

LOS ANGELES

California

To-day

City & County



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CITY AND COUNTY



LOS ANGELES CHAMBER OF COMMERCE

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INTRODUCTION



ENSUS figures show that one out of every three people who have settled west of the Rocky Mountains during the past ten years, has settled in Los Angeles County. The explanation of this unprecedented flow of population to one portion of the country is apparent; they are in search of human happiness.

Los Angeles County, covering an area of 4,115 square miles, is an Empire within itself, embracing as it does, mountains and seashore and desert. It is a great agricultural region, having led all counties of the nation for years in agricultural production. It has achieved world prominence as a manufacturing center and as a world port. In fact, it combines in happy proportions, opportunities to play, to work, and to enjoy life.

Los Angeles County is one of the fourteen counties generally referred to as Southern California. It is situated approximately 150 miles north of the Mexican border, and has a coastline fronting on the Pacific Ocean of some 85 miles. It includes, also, in its confines, Santa Catalina Island, one

of the world-famous chain of Channel Islands—veritable mountains rearing their mighty peaks out of the peaceful bosom of the Pacific some thirty miles off the mainland.

Rising from the broad Pacific, Los Angeles County consists of three mighty steps or terraces, starting with the rolling coastal plain over which spreads Metropolitan Los Angeles and its many attractive little neighboring cities. Along the northern rim of this first great step or terrace, extending eastward from the ocean at Santa Monica, are the Santa Monica and Hollywood Mountains, separating this first step from the second—the San Fernando Valley. This picturesque valley was a desert before the Los Angeles aqueduct transformed it into a veritable garden spot.

Standing in the middle of this valley, one can view a perfect panorama of rugged mountains completely encircling the valley like the rim of a gigantic chalice. To the south are the Hollywood and Santa Monica Mountains, to the west the Santa Susana, and to the north and east the San Gabriel ranges. The valley itself is dotted with thriving communities interspersed with charming ranches and small farms.

Northward, beyond the jagged rim of the San Gabriel Mountains, lies the third great step or terrace—the Antelope Valley and a portion of the great Mojave Desert. This region, made picturesque by its towering Joshua trees and its vari-colored mineral-laden hills, is rapidly being transformed into an agricultural country. In fact, as Metropolitan Los Angeles grows, its population filters out into the valleys beyond. Its area, being as large as many of our Eastern states, affords ample opportunity to grow without crowding for many years to come.

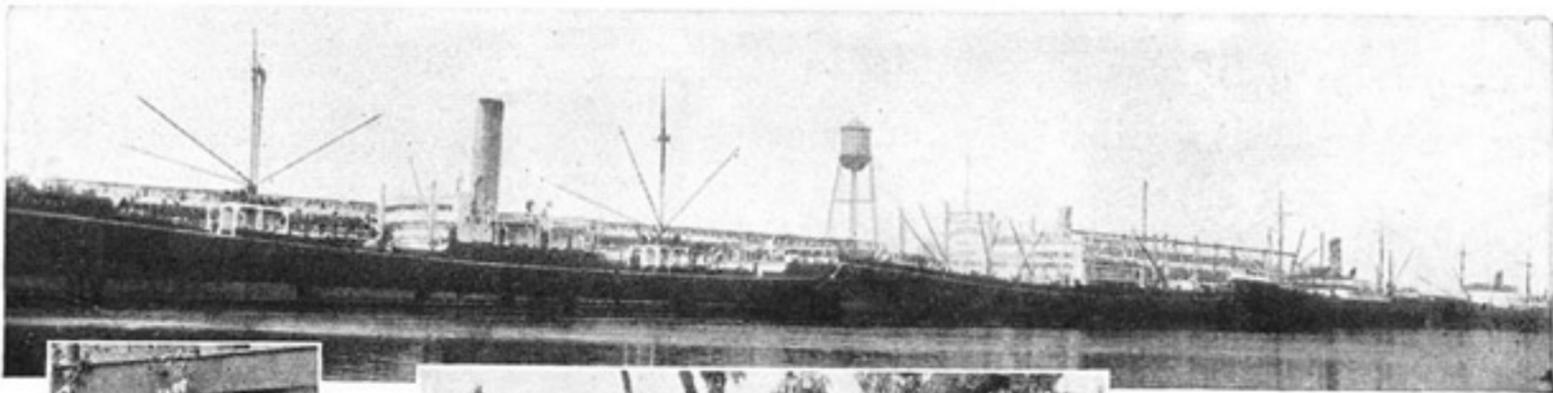
Still farther northward above the Antelope Valley, the Sierra Nevada Mountains—“The Alps of America”—rear their mighty peaks. Extending 250 miles north and south through the state, and having an average width of 75 miles, this range is just coming into its own as a great recreational region. It contains more than 2,000 mountains of over 12,000 feet elevation, 268 of over 13,000 feet and 47 of over 14,000 feet. Nestling among these peaks are over 3,000 crystal lakes and myriad streams fed by snow-capped peaks and glaciers. Here, indeed, is a Paradise for the nimrod and the fisherman.

Extending southward from the Santa Monica Mountains, along the County's coastline, are a score of attractive beach communities with their beautiful homes and gay pleasure piers. Between, are miles of beaches where surf-bathing may be enjoyed the year 'round. Occasionally the shoreline rises abruptly from the broad Pacific to form rugged palisades and headlands, a constant delight to the many artists who make Southern California their home.

This vast region is crossed and re-crossed by miles upon miles of excellent paved highways—the kind for which California has long been famous. These radiate like gigantic spokes in a wheel, from the hub, Los Angeles. They bind the parent metropolis with the beach cities of Long Beach, Santa Monica, Venice, Manhattan Beach, Hermosa, Redondo and Palos Verdes; with the intervening communities of Hollywood, Beverly Hills, Sawtelle, Culver City, Inglewood, Bel-Air, Brentwood and Pacific Palisades; with the Harbor communities of Wilmington, San Pedro and Long Beach, and with the San Gabriel Valley communities of Pasadena, South Pasadena, Alhambra, San Gabriel, El Monte, Pomona, Covina, Glendora, Azusa, Pico, Clearwater, Hynes, Compton, Whittier, and others.

This entire region is also linked together by the lines of the world's largest electric interurban system with its 1,100 miles of tracks reaching almost every part of the County, and affording rapid transportation facilities to beach and mountain resorts. These same facilities enable one to live in any one of the many communities surrounding Los Angeles proper, and commute to the city.

Truly, here is a wonderland complete in every respect, where life may be lived to its fullest. Children can grow into sturdy, worthy citizens and adults can take a new lease on life. Los Angeles County is growing rapidly in population. It is developing commercially and industrially at an amazing pace. The opportunities to work and play and really enjoy living are described in succeeding chapters of this booklet.



*The Deep-Sea
Gateway to
World Markets*



*Children Grow Into
Sturdy Citizens*



*Every Opportunity
for Play*



Los Angeles County is World Famous for its Beautiful Homes. The Spanish Type of Architecture Predominates. Every Home is Made Attractive by the Abundance of Flowers and Shrubs Which it is Possible to Grow Here



HOME LIFE



LET us look for a moment inside a typical Los Angeles County home. Every community has plenty of space in which to expand, and its homes have an abundance of "breathing space" around them. Perhaps the most characteristic home in Southern California is the Spanish type, with stucco finish, tile roof, and a cool patio sometimes with a fountain bubbling in its center.

Los Angeles County's soil is rich and fertile. This, coupled with an equable year 'round climate, has encouraged the cultivation of all kinds of trees and shrubs and gardens filled with flowers of countless varieties. California is famous the world over for the great variety and the beauty of its wild flowers. Many of these adorn the gardens of Los Angeles County homes, bordering the driveways and running riot over the parkways between curb and sidewalk. The almost total absence of frost in this region makes it unnecessary to transfer flower plants indoors during the winter months. The roses of Los Angeles County are superb and of infinite variety.

Here, also, are found a great variety of trees, many of which are not native to the United States, but have been gathered from the far corners of the globe. While the *Washingtonia filifera* is the only palm native to California, many varieties are to be found thriving in abundance along the streets of the many communities and on the property of their residents.

Those who desire to landscape their properties and cannot find the time to care for the plants, can hire the services of any of the great number of expert gardeners. The skill and rapidity with which these work enables them to care for the landscapes of many property owners each week. Thus the cost to each owner is comparatively small, while the return in beauty and attractiveness is indeed gratifying.

Conifers grow in abundance, as do Pepper trees. The latter, while imported from South American countries years ago, now grow more abundantly in Southern California than in their native habitat. The variety of trees and shrubs and flowers to be found in Los Angeles County is too great to permit discussion here, but many books are available at libraries, which treat these subjects thoroughly. Many botanists visit Los Angeles annually because within a radius of 50 miles of the city can be found practically every kind of vegetation that grows anywhere in the world.

Fully eighty percent of the people of the County live within 30 miles of the ocean. Many live in the beach communities the year 'round, while



*Patios and Pools
Lend Enchantment*



*Open-Air Markets in the
Neighborhood
Supply Fresh Fruits and
Vegetables*



still others are able, due to the low cost of construction, to own homes both near the foothills and along the ocean. The excellence of transportation facilities, both highway and rail, permit great numbers of families to live in the suburban communities and commute to work in the metropolitan center.

Nights are cool enough the year 'round to permit sleeping under covers. The air is exhilarating, with just enough nip in it, even in summer, to make one feel entirely re-created. Its crystal clearness magnifies the distant mountains still swathed in the deep shadows of dawn. Myriad birds herald the new day from neighboring trees. Many people here take a brisk walk before breakfast. Others feel the necessity of a more strenuous kind of exercise, such as tennis or golf, or a brisk jaunt on horseback. Ample facilities exist in all Los Angeles County communities for all these types of recreation. Those people residing near the ocean take a dip in the tingling surf. Others, living near the mountains, take a short but strenuous hike up a trail.

Then breakfast! One eats heartily after exercising. Grapefruit or oranges from neighboring orchards, or succulent cantaloupes from the Imperial Valley; or perhaps fresh apricots, cherries, peaches or apples from nearby or grown in your own orchard; crisp bacon from the great meat-packing center in Los Angeles, and eggs from any one of hundreds of clean little poultry farms in the County; toast, dripping with golden butter from the great neighboring dairies, or honey from its apiaries and coffee from the big roasting plants in Los Angeles to which ships bring, daily, huge cargoes from South and Central America.

When the time comes to send the children to school, there is no bundling them up in heavy clothing. There are no snow paths to shovel to get them out of the house. They wear practically the same clothes in winter as in summer. If one lives in a city, there is a school nearby. For those city children who live a distance from the school and depend upon street railway or bus transportation, these utilities provide a reduced commutation fare and ample facilities. Many schools operate their own busses, picking up the children at advantageous gathering points, and delivering them there again after school. The majority of the schools in the County have cafeterias where the children may purchase their lunch at reasonable prices, prepared under careful supervision.

Passing any one of the schools in Los Angeles County during playtime, one cannot help being impressed with the healthy condition of the children. Long hours out-of-doors in an ideal climate such as Nature has endowed Los Angeles County with, makes for husky, hearty youngsters fairly bubbling with enthusiasm over their work and play. The schools are enormous institutions, with ample lands to permit the installation of playgrounds where trained instructors teach the children how to play.



Public Parks Have Been Generously Provided



Flower Markets Are Scattered Conveniently Throughout the Community



With the children in school, the Los Angeles County housewife turns her attention to the day's shopping. With a garden full of fresh vegetables the year 'round, which most of them have, there is a considerable saving. For those who have not this convenience, there are innumerable markets where fresh fruits and vegetables, meats and fish, and groceries of all kinds are available at amazingly low prices. These markets are spacious, clean, and well ventilated. The fruits and vegetables are drawn each day fresh from the farms and ranches, and the variety is amazing to the newcomer. The country roadsides contain many farm market stands.

The automobile here finds its fullest use and adaptability every day in the year. Southern California pioneered in the construction of paved highways. Here was built the first paved highway in the nation, connecting two communities. Since then all communities of Southern California have been tied together by ribbons of pavement. There are over 560,000 automobiles in Los Angeles County, or nearly half of those in the entire state. In other words, there is one automobile to every three and one-half persons—the biggest per capita registration of any state in the Union.

A shopping trip, either by rail or motor, is extremely pleasant, since the route leads through fragrant orange groves, past towering mountain peaks or through landscapes ever varied by ripening fields and orchards. Once in the metropolitan center, one can lunch at any one of scores of quiet, cool little shops, at the great hotels or splendid restaurants or atop the building of any of the big department stores which maintain such dining rooms for their patrons. These great establishments rival in size and appointments anything in the world. Here service to the patron is the watchword of the retail institutions. The stores and shops of the fine suburban cities rival their metropolitan neighbors relatively in appointments and service. There is a peculiar charm in buying in these stores. Their merchandise, particularly the women's wear, breathes the freshness and freedom of the climate and the charm of the out-of-doors. Los Angeles County sets the styles in design and creation of women's wear.

There is an erroneous impression prevalent throughout the East that evenings in Southern California at some seasons are too cool to permit people to enjoy that popular Eastern pastime of "sitting on the veranda." The coolness of the evenings is one of the great delights of living in Southern California.

It is not only possible to be comfortable on summer evenings "on the veranda" in Southern California, but it is not necessary to fight mosquitoes. Nor is it necessary to lie awake half the night fanning one's self to keep cool.



Nearly Every Home Has Its Pool Bordered with Tropical Vegetation and Filled with Water Plants



Miles Upon Miles of Palm-Bordered Streets



There are very few nights, even during the summer months, when a blanket or two are not necessary.

There is no end to the variety of pleasures which may be enjoyed in the evening at home in Los Angeles County. For those who go out of evenings, there is entertainment ranging from the neighborhood picture show, which in Los Angeles County is a charming institution, to the big metropolitan theatres which offer the very latest in silent or spoken drama, in superb playhouses.

There is the Hollywood Bowl, with its gorgeous mountain setting in the hills of Hollywood, where "symphonies under the stars" are given almost nightly during the summer months under the direction of the world's music masters. Nearby is the Pilgrimage Play, in another rugged natural amphitheatre. This play, often referred to as the Oberammergau of America, was written by Christine Wetherill Stevenson, whose heirs have graciously dedicated it to Los Angeles County. It depicts the Life of Christ and is an inspiring spectacle.

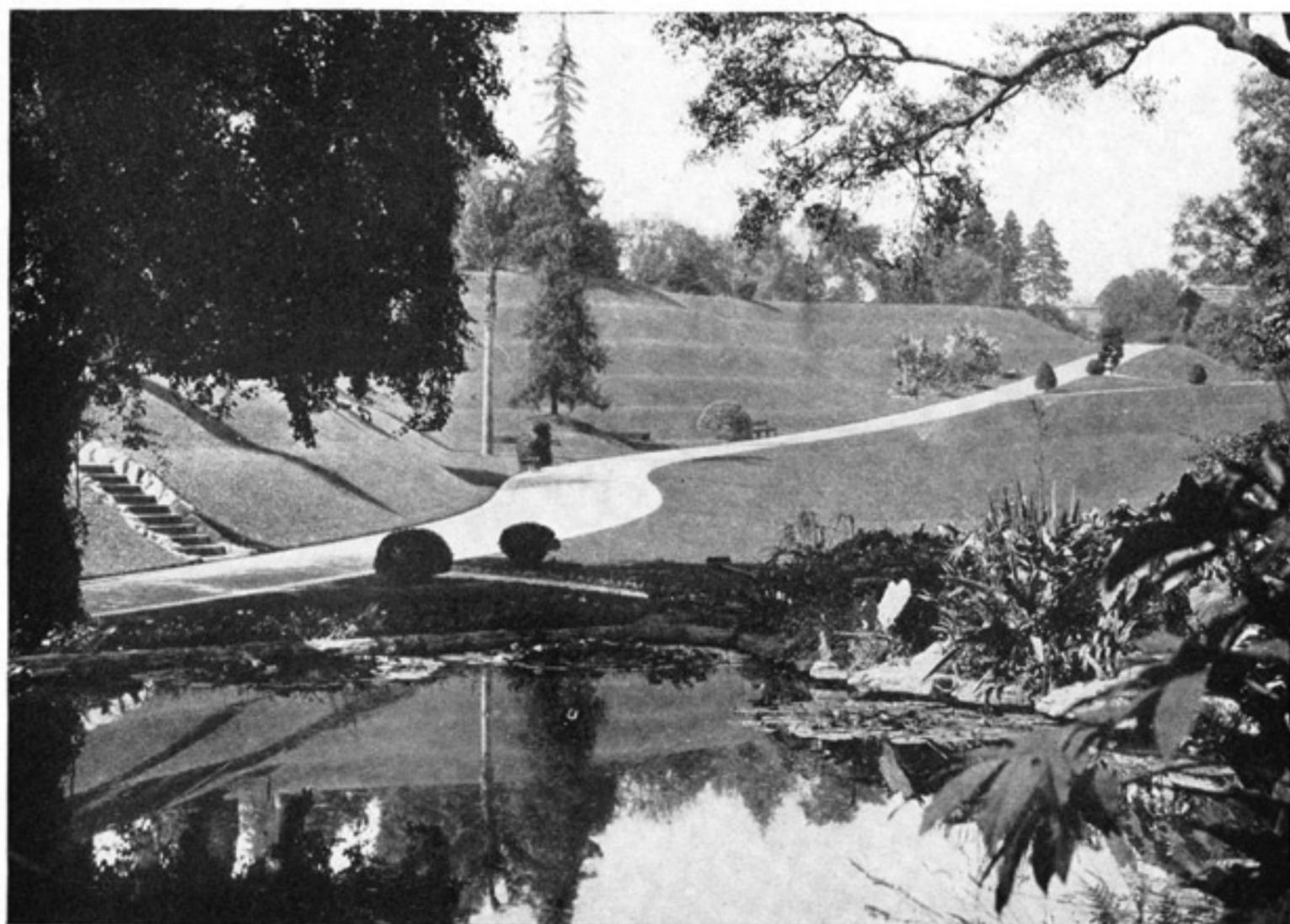
Then there is the Mission Play, one of the immortal works from the prolific pen of John Steven McGroarty, California's own poet-author. The pageant-drama is given nightly throughout the winter months in the beautiful Mission Playhouse at San Gabriel. It depicts the early colonization of California by the Franciscan Padres. It enjoys the distinction of having run the longest in one place of any production in America. It is now in its sixteenth year.

Los Angeles supports both opera and symphonies. In its Coliseum are given, during the autumn months, a series of "dime symphonies," where one may enjoy an entire musical program given by noted artists, for as little as ten cents a seat. Both the Coliseum and the Hollywood Bowl, as well as the noted Rose Bowl in Pasadena, are the scenes of many pageants and spectacles and athletic events throughout the year. Many of the communities throughout the County maintain open-air Greek theatres. Pasadena has one of the most beautiful Community Playhouses in the country, where productions are presented with local talent in the leading roles.

Carnivals of lights in bays along the far-flung shoreline, miles of pleasure piers in the beach communities, many high-grade and well conducted dance halls, pageants, out-door plays and ballets, countless theatres, cabarets—in fact, every kind of pastime imaginable—is offered by Los Angeles County to those seeking pleasure. For those who prefer motoring in the evenings, there are foothill highways to drive over, with their ever-changing panoramas of well-lighted communities spread out below; there are drives along the palisades bordering the ocean or through beach cities themselves, and there are country roads—all excellently paved—bordered with fragrant orange orchards and hedges. What wonder, then, that over two million people are proud to call Los Angeles County their Home!

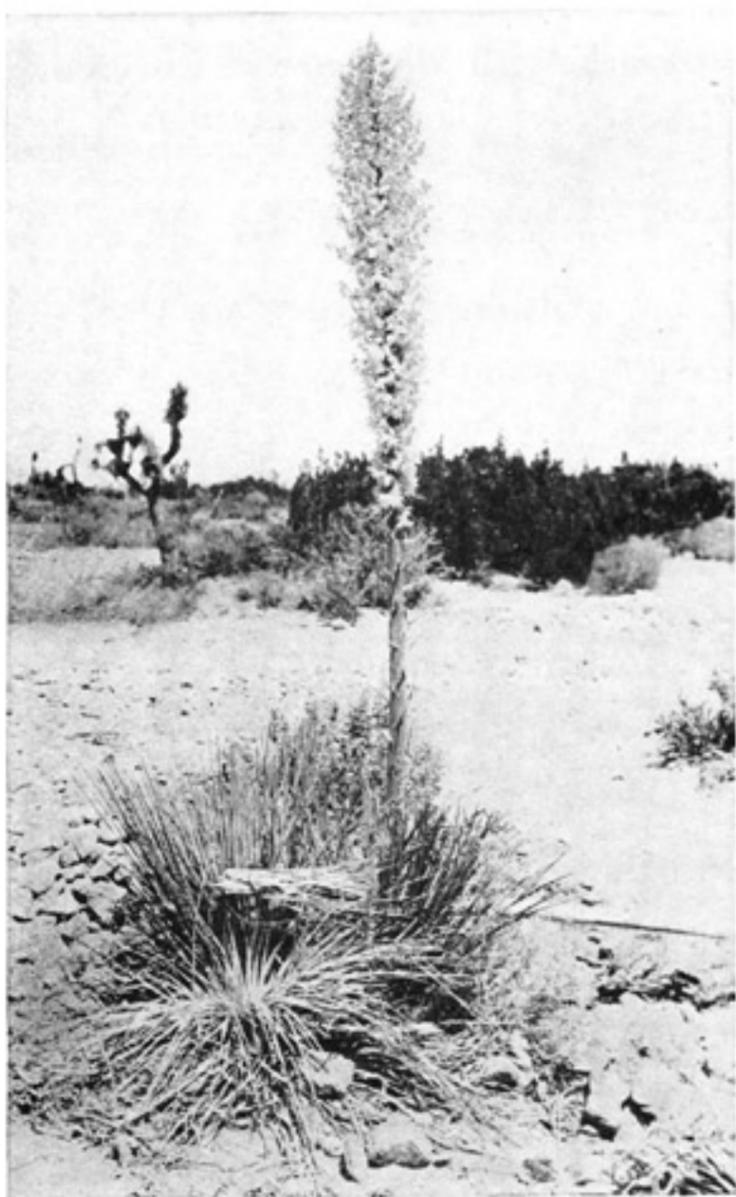


*Every Community in the
County Has Its Attractive
Parks and Playgrounds
for the Enjoyment of Its
Residents and Visitors*





Mountains and Desert Are Connected by Paved Highways that Lure the Motorist



CLIMATE



IN ORDER that the reader of this booklet may have an accurate statement concerning the climate of Los Angeles County, the following excerpts are quoted from an article entitled "The Land of the Beckoning Climate." It was written by Dr. Ford A. Carpenter, Sc.D., LL.D., who for thirty years was actively engaged in observing, reporting and intensively studying the climate and weather in Southern California. Sixteen years of this time were spent in charge of the U. S. Weather Bureau at San Diego, and fourteen years in Los Angeles. For seven years he was the weather bureau official in charge at the local station.

"During the past more than thirty years the writer has replied to thousands of questions relating to weather and climate of Southern California, and a classification of those most frequently asked would embrace the following questions relating to sunshine, storm frequency and the unchanging climate, the number of cold days in the year and why the winters are warm and the summers cool; also, climate and working conditions, its effects upon those in feeble health. How Florida, the Franco-Italian Riviera, as well as the Algerian-Egyptian Desert conditions compare with those of California, closing with a negative reply to the question about 'earthquake' weather.

On How Many Days in the Year Does the Sun Shine?

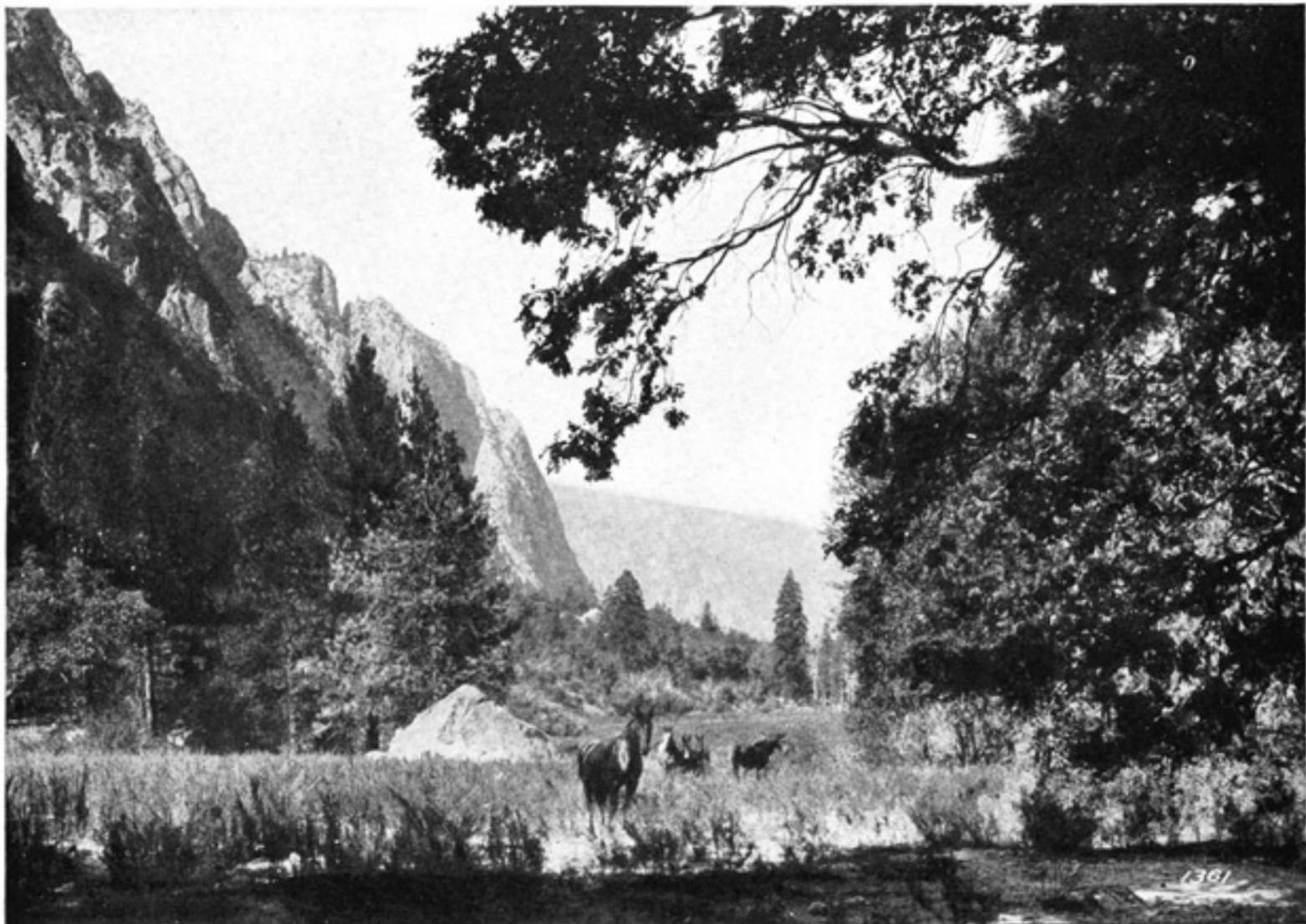
"During the twenty years that the automatic sunshine recorder functioned at the weather bureau, there has been an average of 354 days a year with sunshine. During a period of more than twice as long, the official records show that there has been an average of 172 *cloudless* days a year. During the same length of time the weather bureau recorded an average of 56 cloudy days. These automatic records also show that January and December averaged two days each when the sun did not shine for an hour or more.

How Frequently During the Average Year Do Storms Occur?

"There are three kinds of stormy days in Southern California; rainy days, windy days and days with thunderstorms. The weather records span nearly half a century and these records show that a quarter of an inch of rain has fallen in Los Angeles on an average of 16 days in a year. Strange as it may appear, the nearer one is to the sea coast of Southern California, the less the rainfall; the heaviest rain occurs on the mountains. It has been found that the rainfall generally increases at the rate of one inch for every six hun-



The Sierra Nevadas—"The Alps of America"—Are Near-by



dred feet of ascent to the average height of Southern California mountains.

“As to windy days, let it be understood that very little wind is registered in Southern California as compared with other regions of the United States. May is the best month for yachting, when there is generally sufficient wind for sailing. At other times auxiliary power is necessary for sailing craft. A wind of 25 miles, for example, is considered a good sailing breeze; Los Angeles reports an average of five such days in the year. The highest wind ever known in Los Angeles was 48 miles an hour. As to thunderstorms, the records show that an average of three thunderstorms occur during the year. Violent storms such as waterspouts, landspouts (tornadoes) or whirlwinds have never occurred in Los Angeles, although waterspouts have been infrequently observed at sea off the coast. Tornadoes, or so-called “cyclones,” have never occurred, although the old records of the mission fathers extend into the Eighteenth century. Once in ten or twelve years whirlwinds have been reported in outlying districts. It is an interesting fact that no considerable loss of property or the loss of a single life has ever been attributed to storm conditions in and about Los Angeles.

How Many Cold Days in the Year, and How Frequent Are Frosts?

“Temperature is such a variable condition that comparisons have to be inferred before one can define ‘cold’ or ‘warm.’ In New England, a vestibule is warm, compared to the outer air, but the same vestibule is very cold in comparison with the living room. If we take the range of temperature as shown by a thermometer depicting 40 degrees above zero as the limit of cold weather, and 80 degrees as the limit of warm weather, the records at Los Angeles show that 90 percent of the time, day and night, for more than forty years, the thermometer did not go below the 40 degree mark or rise above the 80 degree mark. The lowest the thermometer registered last year (1925) was 42 degrees on January 11th. The difference between the very warmest year and the very coldest year Los Angeles ever experienced was less than 5 degrees. As to frosts, the records show that the Los Angeles weather bureau thermometer dropped below the freezing point (32 degrees) a total of 16 times in 49 years. To give a personal illustration: There is a householder who has lived for the past dozen years in a two-story eight-room dwelling equipped with a hot air furnace and during that time there has been used for heating purposes an average of one ton of coal a year.

If the Winters Are Warm, Why Are Not the Summers Hot?

“The secret is in the prevailing westerly winds which blow over the cool Pacific. The hottest day in Los Angeles during 1926 was 102 degrees on August 25th. There was one day in June when the thermometer reached 90, one in August, three in October and one in November.



Big Pines Recreation Camp is Maintained by the County



Below—People from Eastern States Hold Reunions the Year 'Round



How Does the Climate Affect Working and Living Conditions?

“Artificial light for daytime use is almost never in evidence in Southern California factories or other industrial establishments. Factories or schools have never been known to close in Los Angeles on account of hot, cold or stormy weather. Labor is performed under natural ventilation and lighting systems, and during all but about three months in the year work is carried on without artificial heating appliances. The practical certainty of going to or from office or factory without exposure to adverse weather conditions, coupled with the almost certainty (4 times out of 5) that Sundays, holidays and vacations or other periods of rest or relaxation will be days of fine weather where life may be enjoyed to the fullest in brilliant sunshine at seacoast, plains, foothills or mountains—all of this adds tremendously to the contentment of office and factory workers as well as to laborers of every class and kind.

How Does the Climate Affect Those in Feeble Health?

“Considering the well established fact that by removing the weather hazard life is prolonged, a positive reply to this question is thus the only answer. An illustration of the life-prolonging character of the climate of Southern California is had in the instance of the large membership roll of a Grand Army post in the outlying city of Long Beach. Here are gathered the largest numbers of veterans of the Civil War—the great rebellion of more than sixty years ago. Statistics show that men and women of “three score years and ten,” which is the span of life of the Scriptures, lead an active life in Southern California, enjoying friendships, walks and drives, and generally life in the open, and in a majority of instances, conducting their business or profession without realizing their having passed their seventieth milestone.

What Is the Truth About Earthquakes?

“The United States government has maintained in Los Angeles a complete and accurate record of earthquake shocks for more than forty years. Every tremor of the earth, from a slight movement not perceptible except to a trained observer, to an earth quiver sufficient to move heavy furniture, crack plaster or window fronts, has been made the subject of intensive study by the weather bureau and this department of the Chamber of Commerce. These records show that in nearly half a century Los Angeles has experienced a moderate earthquake tremor on an average of once in five years, and in the long period of earthquake observations there is a record of only two earthquake shocks of more than moderate intensity.

“There has never been a death or a serious accident which may be attributed to earthquakes in Los Angeles since the founding of the city in 1769. It is a significant fact that the damage to property in Los Angeles by earthquakes in the intervening 157 years has not equalled the financial loss occasioned by a severe windstorm in any mid-west town.



Every Day in the Year Finds the Parks Filled with People. An Elaborate Radio and Public Address System Brings Concert Music to Practically Every Park



Within a Few Hours One Can Motor from the Ocean to the Desert

“Earthquakes have no effect on weather, nor are there any meteorological conditions which are known to always precede or follow such shocks. Earthquakes have been preceded alike and without partiality by hot or cold, dry or moist, rainy or fair, windy or calm weather in all sections of the United States, for practically no section of the country is entirely free from earthquakes. A recent illustration of the absence of relationship between earth tremors and earthquakes occurred during one of the earthquakes of 1925 in New England. During the winter an earthquake occurred in Boston at 8 o'clock, January 7, 1925, when the thermometer registered 6 degrees below freezing. This is contrary to the popular belief that muggy, warm, calm weather, 'Indian summer' conditions, is 'earthquake weather.' Statistics show that earthquakes occur independently of times, the seasons, or weather; shocks have been registered at all hours of the day or night and during any of the months of the year. It is universally agreed among seismologists and meteorologists that seismic shocks have no relation to meteorology or climatology; 'earthquake weather' should therefore be classed with many other popular misconceptions and weather myths.

Is the Climate Changing?

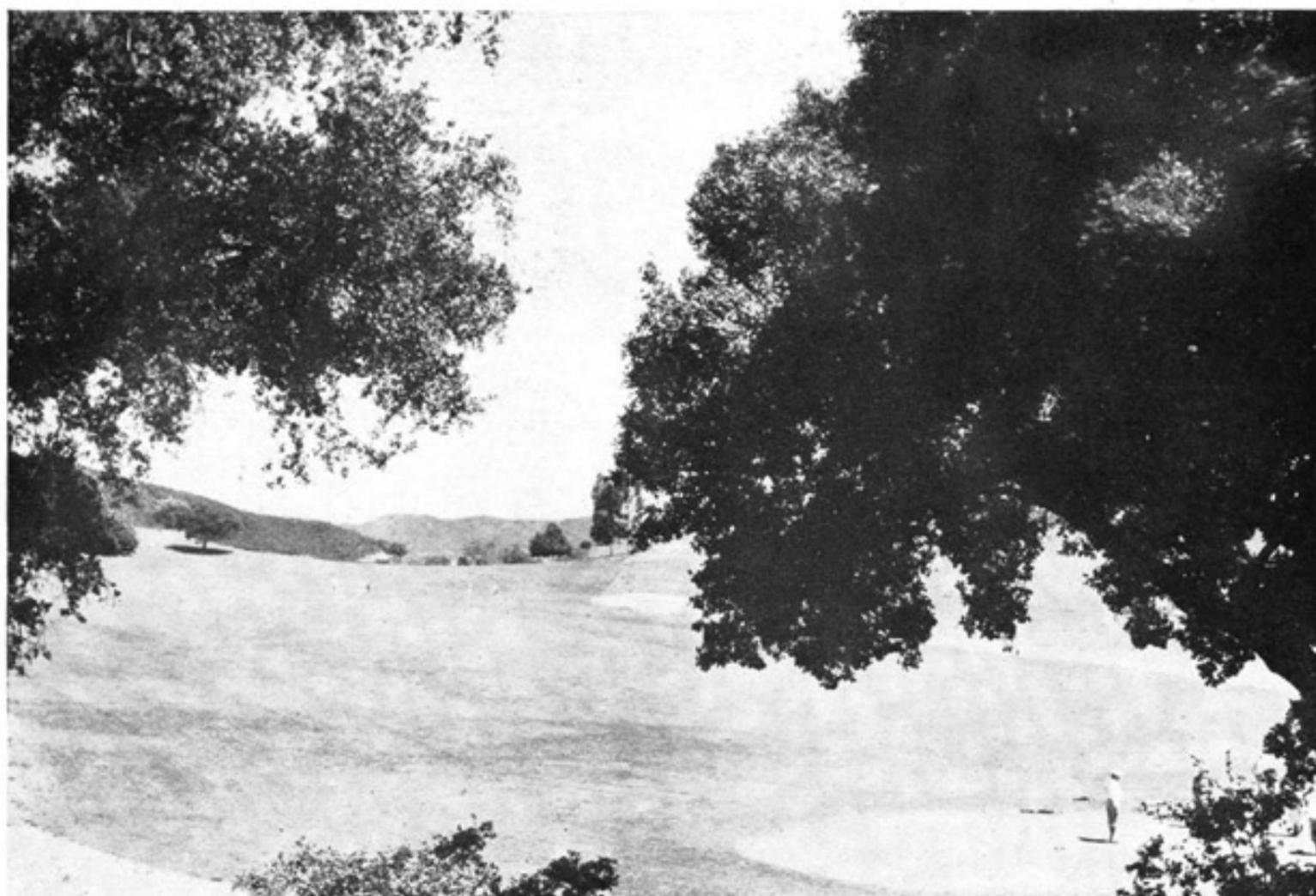
“Although there are meteorological records, admittedly fragmentary, covering the period since the first weather observation was made by Captain Juan Rodriguez Cabrillo, in September, 1542, when he entered San Diego bay in his ship 'Victoria,' there is no reason to believe that the winters are colder, the summers warmer, that there is more or less wind, or that there is less or more rainfall in the elapsed nearly four centuries, in Southern California.”

Climate has its effect on living conditions in Los Angeles County aside from its health-giving qualities. It makes it possible for the owner of a small tract of land to grow his own fresh vegetables, fruits and flowers. It stimulates in one a desire to "make garden" and to remain out-of-doors as much as possible to care for a garden.

Here children are able to stay in the open air more than in other sections of the country. Many school classes are conducted in the open air practically throughout the year.

This same ideal climate also allows the industrial plants to keep their windows open most days in the year, thus raising the efficiency of the workers. Factory workers of Los Angeles County are a happy, fresh-looking people, due to their out-of-doors environment after working hours, and their ideal working conditions. They are also spurred to greater efforts in their work by the prospect of a week-end in the great out-of-doors playground.





*Within Los Angeles County Are
Nearly Fifty Golf Courses, Open the
Year 'Round*



*Parks and Playgrounds Nestle in
the Heart of
Metropolitan Districts*

RECREATION



SOUTHERN CALIFORNIA, and Los Angeles County in particular, offers a greater opportunity to indulge in all kinds of play than any other part of the country. Here, condensed into a comparatively small area, are mountains and seashore and desert. One can rise in the morning and after a dip in the surf, motor inland to any one of a score of attractive golf courses or tennis courts, and continuing on, reach the snow line where, throughout the winter months, all types of winter sports may be enjoyed. To enumerate all the various types of sports and recreation, would fill an entire volume. In fact, the Junior Division of the Los Angeles Chamber of Commerce has issued a booklet outlining the various opportunities for sports and play in this region.

Here the automobile reaches its fullest use. Week-ends find nearly the entire population "on wheels," so to speak, headed for some camping spot along the ocean or back in the mountains or out in the desert. Incidentally, to explode a popular fallacy, the desert of Southern California does not hold the terrors generally attributed to it. Good roads cross and re-cross it, while strung along these at convenient points are service stations and eating places. As a rule, people of Southern California go to the desert during the winter months, since winters in the desert are pleasantly warm and the nights chilly enough to make the air exhilarating. The love of the desert—its appalling vastness, its glorious sunsets, its carpet of wildflowers which spring up following the winter rains, and the clearness of its air—soon gets into one's blood.

The long coastline of the Pacific affords myriad places to camp over the week-end. Here one can find miles of sparkling beaches or rugged headlands on which to pitch camp. The Coast Highway, connecting Canada with Mexico, runs along the ocean in Southern California. Driving along this superb stretch of pavement, one cannot help being impressed by the great numbers of gay-colored tents dotting the beaches.

Or, tiring of desert and seashore, one can camp high in the mountains among the pine trees, on the shore of some crystal lake or along a turbulent mountain stream. Countless roads lead into these mountain fastnesses which are properly policed and protected by Forest Rangers—those picturesque guardians of the public domain.

Running all through the mountains and on to the seashore, is a veritable network of bridle paths and hiking trails. It is an inspiring sight, indeed,



Along Los Angeles County's 85 Miles of Shore-line are Numerous Beach Communities, Each With Its Own Particular Charm



Left—The Coliseum, with a Seating Capacity of 85,000, Was Built for the Olympic Games to be Held in 1932

Below—Los Angeles County Has Many Attractive Theatres



to see the thousands of people who each week-end set out in hiking togs and with packs on their backs, headed for some mountain camp or resort far removed from automobile highways and accessible only on foot or on horse.

For the benefit of its people, Los Angeles County maintains Big Pines Recreation Camp, an enormous acreage of mountain timberland situated in the San Bernardino Mountains, just inside the Los Angeles County limits. Comfortable camps are provided for the convenience of visitors who come each week by the thousands to enjoy life high among the mountains, overlooking the almost illimitable stretches of the Mojave Desert.

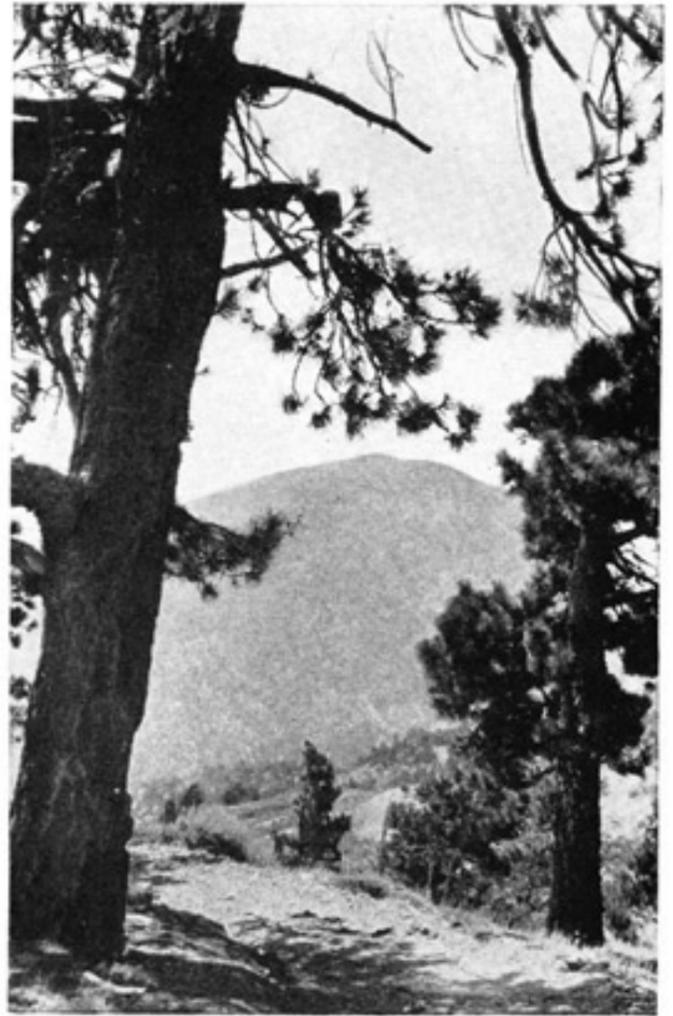
In addition to this enormous public camp and park, the various communities in the County maintain camps either in the neighboring mountains or in the Sierra Nevadas, for the convenience of their residents and visitors. Various organizations, religious and social, also maintain playgrounds, and parks are here, so that it is possible for everyone to enjoy themselves in the out-of-doors.

The Pacific Ocean affords all kinds of opportunities for aquatic sports. Offshore some thirty miles lie the world-famous Channel Islands of which Santa Catalina is one. The intervening channel abounds in all kinds of game fish. Commercial fishing boats of the latest construction, ply out of the beach and harbor communities. A small party of people can charter such a craft for an entire day, and the obliging pilot will gladly take them to the haunts of their favorite kind of fish. On Catalina Island is located the headquarters of the famous Tuna Club, a group of sportsmen such as Zane Gray and James Jump. To be eligible for membership, one must have proved his prowess in stalking and bringing to gaff the tuna—the greatest of game fish—which is to be found here in abundance. Sword fishing is another exciting sport in Southern California waters.

For those who do not care to go to sea in quest of the bigger fish, there are numerous piers extending into the ocean. Others find great sport in fishing in the surf or along the rocks, while still others take advantage of the great number of fishing barges anchored a few miles offshore. Launches ply regularly between these and the mainland.

Yachting, motor-boating, canoe-sailing—in fact, every kind of boating can be enjoyed here the year 'round. Millions of dollars worth of craft of all kinds, from the palatial sail and power yacht to the small boat of the man of average means, are anchored in the bays and harbors along the coast of Los Angeles County. The proximity of Los Angeles to the Panama Canal makes intercoastal yacht cruises increasingly popular. Likewise, short vacation cruises may be made to Old Mexico and the Gulf of Lower California.

Golf and tennis may be enjoyed the year 'round in Los Angeles County. Nearly fifty splendid golf courses, kept green throughout the entire year, lie within a radius of thirty miles of Los Angeles. Practically every community



*Whether Your Favorite Sport be
Swimming, Yachting, Hiking or
Horseback Riding, Los Angeles County
Offers Opportunity Aplenty for
Its Pursuit*



in the County maintains one or more municipal courses, and the number of "pay-as-you-enter" courses here is increasing rapidly. Tennis courts may be found in practically all the public playgrounds, and those operated in connection with the public schools, are thrown open to the general public after school hours.

For those who prefer to watch athletic contests rather than indulge in sports themselves, Los Angeles County again holds out an irresistible lure. The giant Coliseum in Los Angeles, built especially for the Olympic Games which are to be held here in 1932, is the scene of all kinds of athletic meets. It seats 75,000 people comfortably, and during special events has held as many as 100,000. The Rose Bowl in Pasadena, another giant stadium, is the scene, also, of numerous athletic events such as the famous East-West football game which follows the Tournament of Roses each New Year's Day.

What wonder, with all these opportunities for play near at hand the year 'round, that Los Angeles County has been termed Nature's Ideal Playground! Name your favorite sport or recreation, and Los Angeles County will show you the best facilities for pursuing it.



Clubs, Libraries and Playhouses Are of the Best





*Los Angeles
County's
Religious
Environments
Are Excellent*



*Its Schools Are
World
Renowned for
Their
Attractiveness
and High
Scholastic
Standards*



CHURCHES AND SCHOOLS

EDUCATIONAL and religious environment are perhaps the first thing considered by the average American family in seeking a place to build a home. On the mental and religious training of the child rests the future of this great nation. Realizing this, Los Angeles County has provided facilities for both that are recognized the world over for their leadership.

California schools have always been held up as models for other sections of the country to follow. And the educational system of Los Angeles County without a doubt leads all other parts of the state in excellence of buildings, of equipment, of personnel and curriculum. This is true of all kinds of schools—elementary and high schools, private and parochial schools, and colleges and universities.

During the school year of 1926, there were a total of 35,147 pupils enrolled in kindergarten, 246,897 in the elementary schools, and 173,129 in the high schools of Los Angeles County, making a total for the year of 455,173 pupils. In 1925, the high schools of the County graduated 7,304 pupils.

The public school bond issues of the City of Los Angeles during recent years, indicate how much education is appreciated by the people here. Since 1920, a total of \$35,400,000 worth of bonds have been voted for building new and enlarging the older elementary schools, while a total of \$26,140,000 worth of bonds have been voted for the high schools.

Today, Los Angeles has 288 elementary schools, 22 junior high schools, 31 senior high schools and 36 evening high schools. Also there are 51 large new school buildings and additions under construction. Approximately 9,400 teachers are now employed in the city schools. Such schools will be found in all Los Angeles County communities and in relative numbers and similar equipment.

Great numbers of people who come to Southern California seem to take a new lease on life under the spell of its invigorating climate. Consequently many are imbued with a great desire to carry their education further. This has necessitated the establishment of one of the country's greatest night school systems. Thousands attend these schools each year. The desire for education along various lines of trade has also led to the construction of one of the nation's biggest and finest equipped trade schools—the Frank Wiggins Trade School—named in honor of the late Frank Wiggins who, as secretary of the



Above—One of the Many Fine Colleges to be Found Here

*Right—
A Church
Edifice*



Above—A Typical Church

Left—A Public School

Chamber of Commerce for a third of a century, fought strenuously for the establishment of such an institution.

In addition to the public school system, Los Angeles County has many excellent institutions of higher education. On a beautiful site, comprising many acres, situated between the communities of Westwood, Santa Monica, Beverly Hills and Sawtelle, is rising the new University of California at Los Angeles, formerly the Southern Branch of the University of California. The institution has completely outgrown its former status as a branch of the parent institution and is now recognized as one of the country's leading schools.

Near it, in Mandeville Canyon, is being installed the California Botanic Garden, which is being developed as an arboretum, containing plants from all over the world. Here are to be carried on extensive experiments and studies in plant genetics and economic botany.

In Los Angeles is located the University of Southern California, while in Eagle Rock, one of the outlying portions of Los Angeles, is Occidental College. Pomona College, at Claremont, and Whittier College, at Whittier, are also splendid institutions. In Pasadena is located the California Institute of Technology, one of the foremost engineering schools in the world, where studies in both advanced and applied sciences are taught. The faculty is made up of many noted scientists among whom is Dr. Robert A. Millikan, winner of the 1923 Nobel Peace Award.

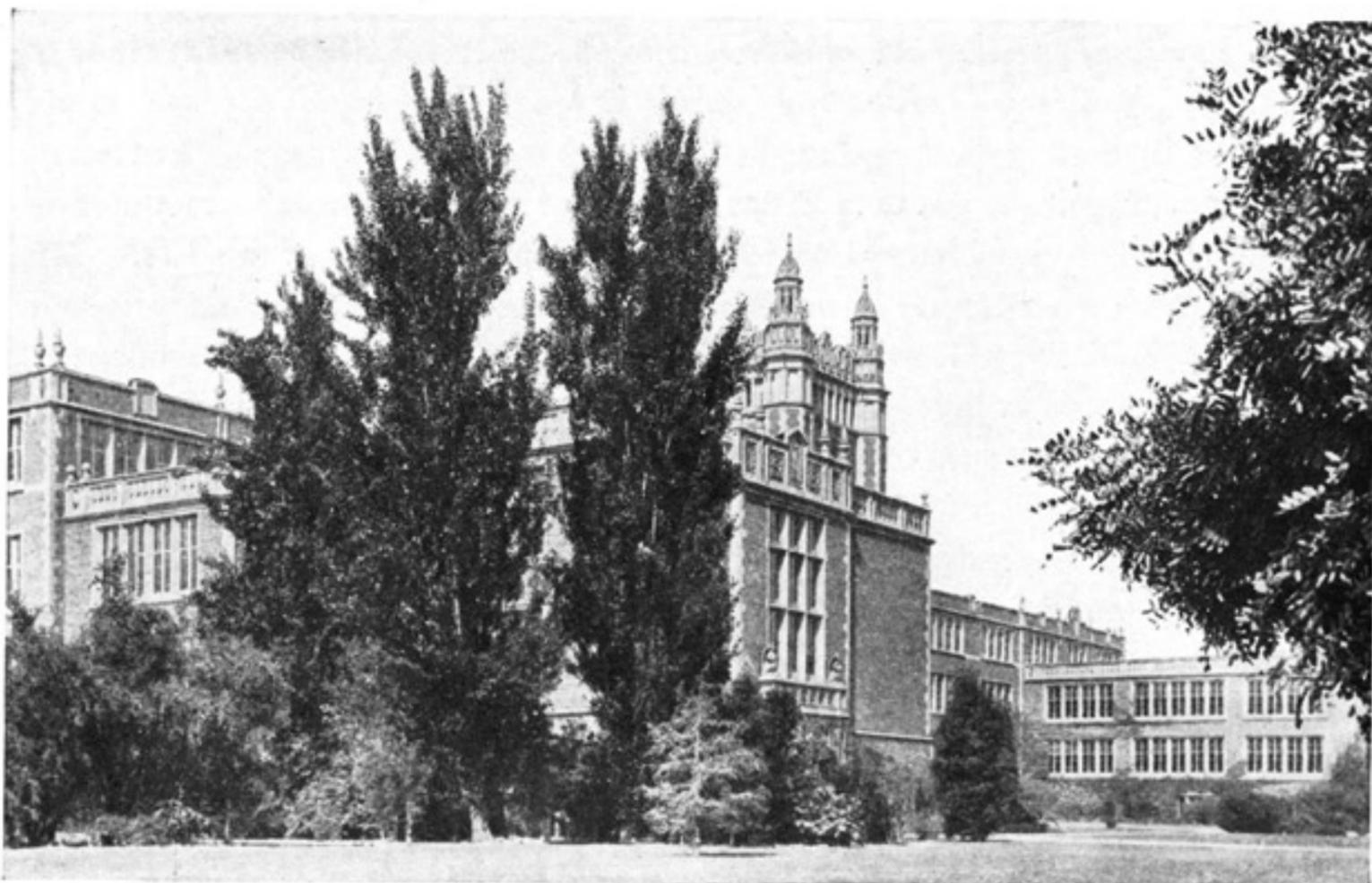
There is another phase of education, aside from the academic, that is given great consideration by the schools of Los Angeles County, and which must be discussed along with it. It is the injection into school life of trips into the mountains, along the seashore, into the desert, and even to various of the sparsely populated neighboring islands in quest of specimens of all kinds. Instructors in botany, geology, agriculture and many other branches of study find in Los Angeles County a great variety of fields to invade in quest of specimens. The warm waters of the Pacific yield all kinds of sea life. The desert has its own peculiar fauna and flora; likewise the mountains which, in addition, hold eternal records on geological history. Even the student of business, commerce and economics, can find in the rapidly developing industrial and commercial side of Los Angeles County's life, an unlimited field of practical study.

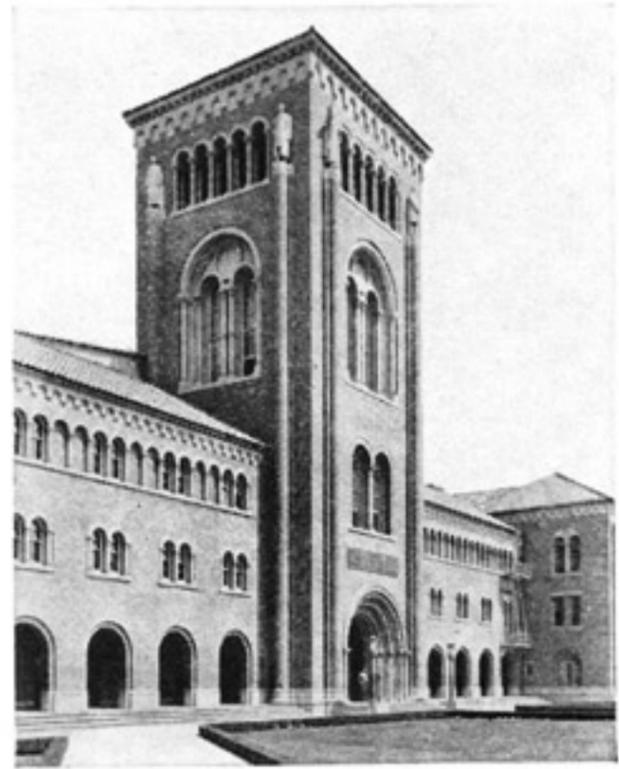
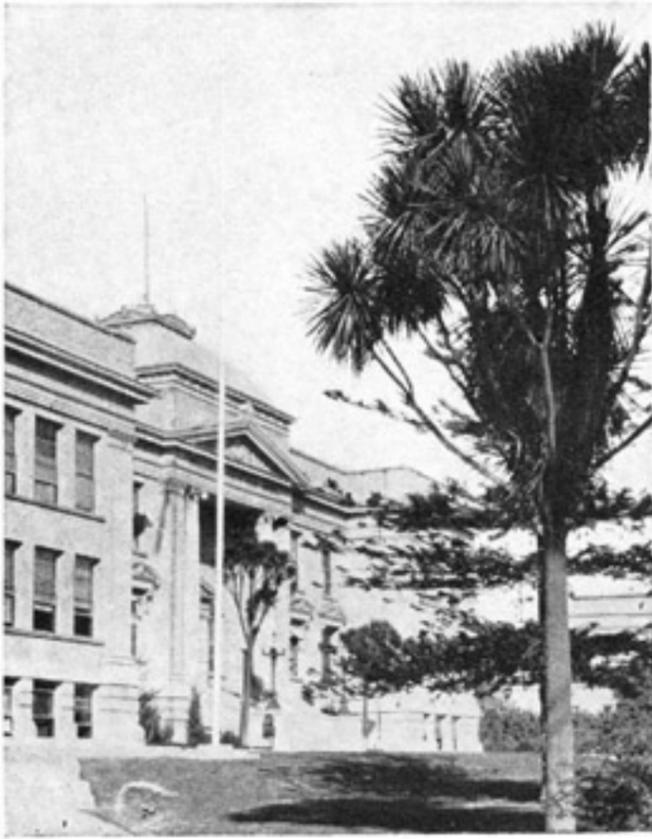
Owing to the mildness of the climate the year 'round, Los Angeles County's schools encourage athletics to perhaps a greater degree than in any other part of the country. At six of the last seven annual track and field championship meetings of the Inter-collegiate American Amateur Athletic Association, in which some forty of the larger schools of the country compete, California athletes have been victors. Such a record cannot be put down to luck.

California schools, in fact, were not regularly entered for the association meetings until 1921. Since then they have held the championship continuously, excepting in 1924 when Yale won. For three successive years, beginning in 1921, the University of California, with a branch at Los Angeles, was victor and when Yale had taken the coveted honor for one year, the University of Southern California carried it back to the Golden State and for two years was champion. In other fields of sport, the same condition exists. The swiftest runners, national and international tennis champions, and the greatest boxers have been Californians.

The religious environments to be found here are of the highest standard. While figures for the entire County are not available, records show that in Los Angeles alone during the period from 1920 to 1927, a total of 288 churches were built, with a total value of \$9,614,477.

The churches of Los Angeles County, like the schools, have taken full advantage of the excellent climate and variety of scenery, to develop the physical side of the younger generation's life along with the spiritual. They have established camps in the mountains and along the seashore where their people may spend entire vacations at a very nominal cost. They foster athletic events among the children and support the Boy Scout, Girl Scout and similar movements designed to develop the Youths into well-balanced citizens.





*People of Los Angeles
County Take Pride in Building
Excellent Schools and
Churches*

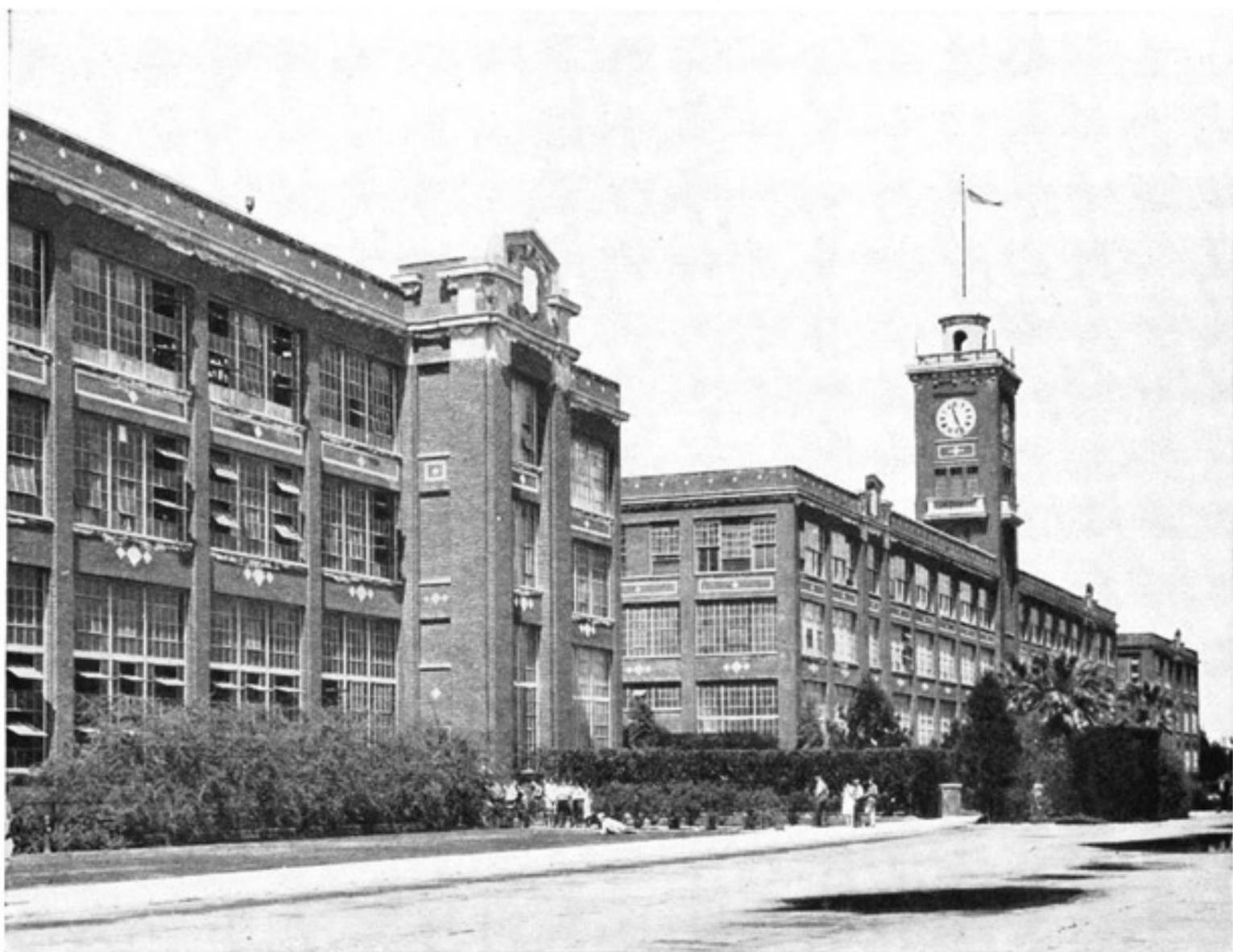
*Millions of Dollars Have Been
Spent to Provide Proper
Environment for
the Youth of This Region*





Los Angeles County is a Bee-Hive of Industry

Below: A Great Tire Plant



BUSINESS OPPORTUNITIES



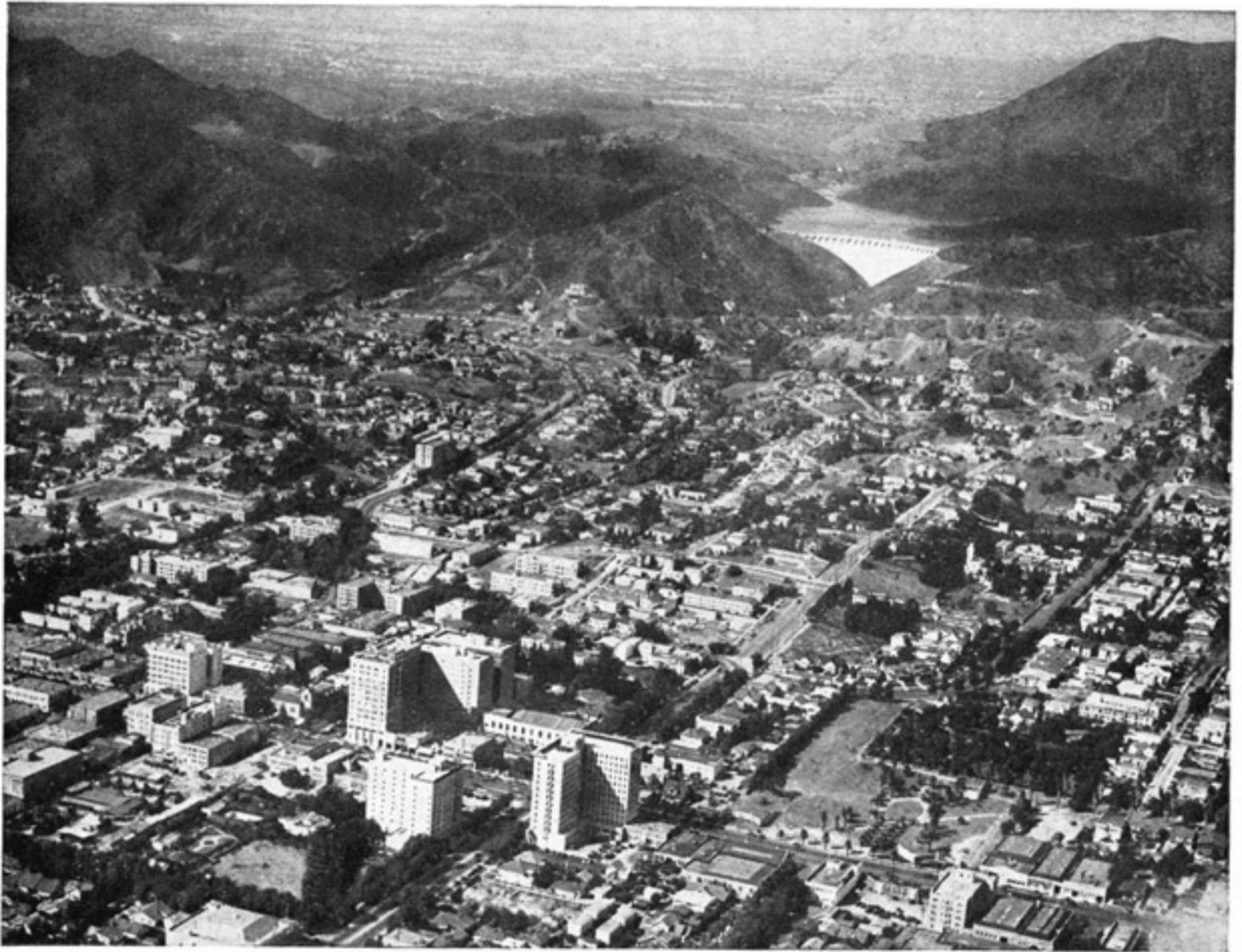
ONE of the first things the average person wants to know when moving to a new country is, what business opportunities does it offer. While it is vastly impossible here to discuss at length each individual line of business, it suffices to say that Los Angeles County's records along industrial and commercial lines have startled the world.

In 1850, the year in which California was admitted to the Union, Los Angeles County boasted a population of only 3,530. In 1900, the figure stood at 170,298. Then came a series of remarkable annual increases. In 1910, the population of the County totalled 504,131, and by 1920 this figure was almost doubled, being 936,455. In the following year, the County passed the million-mark in population, while at the close of last year, according to calculations based on all indices, the County's inhabitants numbered 2,206,864.

Postal receipts have increased in proportion to the population. For instance, in 1906, the postal receipts of Los Angeles were \$929,638, while 20 years later, or at the close of 1926, they totalled \$9,089,918 for that year—an increase of nearly ten times in twenty years.

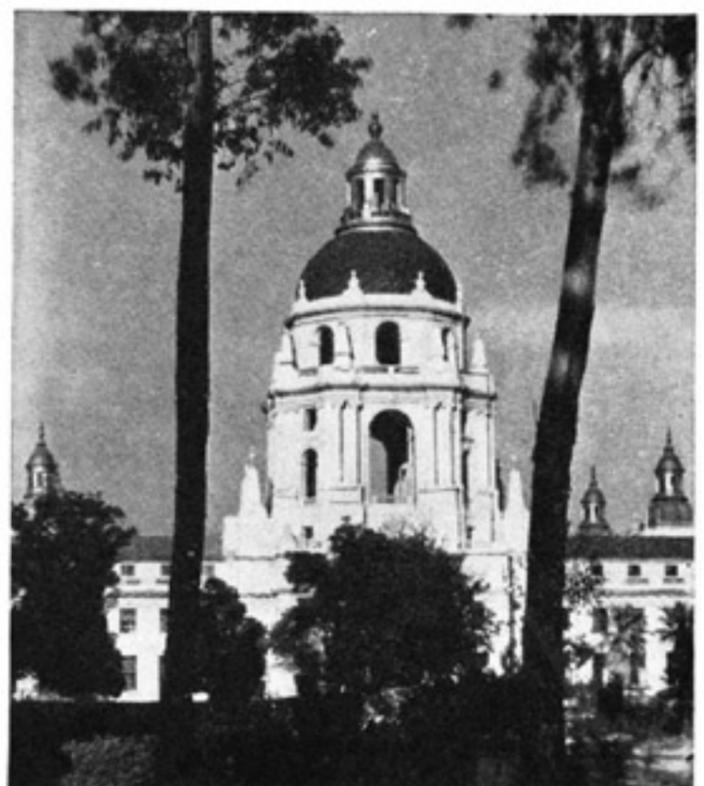
Bank clearings increased from \$578,635,516 in 1906 to \$8,917,424,296 in 1926, while building permits, during the same period, increased from \$18,158,520 to \$123,006,215. The assessed valuation of Los Angeles County has risen from \$991,378,862 in 1916-17, to \$2,994,866,907 last year, while for Los Angeles City alone, the assessed valuation has risen from \$580,779,990 to \$1,794,414,522 during the same period. Assessed valuations in both Los Angeles County and City are made on a basis of 50 percent of actual value. Los Angeles County alone has more assessed wealth than is contained in the fifteen richest counties of the state. Approximately half the assessed wealth of California is contained in the limits of Los Angeles County. The wealth of Los Angeles County, as measured by assessed valuation, is equal to 1/48th of the total assessed valuation of the United States. It is greater than the assessed valuation of 34 individual states, and has already exceeded the value of Cook County, Illinois, containing the City of Chicago. If we consider the different ratios of assessed to true values, as applied in Los Angeles County and New York, this County stands only a billion and a half behind the great New York County.

A hinterland filled with a vast wealth of raw materials; a climate that materially lowers building costs and raises the efficiency of labor; growing markets both at home and abroad; excellent rail, water and highway trans-



Above—Airplane View of Hollywood

Below—Left, Hall of Justice. Right, Pasadena City Hall



portation facilities, an abundance of cheap hydro-electric energy as well as natural gas and crude oil—all these have combined to make Metropolitan Los Angeles a city of tremendous industrial importance.

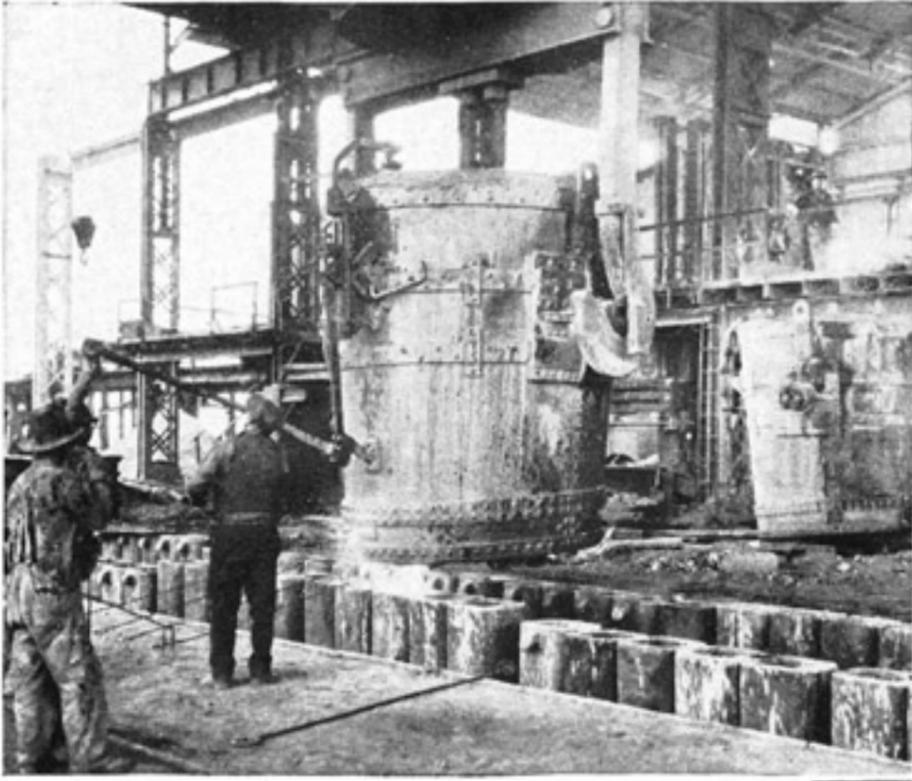
The United States Census of Manufacturers gives the value of manufactured products in Los Angeles City alone, during 1925, as \$545,983,480, an increase of 30.7 percent over the 1923 figures. The combined gain of the two other largest California cities for the two years, according to these same figures, was three percent or less than one-tenth of Los Angeles' gain. Los Angeles also heads the list of Pacific Coast cities in value of manufactured output in 1925.

However, the metropolitan area of Los Angeles takes in considerably more territory than is included in the city limits. A carefully compiled survey shows that this metropolitan area last year had a total of 5,800 manufacturing establishments employing 175,000 people, distributing over \$300,000,000 in payrolls and producing \$1,275,000,000 worth of products.

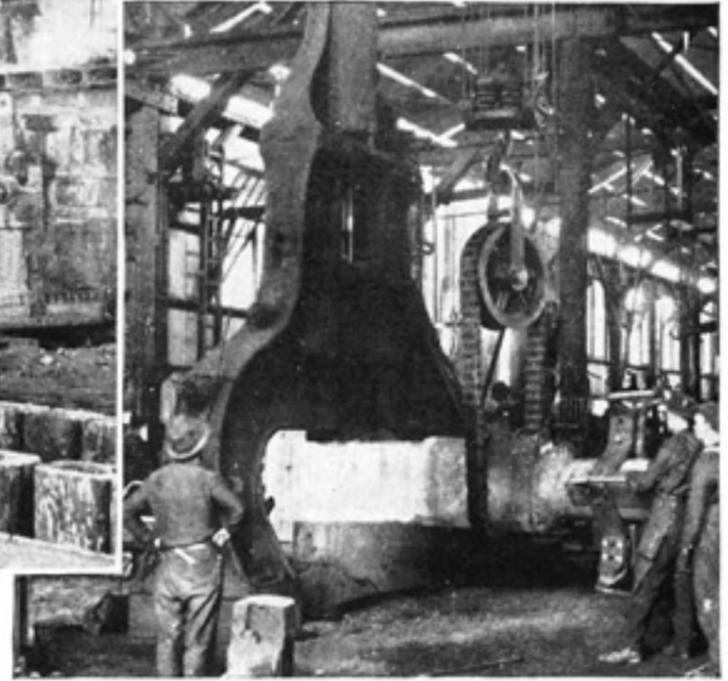
Industrial plants have been locating in Los Angeles at the rate of approximately 300 a year, or one for every working day. In addition, 100 branch warehouses and wholesale stocks were opened in the city last year. It is estimated that these new industries, when in full operation, will give employment to 7,500 persons and add some \$12,000,000 to the local payroll.

Barely a decade ago, Los Angeles reached out through its world-famous "shoe string strip" some twenty miles and threw its vast wealth and resources behind the joint development, with the port communities of Wilmington and San Pedro, of a massive harbor. The Federal Government extended its aid by erecting a great breakwater which extends from Point Firmin for two miles, forming a huge granite arm behind which ships can lie at anchor. Quickly the erstwhile mud flats and marshlands were dredged into deep channels, and docks and wharves of the latest design were built. Through an intensive advertising and publicity campaign, the world was told about Los Angeles Harbor. Ships from the seven seas began calling here. Upon the completion of the Panama Canal in 1915, Los Angeles Harbor became the first port of call on the Pacific Coast. Total commerce handled through the port has increased from 1,739,548 tons valued at \$88,674,070 in 1915, to 23,067,365 tons last year, valued at \$804,014,311. Exports have grown from \$235,460 in 1912 to \$99,708,854 last year, while imports increased from \$1,710,127 to \$41,129,984 during the same period.

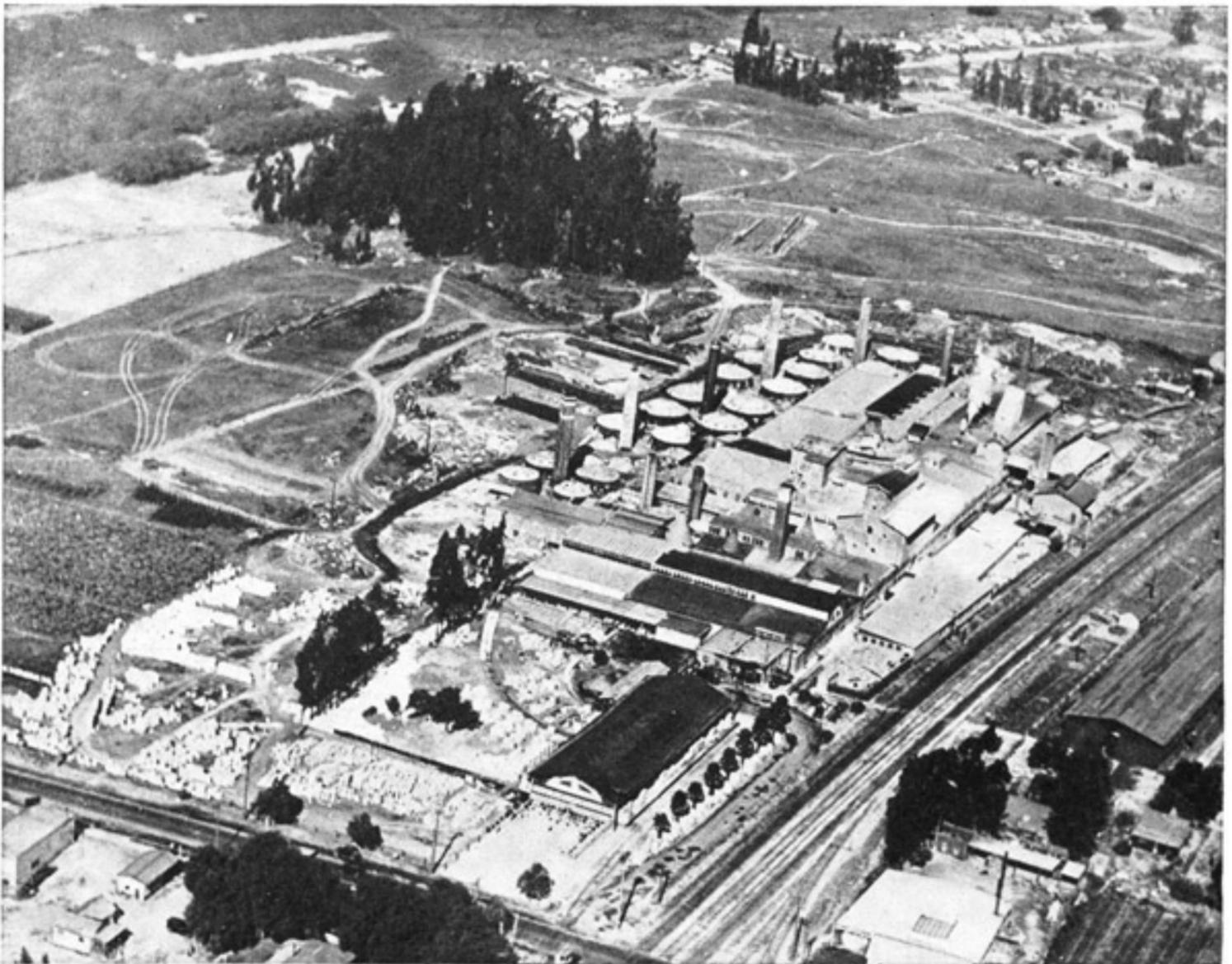
Despite the encroachments on available agricultural lands by these great commercial and industrial expansions and the County's growth in population, Los Angeles County continues to lead all counties of the nation, according to census figures, in the production of agricultural products. Last year it



*Steel Mills in Los Angeles
County*



Below—Airplane View of One of Many Oil Refineries Here



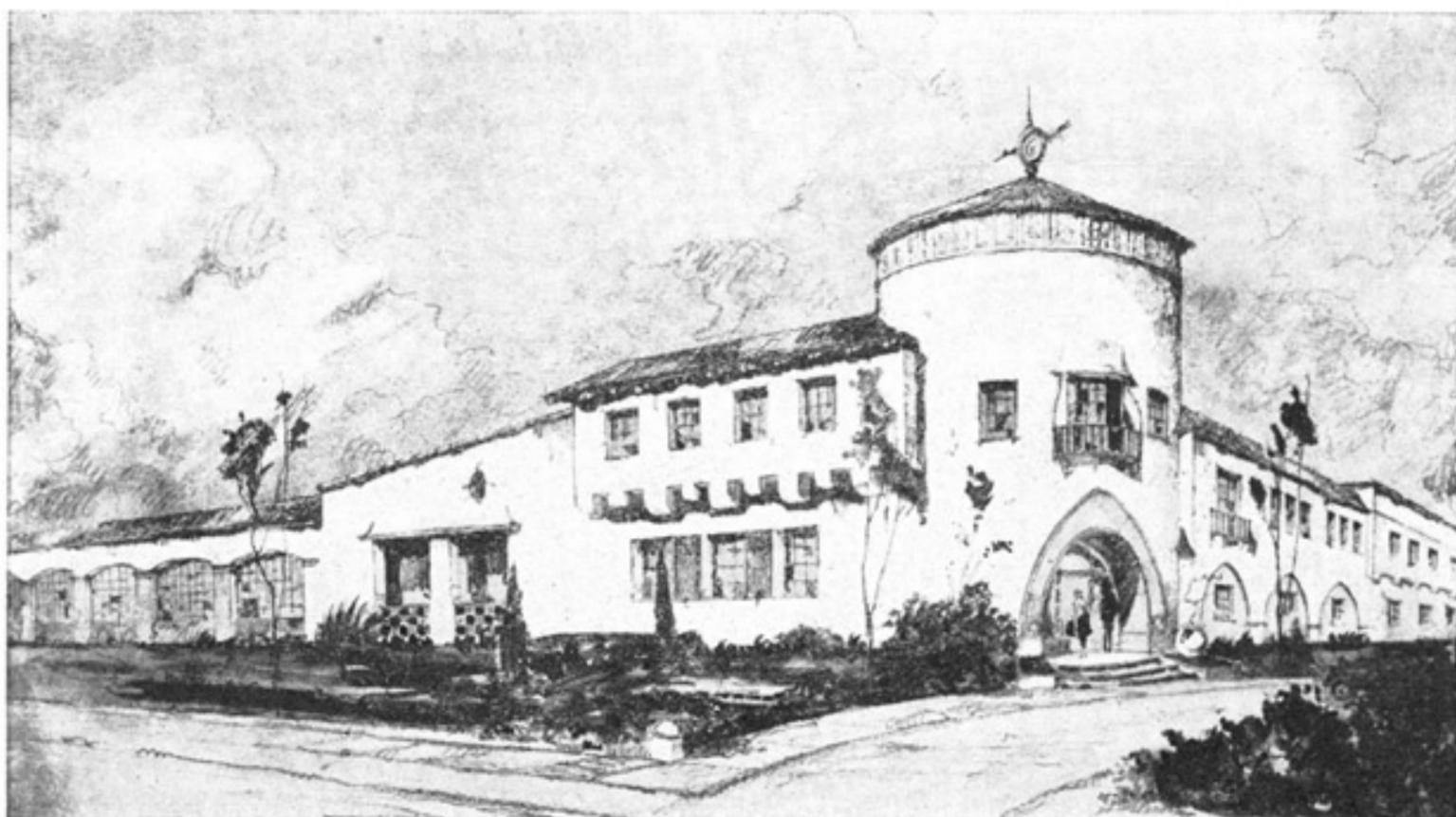
produced a total of \$92,484,935 worth of products, divided as follows: field crops, \$6,457,500; truck crops, \$13,104,700; livestock, \$26,477,043; and fruits and nuts, \$45,445,692.

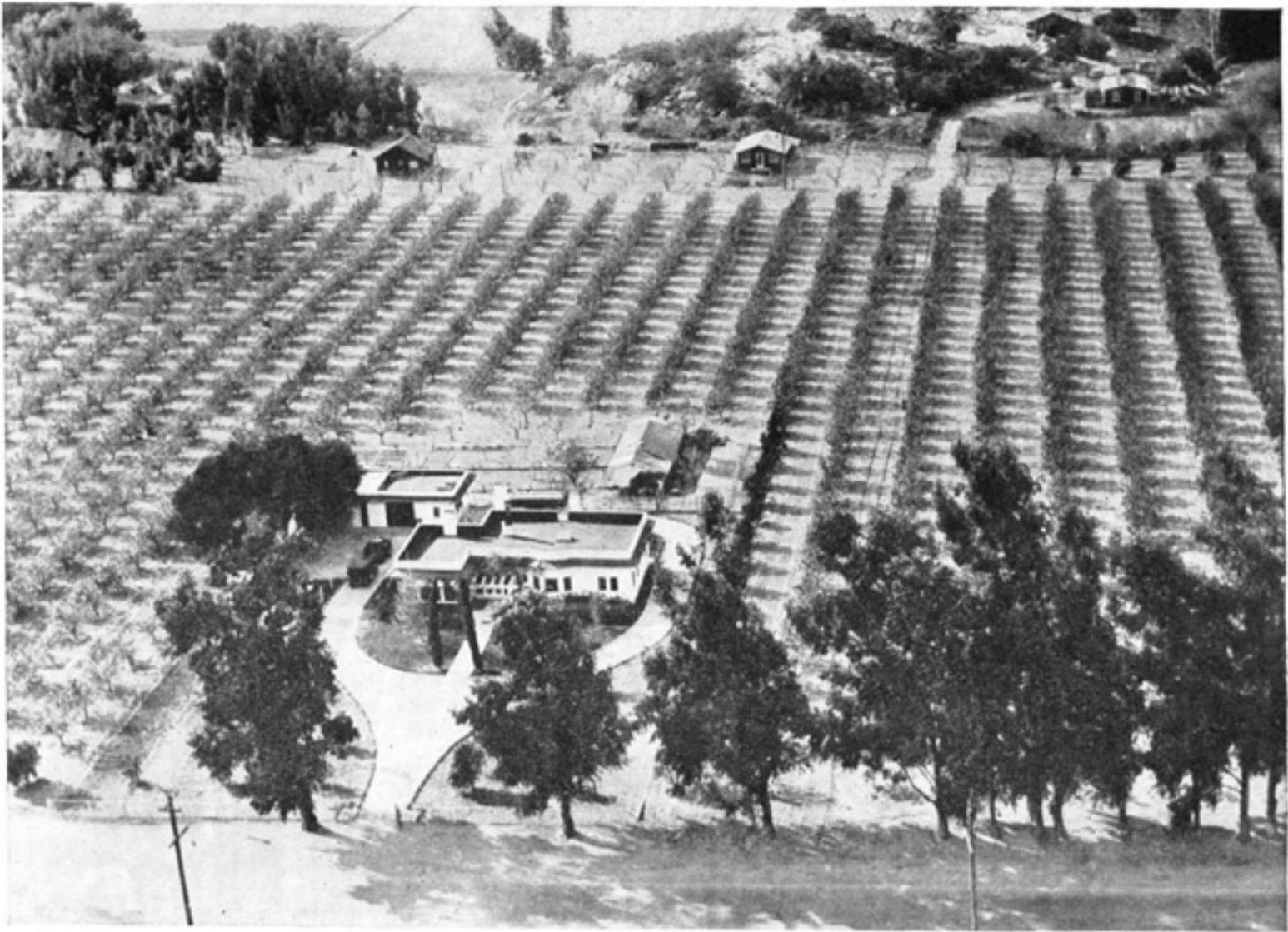
These, briefly, are the facts about the commercial and industrial sides of Los Angeles County life. It presents, perhaps, a greater opportunity for almost any line of endeavor than any other part of the country. It is growing, as is its great back country which comprises the eleven Western states, and its foreign trade territory comprising the nations of the Pacific, in which dwell two-thirds of the world's population.

As for employment, people contemplating residence here are advised to come prepared financially as they would in going to any large city or section new to them. A period of time usually elapses in going to any new section before suitable employment is found. Many come expecting to find employment immediately. In many cases they do, or have employment provided for in advance. There is keen competition for positions, as so many people desire to make Los Angeles County their permanent home. Los Angeles County is not unlike any other region in the matter of employment. In fact, its industrial and commercial expansion rapidly absorbs the unemployed. You should come prepared for the period of readjustment always necessary in taking up residence in any new locality.

(Special booklets on the industrial, agricultural and commercial development of Los Angeles County may be secured upon request.)

Below: Not an Old Spanish Castle, but a Giant Tire Factory





Typical Suburban Small Farms



SMALL SUBURBAN FARMS



FOR one who desires a rural environment for his family and yet have them enjoy all of the advantages and comforts of the city, Los Angeles County offers a unique opportunity in her "small farms" tracts of one-half to five acres in extent surrounding Los Angeles on every side. Because of the ideal living conditions they insure, the small farm has become an important factor in the social advancement of this area, and thousands of families have successfully built up their little places and are enjoying the full life that is to be found only in such a rural environment. And in doing so, they have not sacrificed any of the advantages known to the city dweller in other parts of the country. Electricity, gas, sewers and good domestic water supply are available in all tracts of this kind.

While many newcomers are developing these small farms as home places only, without thought of income, others are making substantial return in addition to supplying their own needs in the way of fruits, vegetables and poultry products. On tracts of three to five acres in extent, where ample finances are available for a start, many families are making a sustaining income and profit from their activity.

But the greatest advantage accruing to those who develop these small farms is in the better standard of living that they insure. Transportation facilities are such that one can live on and care for a home of this kind and yet engage in gainful employment within the cities. In fact, a large proportion of the development in this direction during recent years has been by those who still retain their connections in the cities, with the practical idea of creating an ideal home for their families, and a place to which they can ultimately devote their entire energies. The ability to produce on their own places vegetables, fruits and poultry products for the family table has meant a substantial reduction in the cost of living, not to mention the desirability of having readily available fresh produce all the year 'round. From a standpoint of health, too, these small places engage the attention of those who wish to give their children every advantage. Fresh air, fresh vegetables, fresh fruits and fresh eggs—all are necessary to the growing child. For elderly people these small places are the ideal environment for a long life.

Because of the all year 'round growing season, and the wide range of plants, both ornamental and economic, which can be grown in Southern California, the "small farmer" can indulge in production and experimentation to his heart's desire. There are few crops that he cannot grow, for the equable climate permits the maturity of fruits and vegetables of both the sub-tropic

*Farm Life in Los Angeles County Does
Not Deprive One of the
Conveniences of
City Life*



*Country Homes Are Every
Bit as Attractive as
Those in the City*

*Below—The City of Los Angeles Has Provided a Mammoth Swimming Pool at
Griffith Park for Residents of Neighboring Areas*



and temperate zones; ornamental plants and flowers from the far corners of the earth have been selected and adapted in Southern California, so that home beautification can take most any form.

Should one favor the exotic beauties of the Orient, then the native plants of China and Japan, perfectly at home in the Southland, can be utilized to transform the small farm home place into a "Garden in Asia"; if the quiet beauty of the English garden is desired, then through proper selection of plant material, one's ideal can be faithfully carried out. However, in recent years, the Spanish type home and garden has become very popular in Southern California, where it finds a satisfying natural setting. In the suburban areas, one may see many well developed "rancheritas"—small farms that reflect in miniature the beauty, spirit and economic independence of the "splendid idle Forties" when California was young and the Spanish Dons ruled the golden littorial.

When the objective is beauty and comfort in home surroundings, together with the supplying of the family table with produce, then one can follow his own bent in the development of these small places and be assured of beneficent natural advantages in furthering the success of his plantings. However, if an income from the care of the small farm is desired, certain combinations of crops and livestock have been found best adapted to such intensive effort. From three to five acres is considered the smallest unit from which one can expect to secure independence.

The small farm offers a challenge to the ingenuity, initiative and energy of its operator, and is not merely a place to live but an opportunity for inspiration and maintenance of health and happiness, as well as a source of financial gain. Those who have developed them have found the environment that is so desirable, a life that is all the more pleasant because it is being lived in Southern California.

There are many combinations of crops and livestock for home production and incidental sale found on the little farms of the city worker and retired folk—generally they follow their own inclination in planning and development. But those who are making an effort to secure a sustaining income have realized that their small bit of land must be made to produce the highest possible yield at minimum cost, and this has called for intelligent initial investment, careful planning and efficient operation.

The small farm developed as a home place should carry about 200 laying hens, which will supply the family table and bring some additional return. It has been found that generally the house, ornamental garden, garage, poultry houses and runs will require about a quarter acre. The remainder of the land can be given over to fruits, with a continuous inter-

crop of green feed, vegetables and berries. On these places, too, are usually found rabbit hutches with about a dozen does. And very often there is the family cow, or milch goat, easily maintained on the place.

From such a holding, intelligently handled, there may be had vegetables all the year 'round, fruits, both deciduous and citrus, and berries in season, eggs and fowl or rabbit meat, and a milk supply from which is also possible other dairy products if the housewife is so inclined. There is no day of the year that some item for the family table cannot be taken from the place, and many of the fruits and vegetables which are available for the gathering are those which in other states constitute luxuries. Surplus, when disposed of, not only assists in paying the incidental costs of producing the home food supply, but often represents some profit.

The small farm developed for a sustaining income offers a challenge to the initiative, ingenuity and energy of the operators. Under present development, poultry takes a leading part. On most places there is found a minimum of 2,000 laying hens, and 3,000 is the maximum that can be handled with one's own labor. It is the advice of experts that the inexperienced start with 1,200 to 1,500 hens and build up to the maximum gradually. Green feed plays an important part in the ration and is produced throughout the year, requiring about three-fourths of an acre of land for each 1,000 hens. This can be grown as an intercrop between fruit tree plantings.

Income crops include berries, vegetables, fruits and bulbs and flowers. During recent years, berries have become quite popular as a crop for the "little lander," and with additional help during picking time, he is able to take care of one to three acres, in addition to poultry. They are sometimes grown as an intercrop between trees, but not often after the orchard is two or three years old. Bulbs and flowers offer the intensive grower a good opportunity. While many little farmers are producing bulbs on three or four-acre holdings as a sustaining activity, it is often practiced in combination with poultry raising, for the two go well together.

From a small holding developed as outlined above, there are possibilities of making a considerable income. Poultry under good management, should net \$1.00 to \$1.50 per hen per year, although the profit for the inexperienced man may be less during the first year or two while he is learning to be efficient, and to cut down costs. Berries, when properly handled and local sale is possible, will net from \$300 to \$500 per acre a year, often more. Bulbs will make about the same return as berries, while vegetables will bring from \$100 to \$250 per acre. Sale of fruit often means an additional \$100 or \$200 per acre, provided a good crop is picked. And of course a home-grown food supply is really a source of profit.

So the man having about four acres, with three-fourths of an acre given over to the home, garden and poultry housing and yards for 2500 laying hens; an acre and a half in berries, and two acres in fruit intercropped with green feeds, should, under intelligent handling, make around \$2,800 a year. This income can be increased somewhat when the operator has thoroughly experienced himself in all branches of activity, and established definite marketing outlets.

In selecting a location, the newcomer should see every district, for the climate, water supply, soil, prices of land, and many other factors which differ considerably. After securing a working knowledge of these factors in the various districts, he should consult the Agricultural Department of the Los Angeles Chamber of Commerce for further advice. The expense of making a district by district investigation is money well spent and, in most cases, it is returned in saving when the purchase is made.

The newcomer's first impression will be that land prices are quite high. Generally speaking, they will range from \$1,500 to \$3,000 per acre in commuting areas, although when as high as four or five acres are purchased, tracts can be secured at a somewhat lower figure. Acreage outside the commuting areas, for sustaining activity, can be purchased at from \$400 to \$1,500 an acre, with the same discounts for larger tracts. Very often lands offered will be planted to trees, either deciduous or citrus, and when a reasonable additional sum is asked, such tracts represent very good buys.

These prices may seem rather high to the Easterner, but it must be remembered that an ordinary city lot at all desirably situated in most cities will cost as much or more than an acre offered in the commuting districts in Los Angeles County. And tracts contiguous to the larger cities of the East, comparable in location with our small farm home offerings are often even more expensive. Furthermore, the move from the downtown district to the small farm home in Southern California does not represent a change from the flat or apartment house atmosphere to a mere suburban home where fresh air may be bad (as it does in many sections of the East), but actually means the securing of a piece of really productive soil responding to one's own inclination in production. The small farm in Southern California, then, represents a home place, a medium for all year 'round production, and when purchased right, a value which will not depreciate.

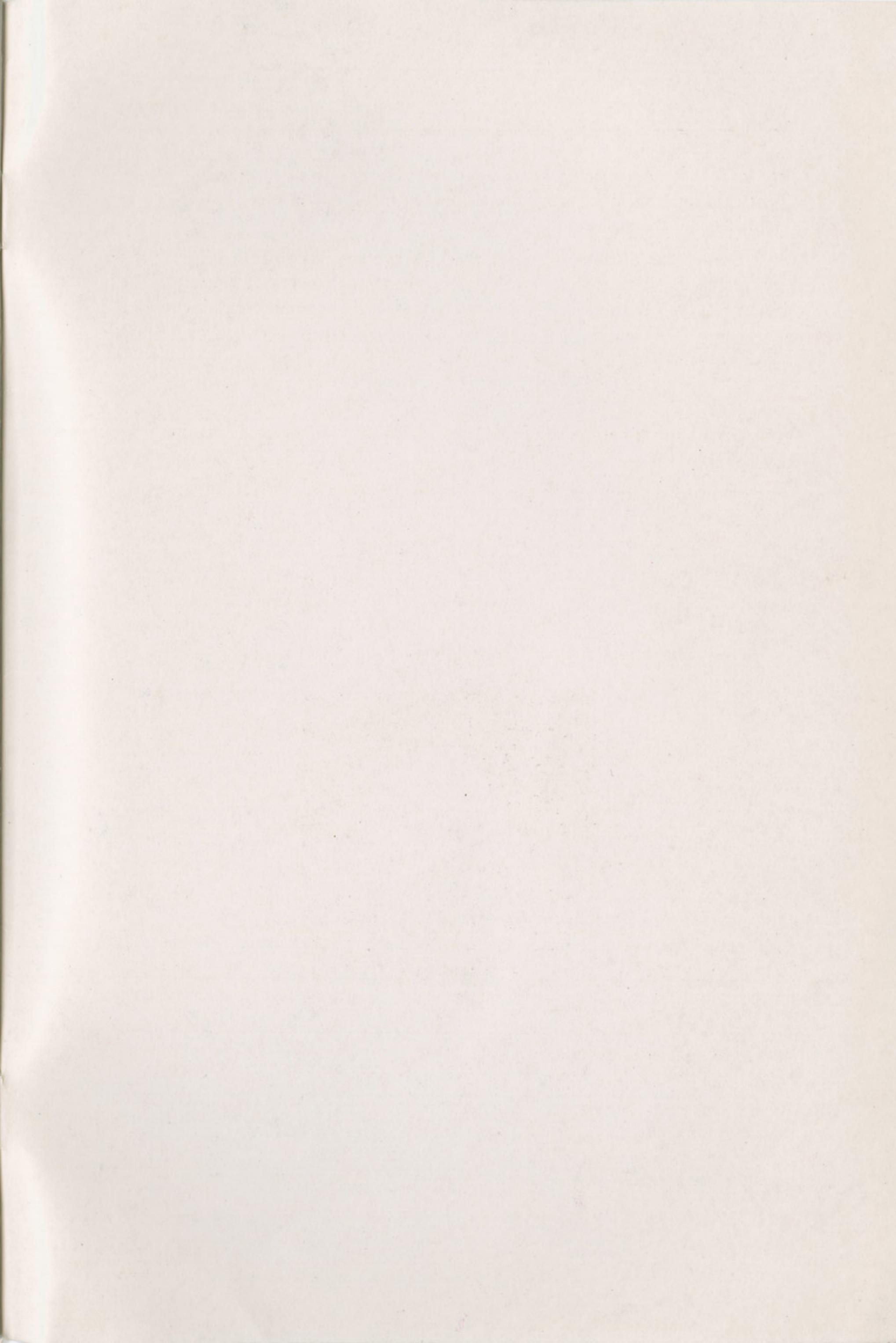
Available capital has much to do with the success of the small farm project. While the place developed primarily as a home can be financed similar to the average city property, with some additional costs in poultry housing and fruit tree planting, the man who is entering this activity with the idea of making his entire living from the holding must have ample capital at

the start or he is hampered in his enterprise and usually foredoomed to failure. Small farming is a business proposition of the highest type, and must be approached in a business-like way.

Survey has disclosed the fact that the average price of an acre of land in commuting distance of Los Angeles, when purchased as a single unit, is about \$2,000. A comfortable five-room house with modern conveniences and a garage can be built for \$3,000, and poultry equipment for 200 laying hens will cost about \$300 in addition. This will make a capital investment of \$5,300 for an acre home place equipped. The extent of the initial investment, down payment and terms, in such cases is largely dependent on the earning capacity of the family head, and one should not consider too seriously prospective cash income from the land.

However, capital requirements for the development of sustaining acreage are more exacting. It is best that such properties be secured in areas where land is lower in price, and where water is ample and cheap enough for commercial use.





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