WHITTIER

LOS ANGELES COUNTY

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CALIFORNIA

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WHITTIER was founded by the Quakers. In selecting the site for their future home, these sturdy fathers gave evidence of rare wisdom and foresight for the land upon which they settled has come to be one of the choicest and richest in the state. Passing many attractive areas of level, fertile soil, they chose a place on the south slope of the beautiful Puente Hills, from which vantage point they could see the mountains, sea, and broad valleys below, even Catalina Island being within easy range of their vision. The soil, too, was rich, deep, and mellow and easily adaptable to the agricultural pursuits which they would follow. Today sixteen thousand people make their homes in this beauty spot among orange blossoms and roses, palms and pepper trees, a friendly community, fortunate in the choice of their location, content in the gentleness of their climate, and happy in the facilities offered for social activity, cultural and educational development, amusement, and recreational enjoyment.

LOCATION

Thirteen miles from the central business district of Los Angeles, far enough removed from the noise and confusion of a large city, yet within thirty minutes of the very best the country has to offer in music, drama, and art; nineteen miles from the ocean with its enchantment and lure; fourteen miles from the mountains, with the peaks, Wilson, Lowe, and snow capped Baldy, ever beckoning us to their secluded nooks and trails; six miles from romantic San Gabriel and the Mission Play—Whittier has an advantage in location that is unequalled.

CLIMATE

Two items are essential to insure prosperity in Southern California, climate and water. In both these requirements, Whittier is especially fortunate. The high elevation means cool sea breezes; the hills to the north provide shelter from the cold winds from over the snow capped mountains in winter or the hot desert winds that make their way through the mountain passes in summer. This combination results in a mildness and evenness of temperature which assures not only greater comfort, but makes possible the production of numerous varieties of semi-tropical plants and fruits. There is no such thing as a "rainy season" here. The term is merely used to refer to that period when rains occasionally occur, which is the winter months. At that time of year, there are many more clear, sunshiny days than any other kind, the intervals between showers generally ranging from a few days to several weeks. Evenings are always cool, blankets being required in summer as well as in the winter months.

The City Beautiful

Amon Orange Blossoms and Roses, Palms and Pepper Trees

WATER

WHILE there is no rainy season marked by a continuous drizzle or downpour, the showers are frequent enough to provide a plentiful supply of water, the average over a period of years being nearly sixteen inches annually. Whittier operates her own municipal water plant. Pumped from deep wells in the narrows between Puente and Montebello hills, it draws on the supply from the melting snows of the high Sierra Madres, thus insuring abundance of pure water at all times.

OCEAN

FASCINATING indeed is the ocean. The sound of the waves lashing the rocky shore or rolling on the sandy beach is music to him who lingers there. To enjoy a splash in the warm waters of the Pacific, to spend an evening looking out over the waves at the setting sun, to picnic with family and friends on the warm beach sands, to breathe in the exhilarating salt air, to while away a holiday at deep sea fishing, to get the thrill of the excitement of beach resorts—these are but a few of the privileges of one who lives within easy reach of the ocean. Whittier is only forty minutes distant, over paved boulevards—such a short distance, in fact, that the Whittier citizen may consider himself practically at the ocean front.

MOUNTAINS

ONLY fourteen miles from Foothill Boulevard, the scenic drive nearest the Sierra Madre mountains, Whittier is but a step removed from California's wonder playground—with its countless trails, its rustic camps, its rugged canyons, and its clear, fresh mountain streams. Two hours' drive brings one to the mountain lakes and pine covered slopes of the high San Bernardino Mountains, where he may enjoy fishing and camping, or may take advantage of the most luxurious accommodations of resort lodges and hotels.

TURNBULL CANYON

IT IS NOT necessary, however, for the Whittier resident to seek ocean or mountains to satisfy his love for the aesthetic. He has but to turn from the residence section, and he is at once within the walls of Turnbull Canyon, one of the rarest bits of scenic beauty in all California. Twisting and turning around short swings and generous curves, up through wild oaks and sycamores, the driver comes abruptly to the summit, where is presented a view that is wonderful to behold—a varicolored panorama of beautiful San Gabriel Valley with its hillside avocado orchards, its oranges, lemons, walnuts, its many cities and windings roads, and beyond, the Sierra Madre range of mountains with snow capped peaks towering high over all. As an entrance to a beautiful city, Turnbull Canyon Drive challenges comparison.

BOULEVARDS

WHITTIER is at the center of a system of excellent boulevards leading in every direction. Three main arteries connect it with Los Angeles—one passing through the industrial section of the East Side; one to the civic center and on to Hollywood and the beach; and a third to the central business district. Just to the north, is the Valley Boulevard, which carries the greater part of the travel from the East by way of the Santa Fe Trail to Los Angeles. To the south, roads lead to Long Beach and Los Angeles Harbor. Whittier Boulevard, a wide concrete pavement to Los Angeles, and Whittier's main thoroughfare, is the heaviest traveled highway in the state. There are thirty-four miles of pavement also within the city limits.

HILLSIDE HOMES

WHITTIER'S location on the side of the Puente Hills, and the general slope of the land upon which it is built, make every home "a hillside home". There are, however, certain sections of the city which, because of their irregular surface and steep slope, make construction more difficult and the landscape more beautiful. Here are located many of the city's more pretentious homes. Adjoining these tracts are opportunities for a larger development that compare favorably with those of any California section. The Puente Hills parallel Whittier Boulevard for several miles east of the city, affording a view of orchard and ocean that is unsurpassed.

Some of WHITTIER'S beautiful CHURCHES

CHURCHES

WHITTIER is a city of churches, twenty-five denominations being here represented. The principal churches have strong organizations, and are housed in buildings that are known for their architectural beauty. Several of the organizations own and maintain their church school buildings which are of the most modern construction and equipment, and are in use throughout the year. A special school for training in Religious Education is conducted for the young people of the city during the summer months. The finest spirit of co-operation prevails among the several churches, the Ministerial Union being one of the strongest and most active organizations in the city. Many enterprises for civic betterment and community upbuilding are sponsored and promoted by this worthy organization. The city is well provided with opportunities for religious, social activities through the various men's brotherhoods, the united church brotherhood, and the larger church school organizations. The spirit of friendliness, so noticeable in all phases of community effort, is especially marked in the church organizations, where warmth of welcome and good fellowship always prevail.

COMMUNITY SPIRIT

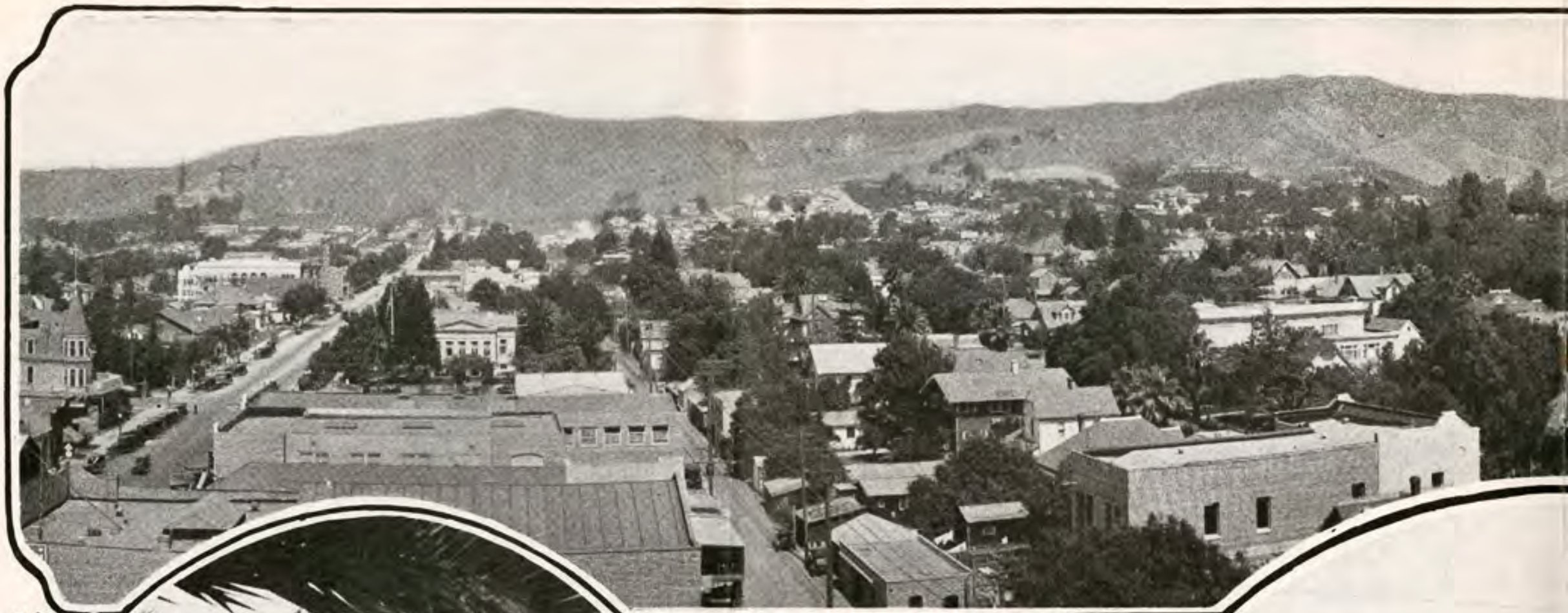
VISITORS in Whittier early detect something in the general community atmosphere that they like to call "Community Spirit". It is evidenced by the friendliness, the responsiveness, the genuineness that inspire confidence and trust. These traits are largely responsible for "Ye Friendlie Towne", the slogan by which the city is best known. This friendly spirit is everywhere manifest. Merchants and professional men endeavor to conduct their business with friendliness as a generally accepted policy; community institutions in every section are endowed with the spirit. There is a tolerance, a sympathy, a community understanding that compel the interest of all who are privileged to spend some time here.

SCHOOLS

IN THE BUILDING and maintaining of her schools, Whittier has been most generous, nothing having been spared to bring them to the highest point of efficiency. A one and one-half million dollar Union High School plant, new Intermediate School, and six well equipped ward buildings make up the city school system. In grace of architecture, and beauty of grounds and gardens, the several groups are unsurpassed. The State School for Boys, just outside the city, makes a splendid contribution to the community life through the co-operation of its faculty, its band, and other organizations. There is also a high class parochial school accommodating several hundred pupils.

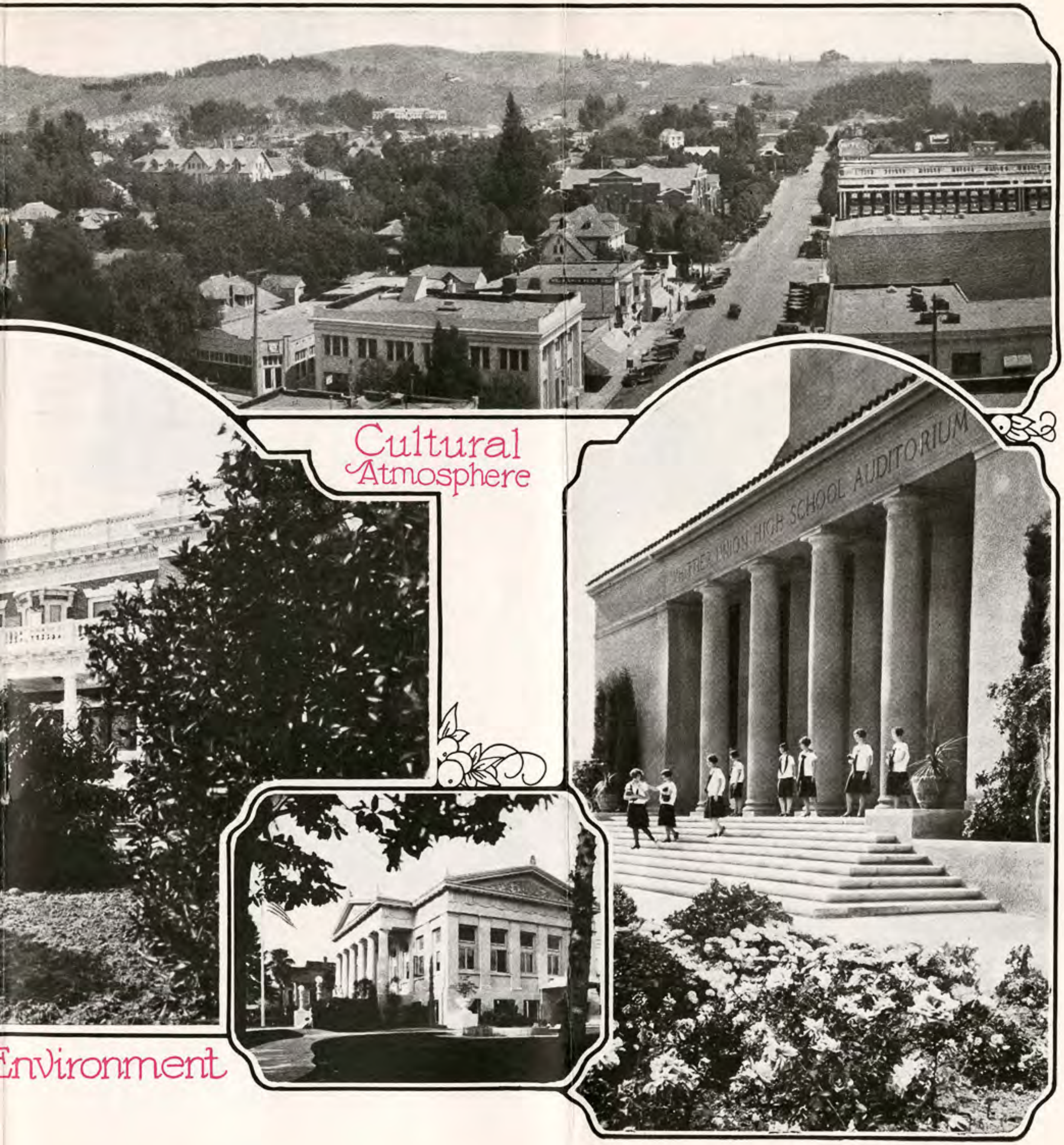
WHITTIER COLLEGE

WHITTIER is a college town, her very atmosphere being tempered through the cultural influences of the splendid institution which bears her name. Whittier College is a high class, Christian, non-sectarian school, her graduates being accepted, without examination, for advanced degrees in the leading universities. Because of the limited number of students admitted, and the qualifications required for entrance, a high standard of scholarship is maintained. Emphasis is placed on the development of character, personality, and scholarship. All students come into close contact with the administrative officers and the faculty of the institution. A sympathetic attitude on the part of the faculty and an appreciative one on the part of the students, make Whittier "A Friendly College". Parents who desire to live where their children may be educated under wholesome influences, will find here the advantages they desire.



Educational
Opportunities

Delightful E


Cultural
Atmosphere
Environment
UNION HIGH SCHOOL AUDITORIUM

In WHITTIERS BUSINESS CENTER

BUSINESS DISTRICT

WHITTIER is more than a residential city. Its business district is the center of trade for a wide territory. The thickly settled rural districts adjoining the city have long given evidence of their confidence through continued loyalty and patronage. This confidence has been inspired and maintained by the courtesy, accommodation, and service of the business men, as well as the high class of merchandise which they carry at all times.

HOTELS

VISITORS to Southern California will find in Whittier ample hotel accommodations to suit every class. The new William Penn is the last word in efficiency, catering to guests of the most exacting tastes. There are several smaller hostelries providing accommodations for a large number of people. Because of the central location of the city, its distance from all that is objectionable in a metropolis, and yet its proximity and easy access to all points of interest in Southern California, one will find his stay here, in the quiet and peace of this beautiful city, most restful and delightful.

ORGANIZATIONS

BECAUSE of the many and varied organizations in the city, Whittier affords opportunity for affiliation with the group best suited to the individual desires and needs. The Chamber of Commerce serves as a means of contact between the community and outside world, renders a special service to visitors and newcomers, upholds worthy ideals for civic improvement, and follows a program of constructive development for the community as a whole. Practically all the well known fraternal orders are represented here, as are also the service clubs —Rotary, Kiwanis, Progress, and Lions. The Woman's Club, through its several sections, provides opportunity for individual study and growth along lines of special interest to its membership. The Business and Professional Women's Club, contributes its effort toward all worthy community enterprises. The Hacienda Country Club, with its attractive house and beautiful grounds, holds an important place among the city's long established groups. The Realty Board, the Community Players, Men's Chorus, Red Cross, Y. M. C. A., College Auxiliary, City Band, American Legion, Health and Welfare Center, Boy Scouts, Campfire Girls, all maintain strong organizations.

HOSPITAL

WHITTIER'S new memorial hospital was made possible through the beneficence of Col. Simon J. Murphy, Jr., who presented this splendid gift to the city as a fitting tribute to the memory of his father and mother. The main building stands on a high elevation in one of the city parks, overlooking the valleys and orchards below, with a wonderful view of the ocean and Catalina Island beyond. In addition to the general hospital building, there is on the grounds a nurses' home which was also presented to the city by Col. Murphy. The hospital is modern in every particular, and is available to Whittier citizens at moderate rates.

HOUSES AND APARTMENTS

SINCE a large majority of her citizens are owners of their homes, Whittier is appropriately called "the city of homes". There are, however, in courts, bungalows, and apartments, ample provisions for those who prefer such accommodation. Inasmuch as most of these buildings are of new construction, they will be found desirable in every way. Rentals vary in such cases to suit the requirements of the tenants.

TRANSPORTATION

IN TRANSPORTATION facilities, Whittier is especially fortunate. Because of its central location, it enjoys a frequency of service and rapid transit to all points of interest in the southland. Electric roads link it with the Orange Empire of the east and south, with beach resorts, and mountain camps. Motor Transit busses to San Diego, Pasadena, Long Beach, and Los Angeles, with close connection on lines to San Francisco and northern points, afford special advantages. Transcontinental lines provide a direct service to this city, making possible the purchase of tickets from eastern points direct to Whittier.

RECREATION

ONE of the city's most notable resources is the opportunity which it affords for recreation and rest. Public and private golf courses only a few minutes distant, cement tennis courts, well kept swimming pools, beautiful parks with picnic grounds, canyons and hills for hiking are some of the forms of recreation available. The Y. M. C. A. maintains summer mountain camps for young people. These are under strictest supervision at all times. Evening games and contests are also provided for the community through the summer months. Supervised playgrounds for children are open in various sections of the city during the summer.

ENTERTAINMENT

THIS COMMUNITY is richly provided with facilities for a variety of entertainment. Two modern motion picture and vaudeville theatres accommodate those desiring this class of entertainment. The Men's Chorus and Community Players, non-profit organizations, have for years presented a series of high class programs that have given them a place of distinction for the quality of work done. The city band gives concerts in Central Park weekly during the summer. The various school groups, organizations from the college, music and dramatic sections of the Woman's Club contribute of their talent for the enjoyment of the people. Community sings, in which all music organizations participate, are held regularly. Such masterpieces as the Messiah and Elijah are presented annually by the combined choruses of the city. Whittier is widely known as a community of pronounced educational and cultural atmosphere, its entertainments reflecting its appreciation for the high class of productions for which it stands.

LIVING COSTS

MOST WHITTIER homes have their well kept lawns and neatly trimmed shrubbery as well as flower and vegetable gardens. Because of the city's proximity to orchards and truck gardens, fresh vegetables and fruits are available the year around at low prices. Natural gas is the fuel used, but inasmuch as heat in the home is required only during the winter months and then but a few hours morning and evening, with the cost of fuel gas only ninety cents per thousand cubic feet, this item is reduced to a minimum. In general, the cost of necessities is as low as in other parts of the country.

CITRUS

WHITTIER, home of the Sunkist Brand, is in the center of one of the choicest orange and lemon areas in the state. Covering a territory approximately eight miles long, with an elevation somewhat higher than the average, it is known as the most fertile and frost free area of two beautiful valleys. The land is so productive and valuable in certain sections of this territory that a price is seldom placed upon it. However, in other less developed sections of the same area land may be had at very reasonable prices. Five thousand acres of Valencia oranges, four thousand acres of lemons, five hundred acres of Navel oranges, one hundred acres of grapefruit represent the proportionate division of the acreage. Nine shipping associations, each maintaining an up-to-date packing plant, pick, wash, grade, and pack the fruit which is distributed through the Whittier District Fruit Exchange, owned and operated by the membership of the several organizations. The returns to the growers amount to approximately four million annually.

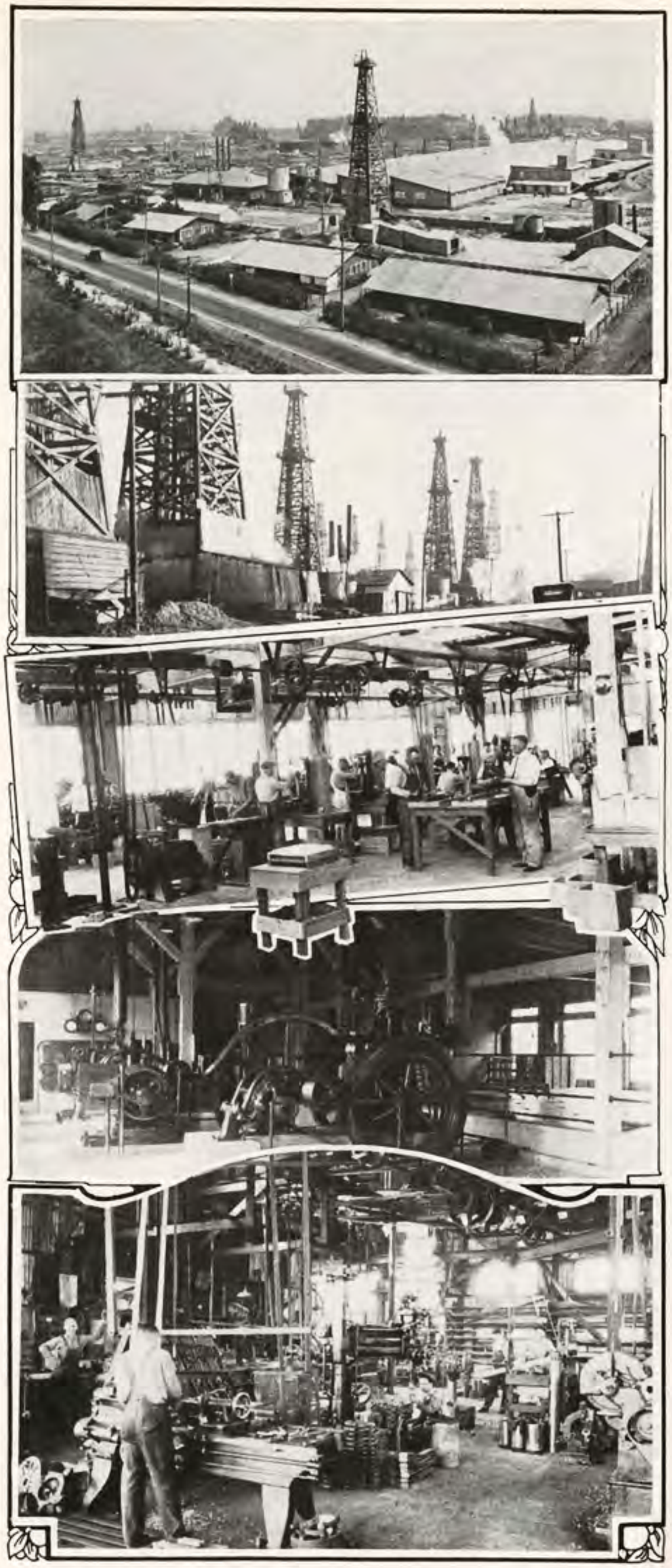
WALNUTS

SECOND only to the citrus industry is Whittier's walnut acreage which insures large and dependable returns. In this district there are five thousand acres yielding an annual income of approximately a million dollars. Because of the rich, deep soil of this section, the walnut trees are strong and healthy and highly productive, some of the older groves averaging annually as high as two tons per acre. This district is served by several well equipped walnut packing houses, nearly all of which are members of the California Walnut Growers Association. The walnut grove, because of its heavy, full foliage, presents a wonderful picture, and serves as a setting for some of Whittier's most beautiful homes.

AVOCADOS

WHITTIER is also in the proven avocado district, one of the finest and most productive orchards in the state being inside the city limits. This is especially noteworthy, since there are but few sections whose climatic conditions are favorable to the successful growing of this popular and productive fruit. Because of the limited territory available for the growth of the avocado trees and the ever increasing demands for the fruit, the avocado orchard is yielding exceptional returns, and the industry gives promise of becoming one of the most substantial in the district.

WHITTIER
ORANGE
LEMON.
AVOCADO
and
WALNUT
SCENES



INDUSTRIES

ALTHOUGH Whittier is not essentially an industrial city, it has many plants suitable to residential cities, whose products have a wide distribution. The city being easily accessible from the great industrial East Side of Los Angeles, and possessing abundance of natural gas, fuel oil, and electric power, with splendid transportation facilities, affords opportunities for exceptional industrial development.

OIL

SEVERAL large oil fields are in and adjacent to the Whittier district, which is being continually enlarged by the proving of additional territory. Whittier is directly benefited by the heavy daily output of these fields, which amounts to over seventy-five thousand barrels daily. Being the production headquarters of some of the larger companies as well as the home of hundreds of executives and employees, the city enjoys returns that contribute largely to its financial strength. The Standard Oil Company alone carries an annual pay roll of over one and one-fourth million.

EMPLOYMENT

MIDWAY between Whittier and Los Angeles is the section known as the great Industrial East Side. This is an area of large industrial expansion. Already there are established, within the territory, many plants of large proportion, with plans providing for the construction of housing facilities to accommodate some of the largest manufacturing enterprises of the west. Being only six miles removed from this section, with good roads and transportation facilities, Whittier is the logical home for both executives and employees of the district. This great program of development means, too, opportunities for employment in the various trades and technical fields.

WHY NOT WHITTIER?

MANY PEOPLE are seeking new home locations. They have grown weary of long, severe winters during which they burn up the savings of the remainder of the year. They have heard of California with its gentle climate, its matchless scenery, its perfect roads, and its all year happiness, but they think it is for men of wealth alone. This, however, is not the case. California is the land of the humble cottage as well as the rich man's paradise, and those who are accustomed to a modest income elsewhere and are contented. may feel assured that there is a place here for them also.

GENERAL INFORMATION

Population 16,000
Elevation ..... 200-600 feet
Mean average temperature ..... Jan. 54.6—July 70.2
Mean average rainfall ..... 15.52 inches annually
High school enrollment ..... Over 1,000
First class college ..... 500 students
Paved streets ..... 34 miles
Valencia oranges ..... 5,000 acres
Navel oranges ..... 500 acres
Lemons ..... 4,500 acres
Citrus receipts ..... Approximately $4,000,000 annually
Walnuts ..... 5,000 acres
Receipts from walnuts ..... Approximately $1,000,000 annually
Oil ..... 75,000 barrels daily
Avocados ..... 500 acres
Five banks—deposits $8,000,000
Two building and loan associations—deposits $2,000,000
Two motion picture houses
Free Public Library
Daily Newspaper
Water rate ..... Minimum $1.10 monthly
Natural Gas—average rate 90c per meter per month, minimum $1.00
Electricity—Lighting Rates, first 50 kwh., 6½c per kwh.; monthly minimum $1.00
Power Rates—Cheapest power rates in the United States, ranging from 5c per kwh. down to ¾c per kwh.
Automatic telephone exchange
City bus rate 7c
Rentals—average five or six room house, unfurnished, $40-$50 month
Minimum commutation rates to Los Angeles, 16c

For further information write to the Chamber of Commerce

VERTICAL FILE: COUNTIES . LOS ANGELES CO.: CITIES: WHITTIER

CLOSE to THINGS WORTH WHILE

THIRTEEN MILES *from* WHITTIER

FOURTEEN MILES *from* WHITTIER

Oil Wells NEAR WHITTIER

WHITTIER YMCA MOUNTAIN CAMP.

NINETEEN MILES *from* WHITTIER

SCENIC DRIVE NEAR WHITTIER

In Southern California

PRINTCRAFT, WHITTIER

CALIFORNIA STATE LIBRARY

CALIFORNIA STATE LIBRARY