corporation has built up a large and substantial patronage in Southern California, and the house and the management both have a large following. The business was established twenty-nine years ago. The corporation is located in a spacious building of their own at 224-228 South Los Angeles street, having 60,000 feet floor space. There is a branch store at 1114-1116 South Olive street, where the company displays motor cars and power wagons. Hawley, King & Co. deal in the finest grades of vehicles of every description, traction engines, automobiles and power

wagons. No other house of the kind offers a larger or more varied display of goods in its line than does this company, and the fact that just prices are quoted for values given, coupled with the fact that the management is most accommodating and courteous is the secret of the great growth of the business. Mr. King who assumed the position of manager when the house started business here in 1882, still holds that position, and is also vice-president and treasurer of the corporation.



PRESENT HOME 224-228 SOUTH LOS ANGELES STREET

## M. A. NEWMARK &amp; CO.

The wholesale grocery house of M. A. Newmark & Co. was founded by H. Newmark in 1865, in consequence of a challenge made by the late Prudent Beaudry, who was then in the wholesale grocery business and was getting his goods over the freighting line of Tomlinson, from San Pedro. Mr. H. Newmark and the late General Phineas Banning, a competitor of the Tomlinson freighting line, formed a partnership to engage in the grocery business, General Banning agreeing to haul all of the firm's goods free from San Pedro, Mr. Newmark supplying the capital, and the two dividing the profits. At the end of six months, on taking stock, it was found that the firm had made some money. Then Beaudry sold out to the firm, and General Banning withdrew with the understanding that his freighting line was to handle the business of the company. From this house of H. Newmark & Co. has grown the present wholesale grocery house of M. A. Newmark & Co., without a break of a single day. This is the oldest house of any size in Los Angeles. For forty-six years this concern has enjoyed prosperity.

The original place of business was in the Arcadia block on North Los Angeles street. After some years the firm moved to 205-7 North Los Angeles street, and in 1887 to the present quarters on North Los Angeles street, shown in the center illustration. This building has a floor space of about 40,000 feet, but the company occupies another large warehouse at the railroad tracks.

About the first of the year, the Company will move to its new building, under construction, on Wholesale street in the heart of the industrial district, and with ample trackage facilities. This building is of reinforced concrete, is 145 by 179 feet in size, and has a floor space of about 135,000 feet. It is a type of building which most of the larger concerns of Los Angeles are now erecting at the tracks for their use.





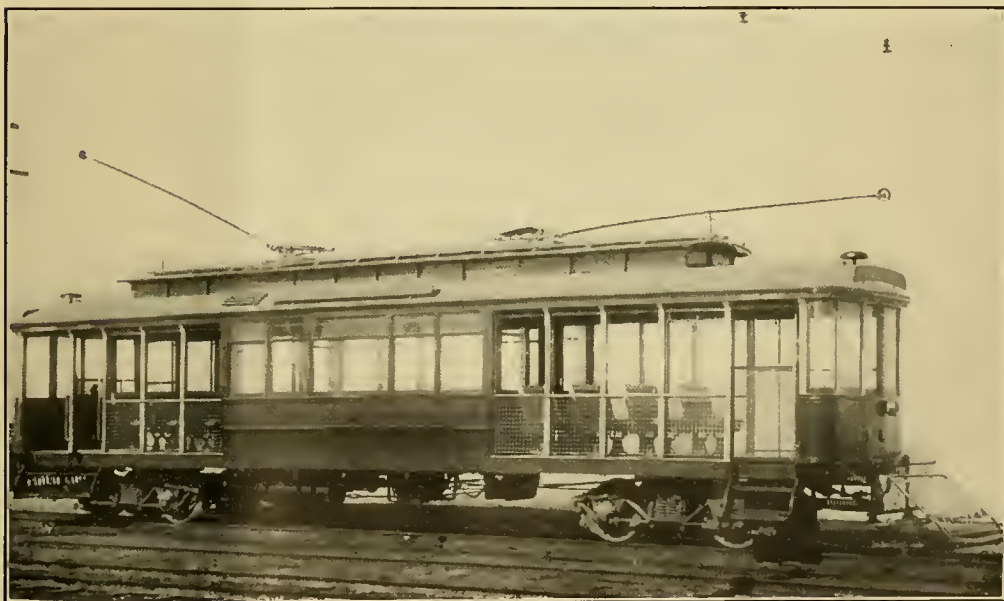


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## LOS ANGELES RAILWAY

These photographs show the equipment of the Los Angeles Railway past and present. At the top is a photograph of the first motor car operated in Los Angeles, on the Maple Avenue line, in 1885. Next to it is an old style car of the type of 1893. Below is a modern Pay-As-You-Enter car, the type used everywhere on the company's lines. These cars were the first of this type used on the Pacific Coast.

The Los Angeles Railway is a Henry E. Huntington enterprise. It had its origin in a mule car line. Today the Company is capitalized for \$20,000,000. It has about 350 miles of road and about 700 passenger cars. Its power comes from the Kern River and from Redondo. Among street railway men the country over, this system is considered as a model of what a street railway system should be.





THE START, 1894



1895-1907

### NEWMARK BROTHERS

Newmark Bros., the largest Coffee and Tea house in Los Angeles, was established July 16, 1894 and occupied quarters on North Los Angeles street, from the beginning, until 1907. That year, the firm removed to East First street, at San Pedro, having erected a special factory building for their own use. The business of the house is so large that a warehouse capacity twice as great as the factory is employed. Their trade extends over the entire Rocky Mountain region. The firm was established by the late Phineas Newmark and Samuel M. Newmark, and it has been one of the most successful houses in the Southwest, due to the business integrity of the firm and their devotion to quality.



FACTORY, 1907 TO PRESENT TIME



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### SAN FERNANDO BUILDING

Fourth and Main streets, Southeast Corner. This building is one of the various building enterprises of Colonel J. B. Lankershim. It was completed in 1908, but during 1911, two additional stories were added. It is of reinforced concrete construction and replaced the old Alaska lodging house property, shown above, which once occupied the corner. In this connection, it might be said that Colonel Lankershim owns the largest single piece of down-town property, in this corner and the adjoining buildings. There is a frontage of 217 feet on Main street, and the property is 155 feet in depth. The property was once owned by R. H. Baker, but was bought by other parties as the site for a tabernacle. Along in 1885, Colonel Lankershim spent considerable time in San Diego and Santa Barbara, and noticed that business property was commanding about \$100 a front foot. This Main street piece was offered to him at about the same figure, and he decided to buy, reasoning that if business property was worth that much in those two places, it was worth more in Los Angeles. The purchase was made. The Lankershim holdings extend from the alley in rear of the San Fernando building, clear around to the right of the photograph below.







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ORIGINAL STORE OF HELLMAN, HAAS & CO.



PRESENT ESTABLISHMENT OF HAAS, BARUCH & CO.

## HAAS, BARUCH & COMPANY

Haas, Baruch & Co. are the successors of the wholesale grocery firm of Hellman, Haas & Co., who occupied a building known as the McLaughlin building, shown on the left above, with a frontage of 35 or 40 feet. This store room was ample between 1871 and 1888. Then the firm moved to the Germain block, on Los Angeles, street which was built specially for the firm. About this time, the late Herman W. Hellman withdrew from the firm and devoted himself to banking, and the name of the firm was changed to the present title. In 1892, increasing business necessitated the erection of the structure at Aliso and Los Angeles streets, though at first only one-half was used by the firm. Now, however, increasing business has again compelled the firm to move. This time there is being erected the magnificent reinforced building shown below at the intersection of Second and Alameda streets, right on the tracks and giving the company every facility. The trade of this house extends over the entire southwest.



HAAS, BARUCH & CO.'S. NEW BUILDING, SECOND AND ALAMEDA STREETS



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ORIGINAL VILLE DE PARIS ON BROADWAY

## VILLE DE PARIS

One of the best type of dry goods establishments in Los Angeles is the Ville De Paris, operated by the A. Fusetot Co. The Ville was opened in Los Angeles in 1893 by A. Fusetot, then from San Francisco, the original location being on Broadway between Second and Third. Mr. Fusetot was the first dry goods merchant in Los Angeles to foresee that Broadway was destined to be the leading retail street. After being enlarged several times—the original floor space was only 3000 square feet—the Ville moved in 1904 to its present location in the Laughlin building, taking, as well, the Hill street annex. The present floor space occupied by the company is 96,000 feet, so that the present store is over thirty times as large as the original. This establishment has always catered to the very best trade. The officers are: President, G. Fusetot; treasurer, M. A. Milbach; secretary and manager, R. E. Barry.



BROADWAY FRONT, PRESENT VILLE DE PARIS



JUST A GLIMPSE OF THE INTERIOR OF THE SPLENDID STORE



## SAN PEDRO HARBOR

Very frequently it is asserted in the East, by those who are not familiar with the recent development of Southern California, that "Los Angeles has no harbor" and hence cannot participate in the Twentieth Century development of commerce on the Pacific. True, there are but two natural harbors on the coast of California, San Diego and San Francisco bays. That this was true in the early history of California, even the most casual reading of such a work as Richard Henry Dana's "Two Years Before the Mast" amply proves. But what Nature granted only in stingy measure, man can and has supplemented and today there are not two but three deep water harbors on the California Coast, two of them natural, and one, ample for all needs, largely the creation of man.

This harbor is the real port of Los Angeles. Originally not much more than a shallow lagoon, it has been improved by the Government until ships of the greatest draught known on the Pacific can enter. The city of Los Angeles stands pledged to expend \$10,000,000 in making this one of the great ports of the world. This amount of money, together with the Government expenditures past and to come, will create as fine a port as the Pacific waters afford. The city intends to expend the greater part of its outlay for harbor purposes, prior to the time of the opening of the Panama canal, so that Los Angeles will reap the full benefit of that improvement.



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SAN PEDRO THIRTY YEARS AGO



A GLIMPSE OF THE INNER HARBOR. OUTER HARBOR AND BREAKWATER NOT SHOWING



# LOS ANGELES

The Ardent Hebe of the Sensuous South

A SKETCH

By HARRISON GRAY OTIS

Editor of The Los Angeles Times

Revised to October, 1911.

By Permission of SUNSET MAGAZINE.

Copyright, 1910, by J. Horburgh, Jr.

**W**HEN the Editor of the Sunset Magazine drafted me to write a sketch of Los Angeles, he did not expect, I am sure, that it would be an adequate treatment of the large subject assigned. That result is impossible within the limitations of a magazine article. The most I can do now is to smite the elevated spots here and there. This imperfect sketch does not purport to cover the entire south coast, which is a still broader and larger subject.

Los Angeles then, and Los Angeles now, present a striking contrast. The transformation in a little more than a quarter of a century—twenty-nine years—is the marvel

of the age in city building. My own observations cover the period indicated. I made my advent upon the scene in July, 1882, when the town, then just emerging from the pueblo state, had no more than 12,500 population. The difference between those figures and the population figures of 1911 is more than 345,000. And if I were capable of boasting—which possibly I am upon occasion and with an adequate effort—I would say with one of old: "All of which I saw and part of which I was."

Los Angeles occupies a favorable geographical position on the south Pacific Coast with respect to the westbound overland trade, to the coming Panama canal, to San Fran-

# Arlington Square

From empty acreage to beautifully improved, home-studded residence property in two years—that is "The Old and The New" of Arlington Square. It is in the beautiful Southwest Section, Los Angeles' most substantial residential district—where thousands upon thousands of homes have been built in the past few years—where property values have doubled and trebled. This tremendous growth continues, and will continue for many years. Arlington Square is today the choicest moderate-cost residence property in the entire section. It has high class, modern street improvements, gas and electricity, splendid car service, all city conveniences, beautiful mountain views. When you can buy a lot in that vicinity for \$725, you are getting an exceptional bargain. I have just a few at that price. Do you want one? The terms are only \$25 cash and \$15 monthly. See this property or write me for literature and full information.

**EMIL FIRTH**  
 CITY LOTS, LANDS, SUBURBAN COMMUNITIES, HOMES  
 346 So. Broadway, Los Angeles, Cal.  
 "YOU'RE SAFE AT FIRTH'S"

cisco and the northern coast, and to the islands of the sea and the Orient.

The local conditions existing at that early period were indeed humble and unpretentious as compared with present conditions. Then we had only the signs and the promise of a city. The fulfillment was yet to be; and during all the intervening years that fulfillment has been steadily developing. I cannot review or recapitulate at length, but any observant reader can easily see the difference between a town of 12,500 population and a city of 360,000, which we claim now. It has been the steadiest, the most rapid, the most healthful expansion of any city of the Union at any period.

I mention a few of the great things achieved during the progressive interval:

1. The citrus crop (oranges and lemons) of the south, including Los Angeles county,

season of 1910-11, was 46,000 carloads, worth \$33,770,000 in California, and the value to the growers of the same crop in 1911-12—43,000 carloads—will probably reach a gross value to the growers of \$30,000,000; worth in the Eastern market at least one-third more than that amount.

Behind this splendid output of the peerless fruit of gold, grow about eight million more orange trees, old and young, waiting to produce still more thousands of carloads of this delicious fruit for the delectation of millions of consumers beyond the Rockies. Yet, with all its productiveness, the orange tree is so handsome that it might well be cultivated for the sake of its shape and beauty alone—for the lure of its perennial foliage, even were it not capable of producing a single pound of fruit.

2. And the citrus crop is only one of scores



"THE TOWN THAT STARTED RIGHT."

**VAN NUYS** METROPOLIS OF THE 47,000-ACRE VAN NUYS-LANKERSHIM TRACT

Situated 15 miles from Los Angeles in the Beautiful San Fernando Valley. This photograph taken February, 1911.

The pictures indicate the change in 8 months from a ranch to a live city with substantial business buildings. These buildings now stand where crosses are placed in upper photograph.



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One acre to 10 acre lots suitable for subdivision into city lots later on. Suburban acreage estates fronting on \$500,000 Boulevard.

**Sure Profit Makers**

**W. P. WHITSETT,** SALES MANAGER  
319 S. HILL ST.



SHINNERS BUILDING, VAN NUYS

of valuable crops which annually spring from our fertile soil when stimulated by life-giving water. The school attendance for the city and county gives an aggregate of 55,800 the largest of any California county. The number of male voters in the city and county is estimated at 120,000. The number of banks is forty, with bank clearings estimated at \$900,000,000. Chamber of Commerce has a membership of 3,300. Custom-house statistics show the following, among other facts: Value of foreign imports, first six months of 1911, \$1,386,135. Value of exports, domestic and foreign, \$198,634.

3. By a popular vote, San Pedro harbor has been recently taken into the city, and is now the official harbor of Los Angeles. Millions have been spent by the government upon the outer harbor, and millions more are to be spent by Congress and by the people of the city for the inner harbor. It is a harbor not alone for this city, but for the great Southwest. It is to be the *entrepot* for a vast commerce coming westward through the Panama canal—a commerce which the future will surely bring to this southern coast. After San Diego, this is the first port and the first city of importance at which ships coming through the canal will touch on their voyages to San Francisco, to other northern ports of the Pacific Coast, and to the Orient. Going east from here, railway freight and passenger trains will find low mountain passes and easy gradients across the continent, accompanied by few obstacles in the form of snow-drifts and blockades. In short, they will find an overland route "above the fever line and below the frost line"—a fact of mighty advantage in railway travel and transportation—a fact which has already demonstrated its logical power in the development of the south Pacific Coast. San Pedro harbor is not merely a local harbor, but one of national importance, which fact Congress has recognized by making large appropriations for its improvement, though not without a fierce fight running through years and years before it was won.

4. For good roads our people have provided the adequate sum of \$3,500,000 in bonds; the object being to create a comprehensive system of first-class public highways—in all, more than three hundred miles in length. The system will traverse "the imperial county" in its entirety; its construction is now vigorously under way,

(Continued on Page 85)

**Your Eastern Property**

**Exchanged for California Property**

Good land with water tributary to Los Angeles \$25 per acre. These lands will double your money. Grasp the opportunity.



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GLENDALE TRACT**

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Prices \$685 to \$750—a Few at \$1250  
Terms \$50 Cash, \$15 Month

*Write for Further Details.*

**W. H. YOUNG, Owner**

203 Johnson Building LOS ANGELES, CAL.

**Acreage Close to Los Angeles**

*Land that will eventually reach the highest value*

in Southern California, is property convenient to Los Angeles where **ALL THE CONDITIONS ARE PERFECT** for the production of **ORANGES, LEMONS and WALNUTS**; where the shipping and transportation facilities are the best, and none of the features essential to the **IDEAL COUNTRY HOME** are lacking.

For reliable information concerning the kind of land you will want to buy, see

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best service always go

**Santa Fe ALL the Way**  
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Our equipment is built by Pullman.

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Earth scenic wonder, the Grand Canyon, is on your  
way and you have the privilege of stopping over.

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And it's one management all the way—  
via Santa Fe.

Our booklets tell what you want to know.



Jno. J. Byrne, A. P. T. M.,  
Santa Fe Ry., Los Angeles,  
Calif.

## Santa Fe

(Continued from Page 83)

and will be completed possibly within one year—certainly before the date when the Panama canal and Owens river aqueduct shall have become mighty facts accomplished. These roads should prove to be as good an investment, relatively, as will the other great public investments touched upon in this article.

5. Among other notable things this county has attained the surprising distinction of being pronounced "the richest in the West." At least, the State Board of Equalization of California has placed her in that category, and has thus unconsciously paid an eloquent tribute to the extent and value of her property. According to the official figures of these zealous servants of the State, Los Angeles county heads the procession in California, and also in the chief cities west of and including Cook county, Illinois.

6. But more important, still larger and more far-reaching, is the pending project for impounding the waters of Owens river and bringing them down to the doors of the city.\* Here is a tremendous physical enterprise, striking in scope, conception and character, bold in execution, mighty in the results it will bring to our waiting and water-using people, it is destined to return to the investors, many times over, the cost of the work, great as that cost will be. In voting a bond issue in the immense sum of \$23,000,000 for this stupendous but necessary work, the people of the city showed not only great wisdom and profound confidence in her future, but they exhibited at the same time a degree of nerve never, in my opinion, shown by any other community on earth of like size, under like conditions and with a like environment. The project is to bring from the base of Mount Whitney, highest of the Sierras, more than two hundred miles away, a supply of pure mountain water right down to the city's doors—traversing the intervening distance through rugged mountains, along deep canyons and across burning deserts. Everything thus far developed in this nery and notable undertaking is propitious. The vast work is going on with system and celerity. The two chief human factors in the field of the Owens river construction are Chief Engineer William Mulholland and Lieut. Gen. Adna R. Chaffee

(Continued on Page 87)

\*A detailed description of this great undertaking appeared in SUNSET for December, 1909.

**LOOKING BACKWARD**

is of interest, because in the steadily progressive community, tributary and surrounding Los Angeles, looking backward gives us every basis for

**LOOKING AHEAD**

Our office is on the 7th floor of the Consolidated Realty Building, one of the finest structures in the city.

**25 YEARS AGO**

a little church stood on the corner now occupied by this skyscraper.

**1 YEAR AGO**

ARCH BEACH was only known to a few lovers of Nature, excursionists and dwellers by the seashore.

**TO-DAY**

ARCH BEACH has about half a hundred substantial buildings; is on a fully developed main County Road, and about 1500 owners who are interested in property—a property which owing to all its natural advantages will be one of the foremost long before

**25 YEARS HENCE**

**ARCH BEACH HEIGHTS CO.**

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**You Take Out More Than You Put In**

The safest place for your money. In a savings fund you are sure of a definite earning. Interest payable twice a year, and, you always take out more than you put in—which makes this the ideal place to keep your money.

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# Inglewood

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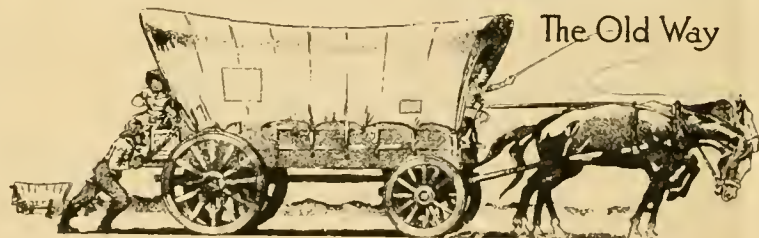
Once part of a princely domain, the Rancho Aquaje de la Centinela and Sausal Redondo. Now a thriving, up-to-date, progressive home town with fine streets, schools and churches and no saloons. Over \$160,000 street improvements now under way.

A NEW ONE. Let us show you Centinela Hills and Inglewood Bungalow Park. Oiled streets, cement walks and curbs, water, gas electricity, telephone, good car service with transfers, unequalled climate. Everything you want in a home. We will build if you wish and sell to you on easy terms.

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## To and from Los Angeles



The New Way

Any Ticket Agent will give information.





(Continued from Page 85)

(retired), whose skilful co-operation is a guarantee of ultimate success. Had this alluring and important subject not been so recently and so adequately described in these pages, I would here go into it at greater length.

7. The city has a cosmopolitan population that ranks high in intelligence, activity in good works and social attainments, and in her strong business phalanx are many men who are conspicuous as men of large affairs and great material achievements. Her "captains of industry" show themselves worthy of the title. Her people have achieved for themselves an honest name at home and sweet fame abroad. It is the rendezvous, so to speak, for brave men and noble women, who grace the places they have won in the community.

Here may be seen marked manifestations of civil life in its higher forms—life expressed in patriotism, religion and literature, in art, music and the drama, and in that social, educational and elevating progress which points surely to a yet higher civilization—to a state of culture and philosophy such as prevailed along the classic shores of ancient Greece in her palmy days, and which can come only with time and leisure.

8. But among all her splendid material assets, none is so valuable, morally and materially, as her possession of that priceless boon, industrial freedom. Her hold upon that great asset has already proven of inestimable value, and is destined to yield vastly greater and more substantial returns in the future. We have not yet, it may be, entirely thrown off industrial thralldom—but we are steadily approaching that magnificent goal for which brave and free men should everywhere contend, until the entire country is free in this respect, with the right firmly established for every citizen to freely pursue, under the law, any honest avocation or employment of his choice, and to be protected in that right from disturbance, menace and maltreatment by the whole power of the law. The championship by our people of this sound, just and constitutional doctrine has resulted in conspicuous success. The same success, relatively, should and must follow such advocacy in any and every patriotic community in the United States.

In all these pregnant years of masterful progress since 1881, the Los Angeles Times claims to have had some hand in the super



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This Office Acts as  
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LOS ANGELES

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and be independent. \$500 per acre profit in Oranges, Dates, Figs, and 100 per cent profit on your health. Big money in Alfalfa, Hogs and Stock; California Peaches, Apricots and Fruits bring the highest prices.

We specialize in ranches from little acre places near the city, to 100,000 acre subdivisions. Send for pamphlets on Wealth and Health in California; also state what you wish to buy or become interested in.

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For Sale—Or Exchange—

Property of every description in every direction. With my

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gives me positively the largest list of properties for sale and exchange in California. Eastern property exchanged for California property. It will pay you to see or write me before buying or exchanging your property.

A. D. Bowman,

503 Higgins Bldg.,  
Second and Main Sts., Los Angeles, Cal.

development of the south—and as it has marched "on and on and on," it has grown from an unpretentious four-page country daily to the expanded state in which it is now seen—the largest newspaper, according to the latest advices, published on the globe.

Los Angeles was sorry for San Francisco, because of the great calamity of 1906. She was sorry to the amount of half a million dollars. She never rejoiced in the calamity of her northern sister nor mocked when her fear came; but she is glad now, because of the matchless rehabilitation seen in 1911, and which her brave and resolute citizens are so determinedly working out to a glorious consummation under formidable difficulties.

More and more the city is becoming the center of capital and business achievement where great industrial and other enterprises near and far are financed and managed for the good of the individual investors and for the enrichment of the entire region. She has clear-eyed and courageous merchants who cater to a vast and far-flung tributary trade, whose arteries are found all along the southern seacoast, in protected valleys, among rugged mountains, in ambitious "villages of the plains," on big ranchos, and in distant mining camps, as well as in the adjacent states and territories, and also in Old Mexico. Here are located great manufactories of heavy machinery for use in mining, roadbuilding, farming and irrigation—machinery frequently of special designs and of unique construction, required in the monster work of compelling the stubborn hills, as well as the more kindly lowlands, to yield up their hidden wealth. All such machinery finds a market in that growing territory which is directly tributary to this commercial capital of the ever-expanding Southwest.

Los Angeles, big with mighty potentialities, and revealing the sure portents of future greatness, is marching onward to her brilliant destiny. Her day is still young—she is in the very morning of her career. She is only just arriving at the door of an epoch-making period—only at the door—not yet having fairly crossed the threshold. All credit be given to those dauntless men who laid here the foundations of this metropolis of the present and of the future!

With all these and other conspicuous advantages in her favor, the city is destined to achieve a great and a famous future. Besides the increase of more than 340,000 in

(Continued on Page 91)

# FOUR ROUTES EAST AND WEST

## **SUNSET**

Double Daily Service Between New Orleans and California, through Dixie Land.

Route of the "Sunset Limited"

## **EL PASO**

"GOLDEN STATE LIMITED"  
The train de luxe, exclusively first class.

The "CALIFORNIAN" for both first and second class travel.

The line of low altitudes.

## **OGDEN**

The trail of the Argonauts—

The route of the

SAN FRANCISCO—  
"OVERLAND LIMITED"

## **SHASTA**

The "ROAD OF A THOUSAND WONDERS," to and from the east through the great Northwest.

SEE AGENTS

# **Southern Pacific**





A mile deep, miles wide,  
 & painted like a sunset

That's the Grand Canyon  
 of Arizona

ASK FOR OUR  
 ILLUSTRATED  
 BOOKLETS

Stopover permitted on all through tickets—  
 Pullman sleeper to the rim on

The California Limited



(Continued from Page 88)

her population since her pueblo days, she has made mighty strides in other directions. She has now three lines of transcontinental railroads, hundreds of miles of local roads, both steam and electric, many leagues of improved streets, beautiful and extensive parks, increasing numbers of fine public and business structures, thousands of comfortable modern homes for the average population—which is of an exceptionally high class—besides palaces for the rich and great hotels for the traveling public. She is a city of schools, colleges and churches. She patronizes music, art, and the drama, and in her population, intelligence, culture and hospitality find high expression. Los Angeles is, in short, "on the map" in large and luminous characters.

California is rightly numbered among the "lands of the sun," and Los Angeles is verily "set in the sunset's heart." The bodies of her favored people are warmed by the sun god's genial rays, and their souls dilated by the perennial and all-pervasive solace of the kindly climate, fitting them for brave, generous and kindly deeds. They abide in what is picturesquely called the "land of the afternoon." Speaking in unvarnished English, however, climate constitutes one of our most valuable assets. Here the "old, old story," ever fresh, ever new, may be told, and told again, and yet again, on almost any day or night of the whole year in the friendly shelter of the orange tree, or beneath the passion-vine, or under the ever-blooming rose. But if, perchance, the sweet and all-absorbing *relazione* should be interrupted now and then—only now and then—by a sunless day or an inclement night, then refuge may be had indoors on the right flank of a small fire of matchless mesquite wood brought down from the mountains or up from the further side of the International Boundary Line.

Never a flake of snow falls on the plains here and a breath of frost visits these sunlit plains and sunkissed slopes only rarely. Out of three hundred and sixty-five days in the year not more than twenty-five or thirty are rainy, and there are three hundred days of sunshine, most of them of fleckless skies, and few of them marked with excessive heat. When the mercury rises the moisture in the air falls. The winds come mostly from 10,000 miles of sea—pure as the breath of heaven and moderate in their temperature beyond anything known almost on earth. The farmer in this region everywhere may

## Early Orange Lands

At Terra Bella and Richgrove

In the justly celebrated early orange belt of Tulare and Kern Counties on S. P. R. R.

Finest soil; an abundance of water; climatic conditions ideal; view of snow-capped mountains.

Oranges ripen six weeks earlier than in other districts of California.

Absolutely perfect orange land at

**\$100 per acre**

on our easy monthly installment plan of \$13.63 per month if desired.

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GENERAL AGENTS

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## DON'T TAKE CHANCES Homesteaders and Land Buyers

**STOP AND THINK**

Why do you allow yourselves to be deceived and talked into "BUYING" or being "LOCATED" on poor alkali adobe land, without water and often very poor soil, when you can get as good land as any in California for the same money? There is yet good Government land open for entry with abundance of water and in its best valleys. This will make you an ideal home. Why should you buy land in Mexico or Panama or any other fever country when you can get better and richer lands and live in the best climate on earth, close to market? There is yet school land available, close to good towns and under good irrigation, that we can sell you from \$3.50 to \$30 per acre, that will triple in value in the next few years. You can raise all vegetables or fruits that grow in the Southwest. Will you investigate? It will cost you nothing, but may mean a fortune to you. Write today before you forget it.

**Mutual Bond and Mortgage Co.**

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Los Angeles, Cal.



## Beverly Hills

### "A Suburban Masterpiece"

Beverly Hills now has gas, electricity, sewers, mountain water, telephones, petrolithic boulevards, parks, water garden, etc. Greatest center of residential buying and building activity suburban to Los Angeles. New \$300,000 hotel now in course of construction. Lots, 80x160 to 100x260, \$1250 to \$2000.

### Percy H. Clark Co.

311 H. W. Hellman Bldg., 4th and Spring Sts



pursue his occupations three hundred and thirty days out of the year if he wants to include the Sundays, not only without an overcoat, but in his shirt-sleeves, and never suffer from the cold. The crops reaped from the soil here are of greater variety and of greater value than those that come from anywhere else. The farmer may pick oranges and lemons, grape-fruit, guavas, limes, strawberries, cabbage, onions, peas, radishes, lettuce, and other fruits and vegetables all the year round. The apple crop comes all the time from July to November, inclusive; apricots, June to August; blackberries, June to September; cantaloupes, May to October; cherries, May to June; currants, the same; figs, July to November; grapes, July to January; nectarines, June to August; olives, December to January; pears, July to November; peaches, the same; Japanese persimmons, November and December; plums and prunes, June to September; pomegranates, September to December; quinces, October to December; raspberries, June to October; melons, May to November. The nut crops are gathered in September and October, and honey is taken from the hives almost any time one desires.

There is nothing more delightful in human life than rural California, whether we consider it in the rainy season extending from November to April, inclusive, or the dry season covering the rest of the year. In the spring the air is laden heavily with the perfume of orange blossoms from millions of trees covering many thousands of acres. During the time called winter elsewhere, our valleys and slopes are all clad in the brightest green, decked with flowers of innumerable hues. Our landscapes are like sunrise or sunset skies and vie with the rainbow in their variegated loveliness of tint. The poppies in myriads covering broad acres in single patches lift their golden chalices to the sun, and looking upon the hillside like a whole countryside in a blaze. Where grain farms cover the valley, the roads are lined for many weeks in the springtime and on into the early summer with a rank growth of wild mustard, yellow as gold, and stretching for miles in an uninterrupted streak of glory over the landscape. Even in the desert places—the washes—the yucca or Spanish bayonet shoots its tall shaft up from the white sands in a column as pure as snow. The flowering stem of this yucca plant is often ten to fifteen feet tall, and from its topmost tip almost to its

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## WESTERN EMPIRE MAGAZINE

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LOS ANGELES CALIFORNIA



roots, it is clad in myriads of these white flowers.

Los Angeles is ringed around with uplifts of the earth's surface ranging from hills of moderate height to snow-capped mountain peaks on which the clouds of the summer day rest—over two miles above sea-level. The county fronts upon the Pacific Ocean, where the league-long rollers break in thunder or the wavelets murmur in a gentle cadence upon the white sands. Everything combines to make rural life in this most delightful of all climates not merely a pleasant thing, but an ecstasy of existence.

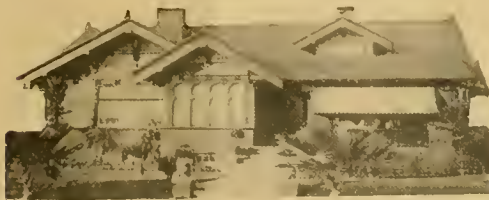
Los Angeles has already made and planted unique and striking development records, and is destined to make and plant yet other telling records, so indelibly written on the imperishable tablets of time that they will never be swept away by shifting fields of ice, nor obliterated by desert sands or unleashed cyclones nor destroyed by moving accidents of field or flood. She is in no danger of perishing by drouth, for already we can almost hear the sound of the fructifying flow of the Owens river aqueduct at our very borders; nor by earthquake, pestilence, famine or great financial catastrophe. She is here to stay, to grow, to expand yet more in solid fact and in good fame.

## GREAT CHANGES

The writer has lived continuously in Los Angeles for the last 24 years. He has seen, and been a part of the marvelous development so graphically illustrated by the pictures of this book. From a hamlet, with its social and business center at the Plaza, he has seen it develop into a city of 350,000 souls. From then until now he has been instrumental in furnishing homes for about 800 families. The building company of which he is General Manager, is today the best expression of this great industry in Los Angeles. Its stock is the best investment, and is based on the most solid security obtainable, to wit: Los Angeles real estate. It is not only safe and sure, but is a dividend paying stock. Bankers and prominent business men are its Officers and Directors. Inquire today.

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The "Western Empire's" 10th Home Securing Project.

If you ever expect to get that home-site in the balmy foothills that you have yearned for, you must investigate and accept this opening of the last old vineyard rancho—so close to Los Angeles.

Each member will first receive a deed to a 50-foot residence lot—subdivided from the old vineyard—and improved with petro-lithic paved streets, cement curbs, sidewalks and palms; new grammar school and library building, etc., etc., all paid for out of the funds subscribed by members.

These funds purchase a half interest in the Glendale-Suburban Electric System (in operation 4 years;) and 1500 acres of valley and foothills, within 10 miles of the business center of Los Angeles; and also pays for streets, school and auditorium buildings, water system, etc. After each member has secured a residence lot, which under these improvements, is worth double the amount of his \$500 investment, he still holds 500 of stock in the project which then owns half of the railway system; 1000 acres of adjoining lands, which will grow enormously in value, and the water system.

This is the Western Empire's well-known and long-operated Land-Banking and Home-Securing Plan. Under this plan we distributed town lots in

our great Wasco Colony at \$12.78 each, only four years ago that have become worth \$200 to \$1000 each today, and other big projects that are known as the most phenomenal profit makers in California history.

This Glendale-Verdugo project is the climax of our successful work. Remember Alpaugh, Wasco, Greenfield, Elysian Gardens and Monte Vista, and then lose no time in studying this.

Our trolley cars now run to within a half mile of this vineyard tract. Daily auto excursions 9:30 a.m., 2 p.m., from our office.

#### THERE ARE NO COMPLICATIONS.

Members secure a residence lot worth double their original investment, and participate in half of all the profits. Do you wonder that this organization conducts and finishes projects in a year that oft-times requires a decade of growth? Population creates land values—and this time we again add transportation—and these two essentials added to virgin vineyard lands near Los Angeles simply COIN wealth.

#### HOW THIS OPPORTUNITY HAPPENED.

If you want to know how the most beautiful foothill district suburban to Los Angeles was held back from development by a long-drawn transportation deadlock, and how it has been opened by the building of the only independent electric trolley system, send for our illustrated booklet—it is free—but if you

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The buffet kitchen supplants the large style of years ago, and serves for the lighter work, while the screen porch of generous size is where the less frequent and rougher kitchen work is done. Here, too, the larger stove is located, and preserving time is made less onerous because of excellent ventilation and cool breezes.

The screened sleeping porch with folding wall beds is also an innovation of California, affording perfect health and rest in the pure balmy air, as well as economy of house space and cost.

The newcomer gaily falls into the idea because it looks real good. She timidly argues "It will save cost of a 'spare-room' construction for company." Then after a few nights she feels the exhilaration of the night air in the foothills and she no longer can stand the stuffiness of a plastered room. When some of the relatives arrive from the East, a good flooring, some uprights and a commodious canvas tent under a drooping palm or pepper tree with wood stove for heating makes all the expansion required without the cost of building, and with the joyousness of the wondrous open air. Pretty soon mother observes that the children are



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She may have been a pale, nervous wreck from housework in the illy ventilated house back East,—but

*She's a Western woman now.*

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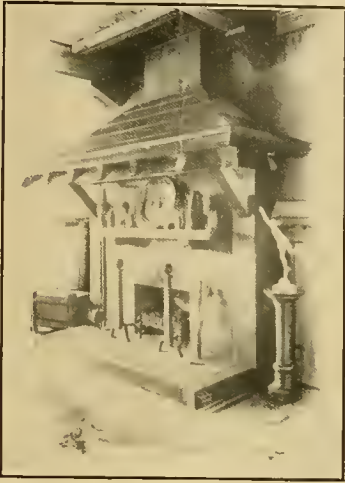
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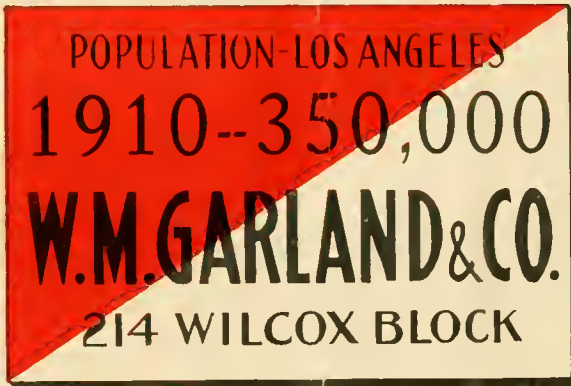
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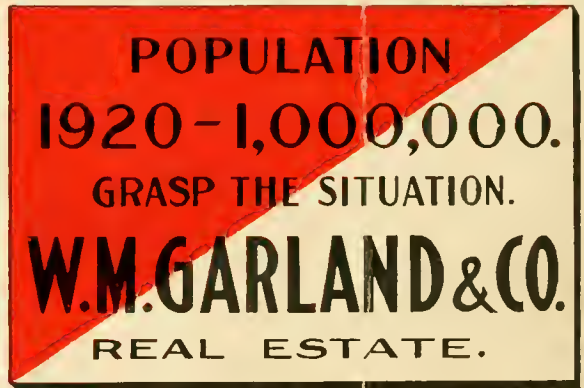


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