

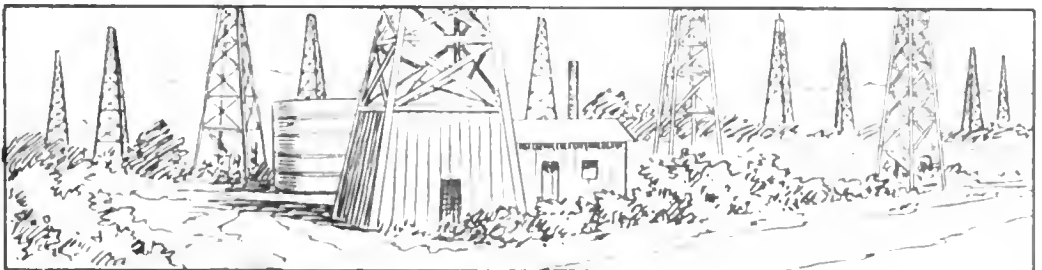
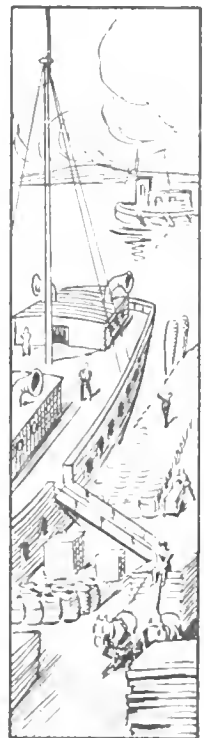
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# LOS ANGELES TO-DAY



THE  
MIMBA  
1910  
ANNUAL  
CONVENTION  
APRIL, 1910





Class 100

Book 2137





# Los Angeles Today

April 1, 1910

Unparalleled in growth and energy.  
Not only a summer and winter  
resort, but one of the most enter-  
prising business cities of the world.

---

The first city in America to hold an  
Aviation Meet, where the world's  
record for high flying was broken.



## "Front!"

By PAUL GYLLESTROM

Front, Los Angeles, front! They're here—  
Hosts of the land are your guests for today.  
Come to this valley of mellow cheer,  
Where fairest sunshine and breezes play.

Front, Los Angeles, front! Well, well,  
Here's Jim and Harry, Bill, Dick and Fred.  
Many a yarn they will have to tell  
Of folks and things long out of my head.

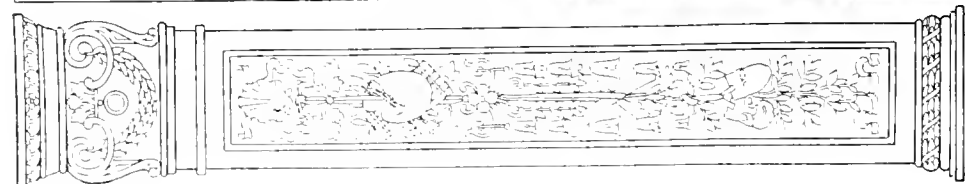
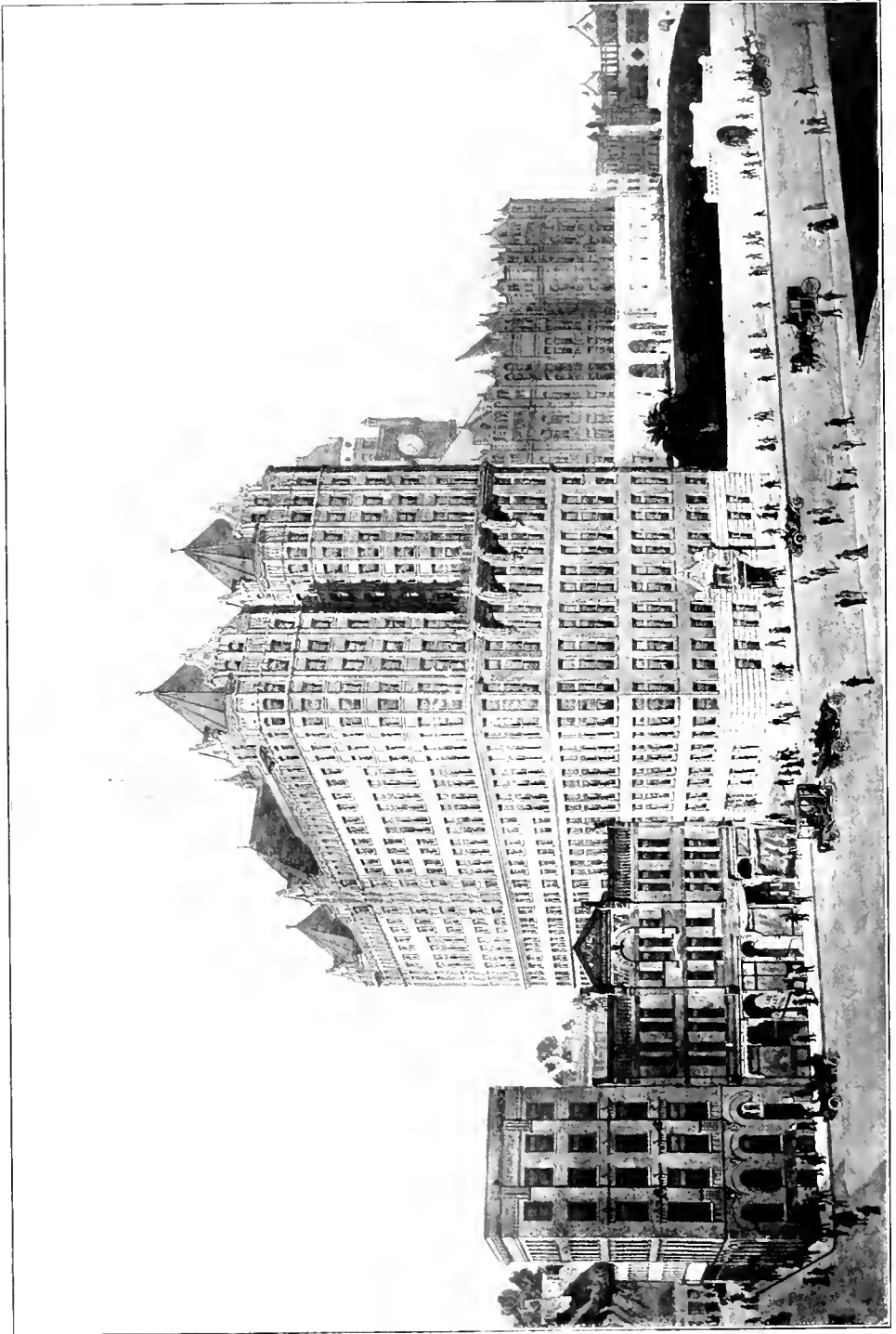
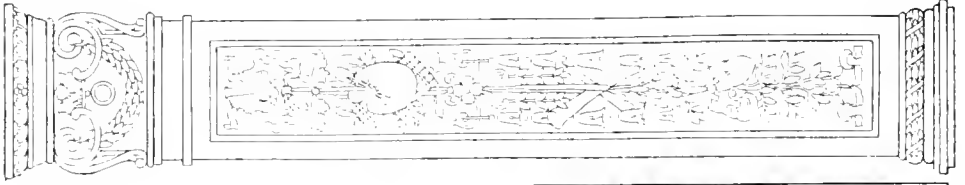
Front, Los Angeles, front! Just show  
Them the room Golden—next to the sky.  
Fellows, none better, want 'em to know  
That hospitality's ever our cry.

Front, Los Angeles, front! Take that call;  
Do it in the good old Los Angeles way.  
Show that you're King Boniface of them all—  
Hosts of the land are your guests for today.

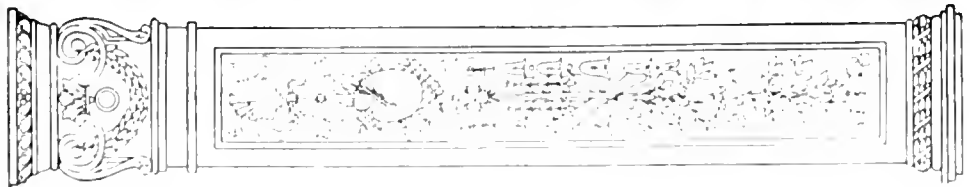
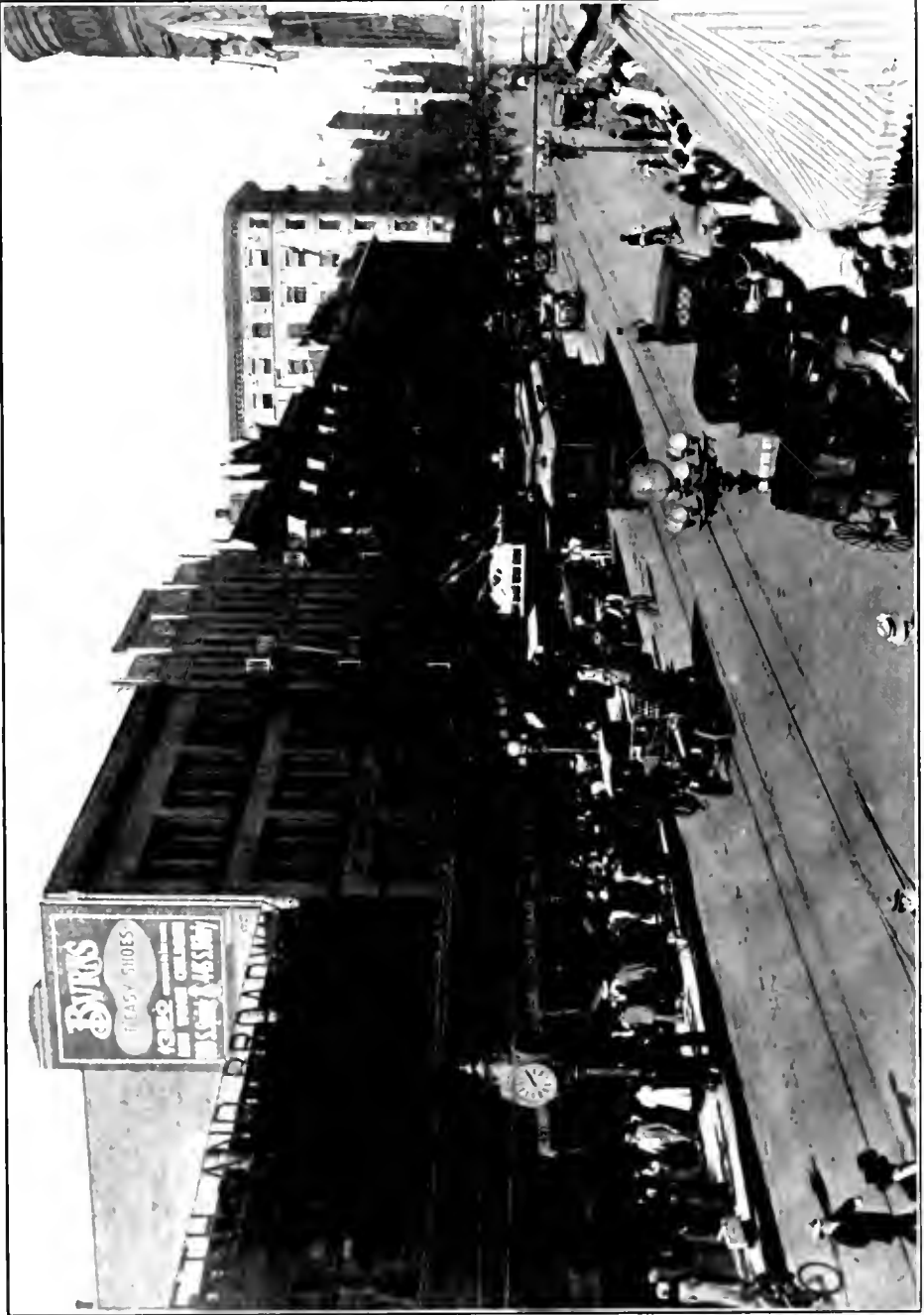
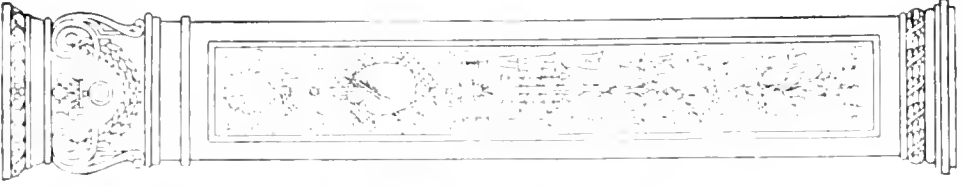
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*Newman's Company*

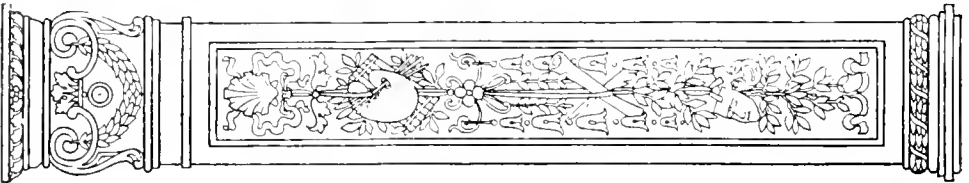
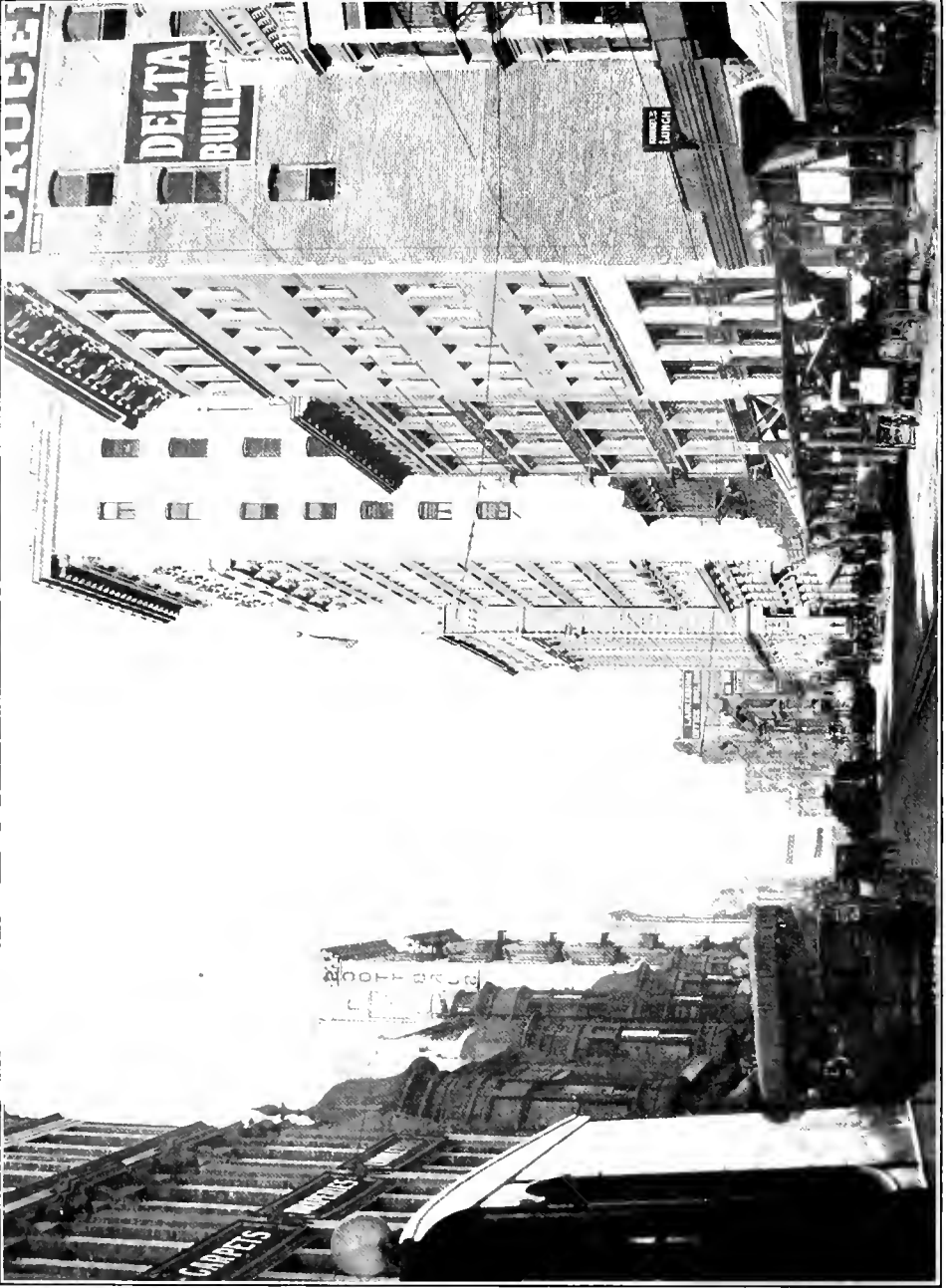
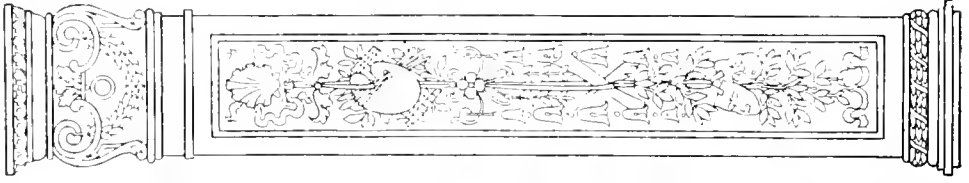
LOS ANGELES  
1910



NEW HALL OF RECORDS AND LOS ANGELES COUNTY COURT HOUSE

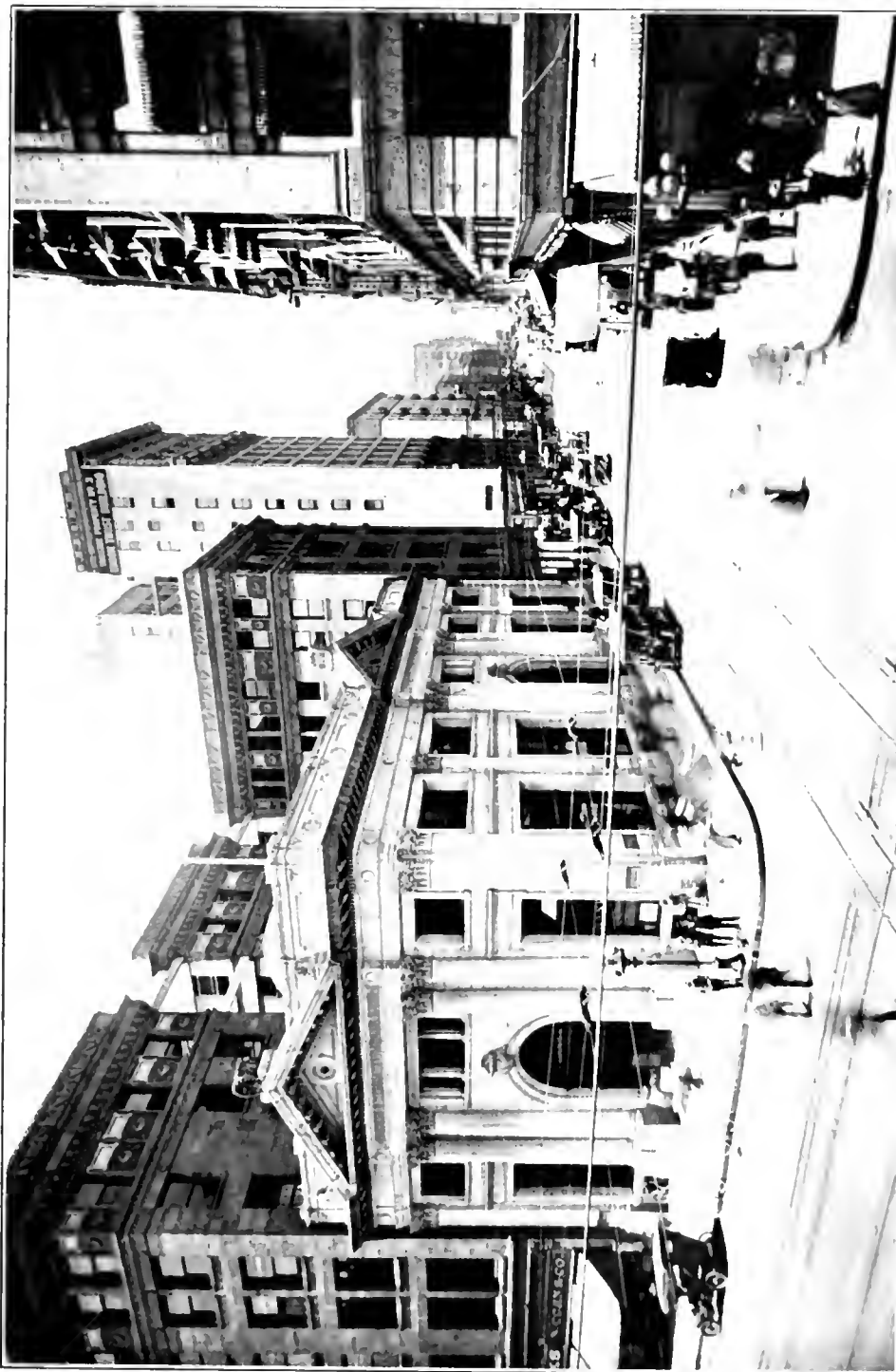


VIEW ON BROADWAY

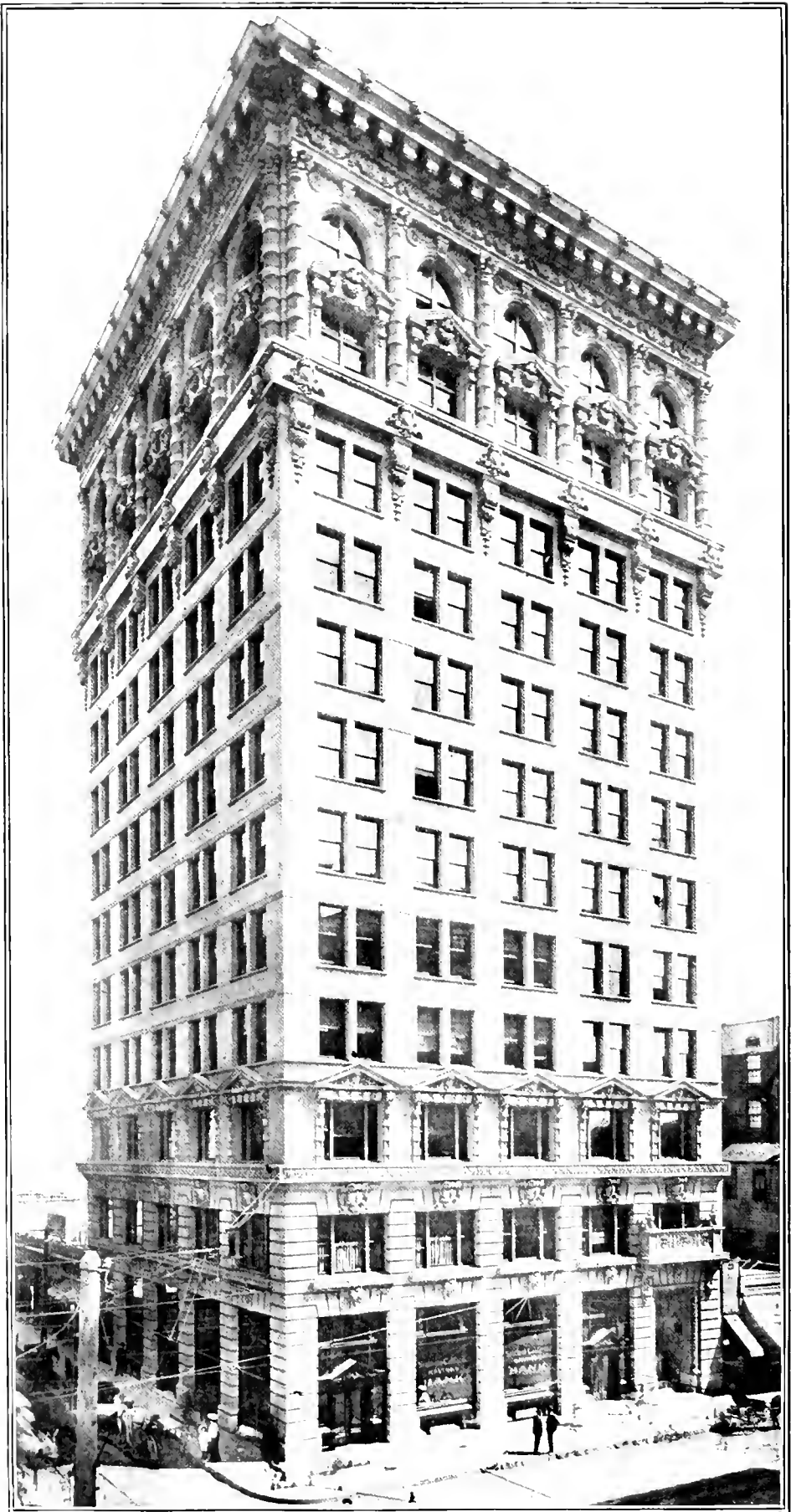


VIEW ON SPRING STREET

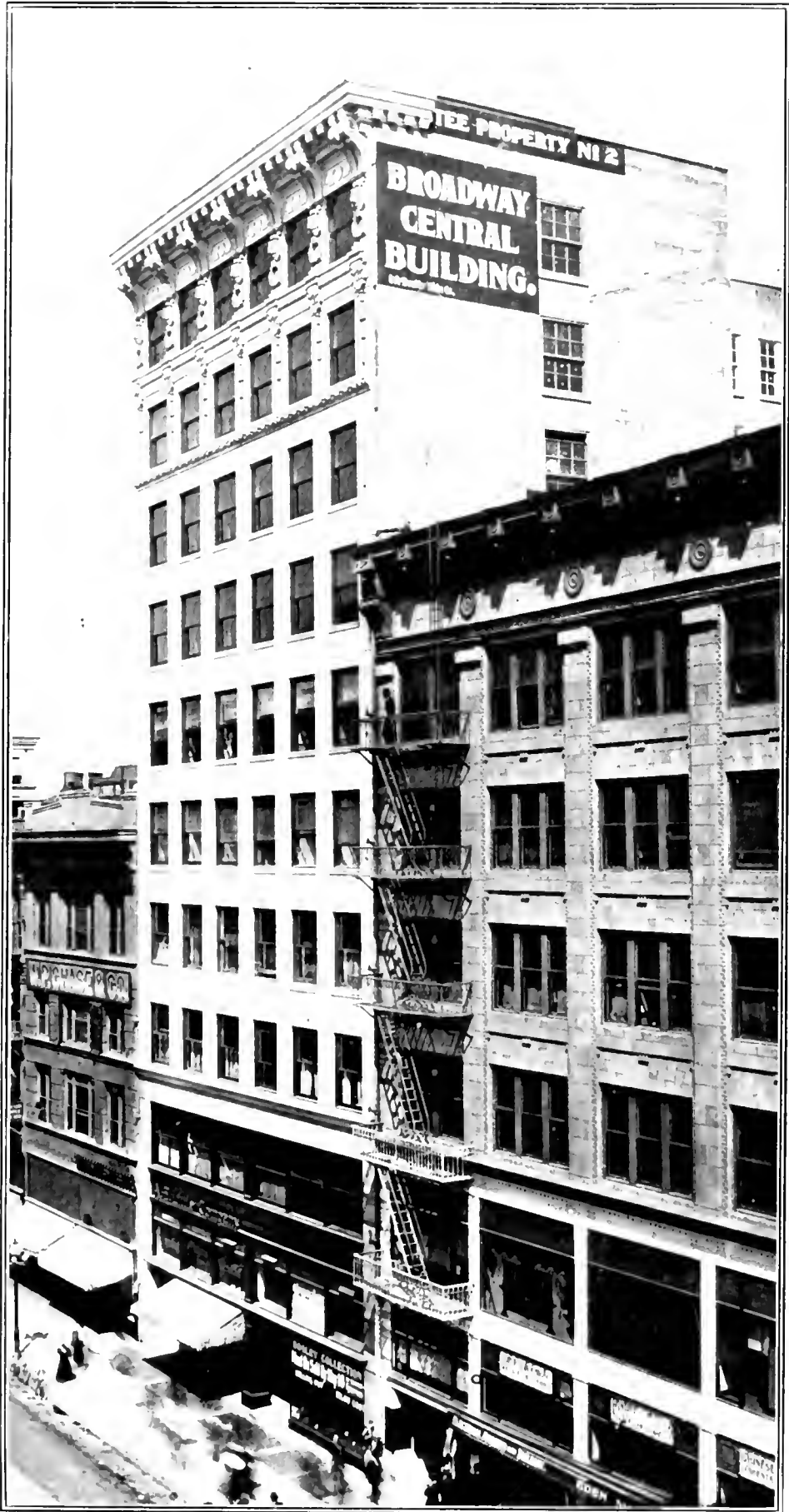




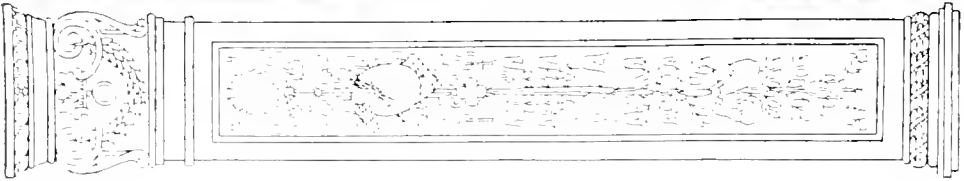
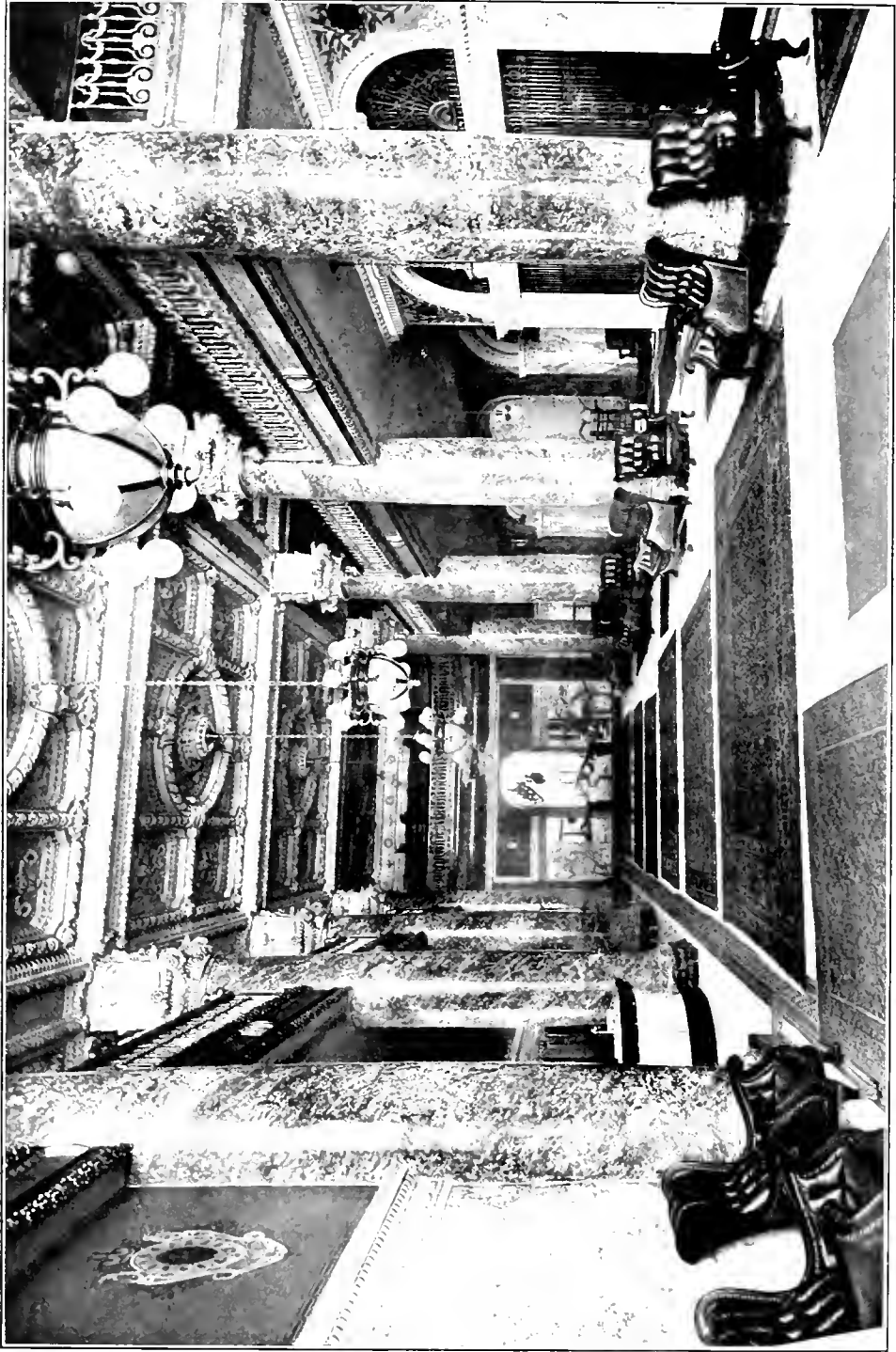
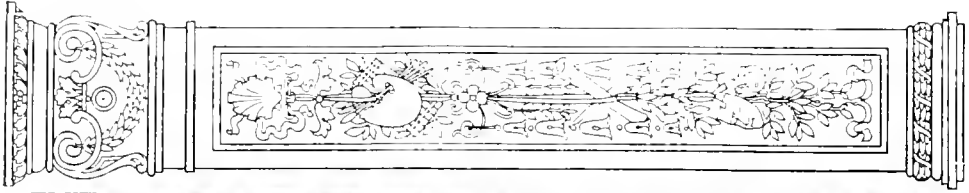
FOURTH STREET, LOOKING WEST



A MODERN OFFICE BUILDING

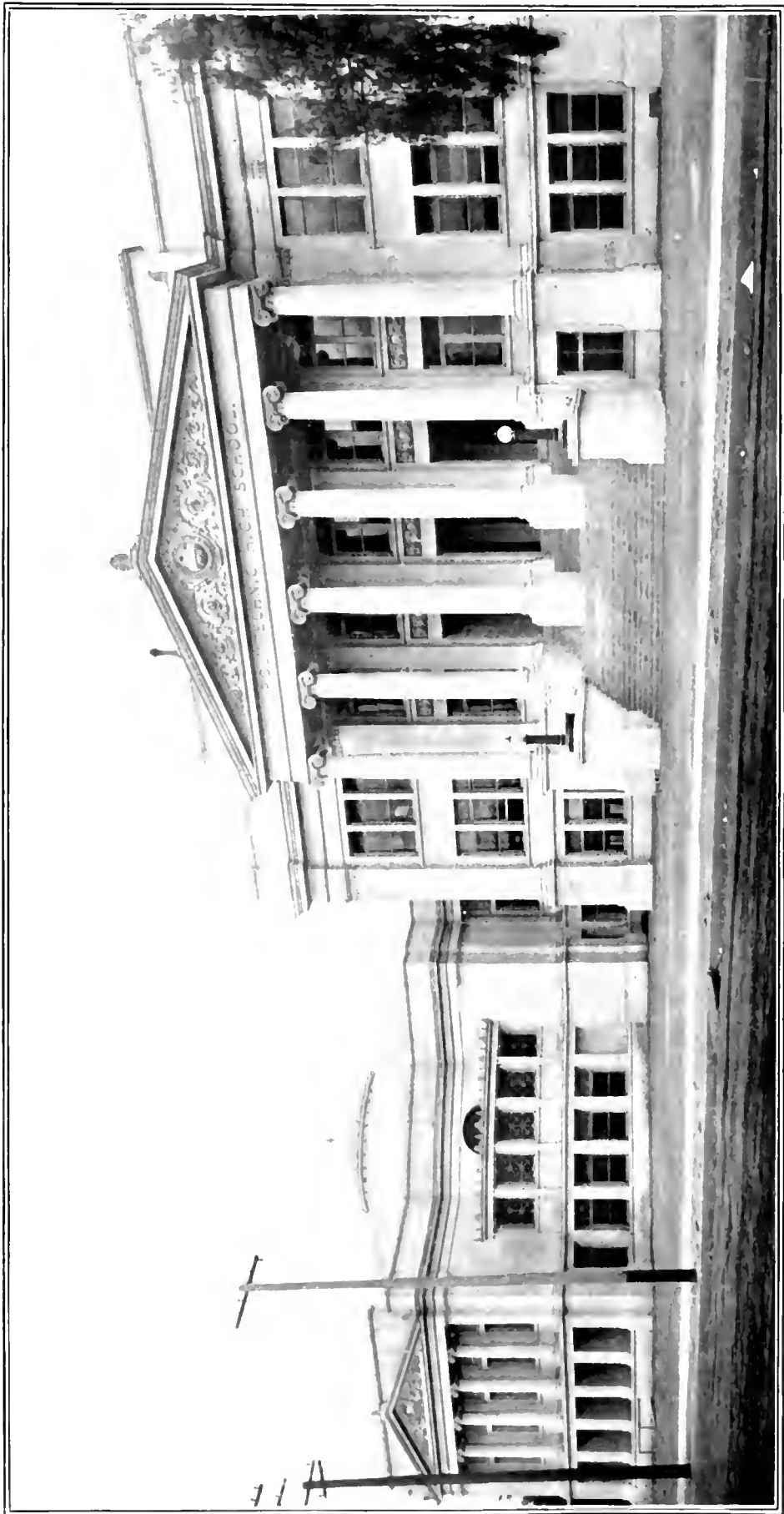


SOME BUILDINGS ON BROADWAY

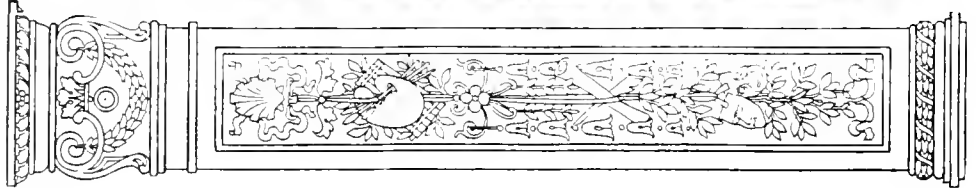
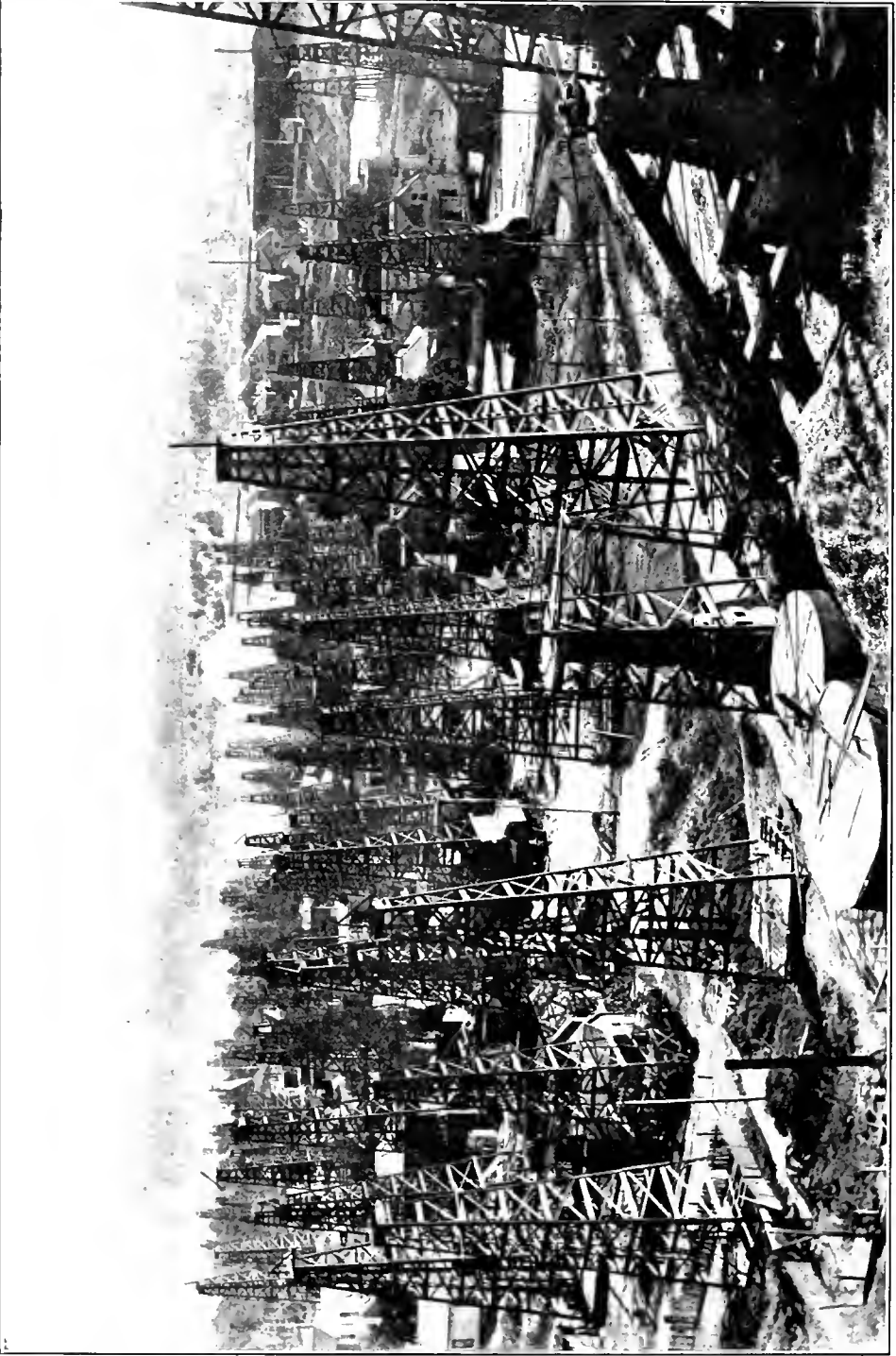
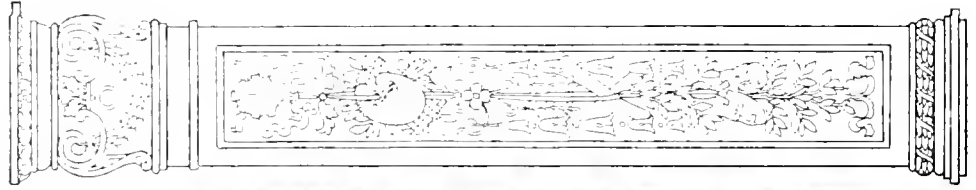


INTERIOR OF ALEXANDRIA HOTEL

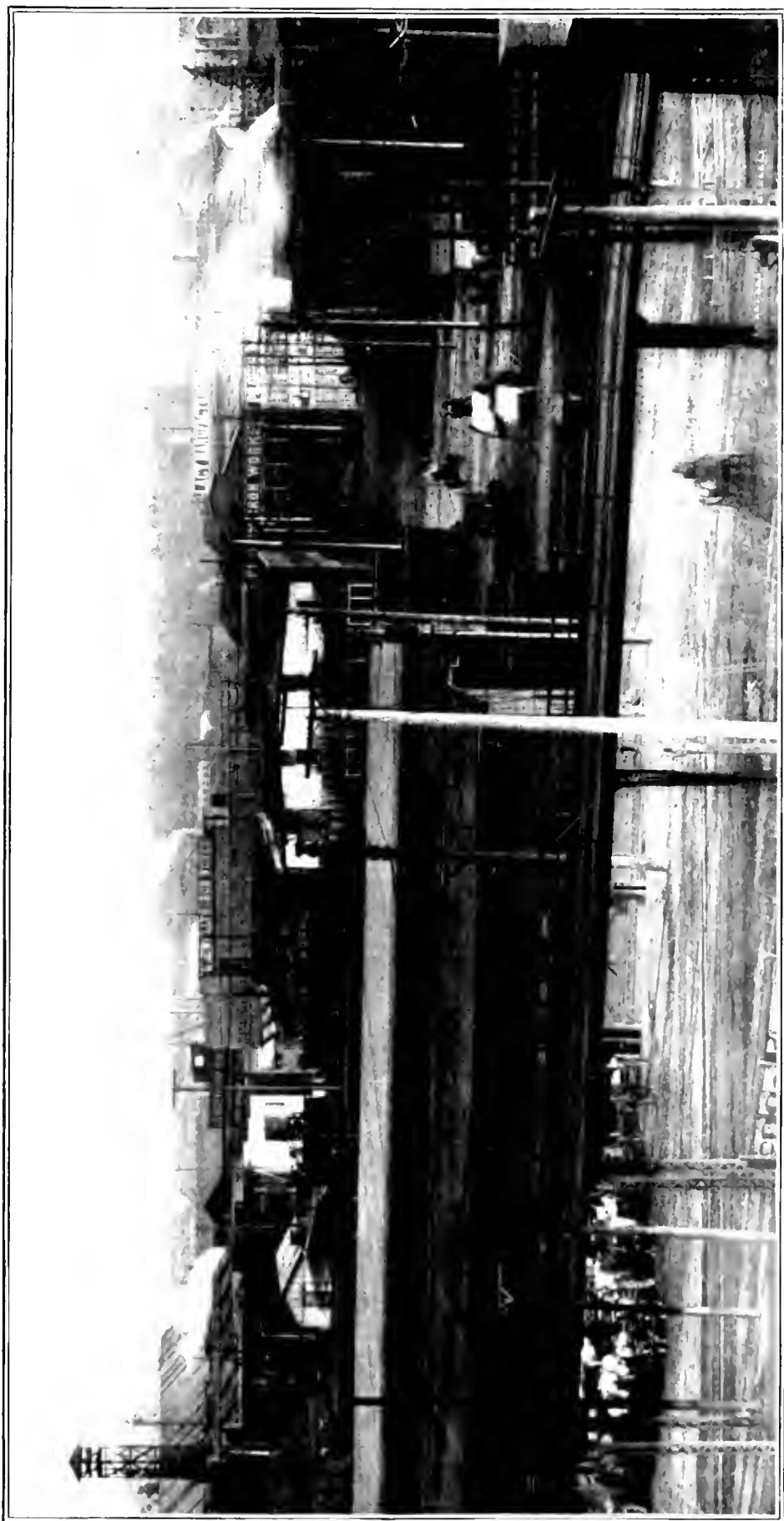
THE POLYTECHNIC HIGH SCHOOL



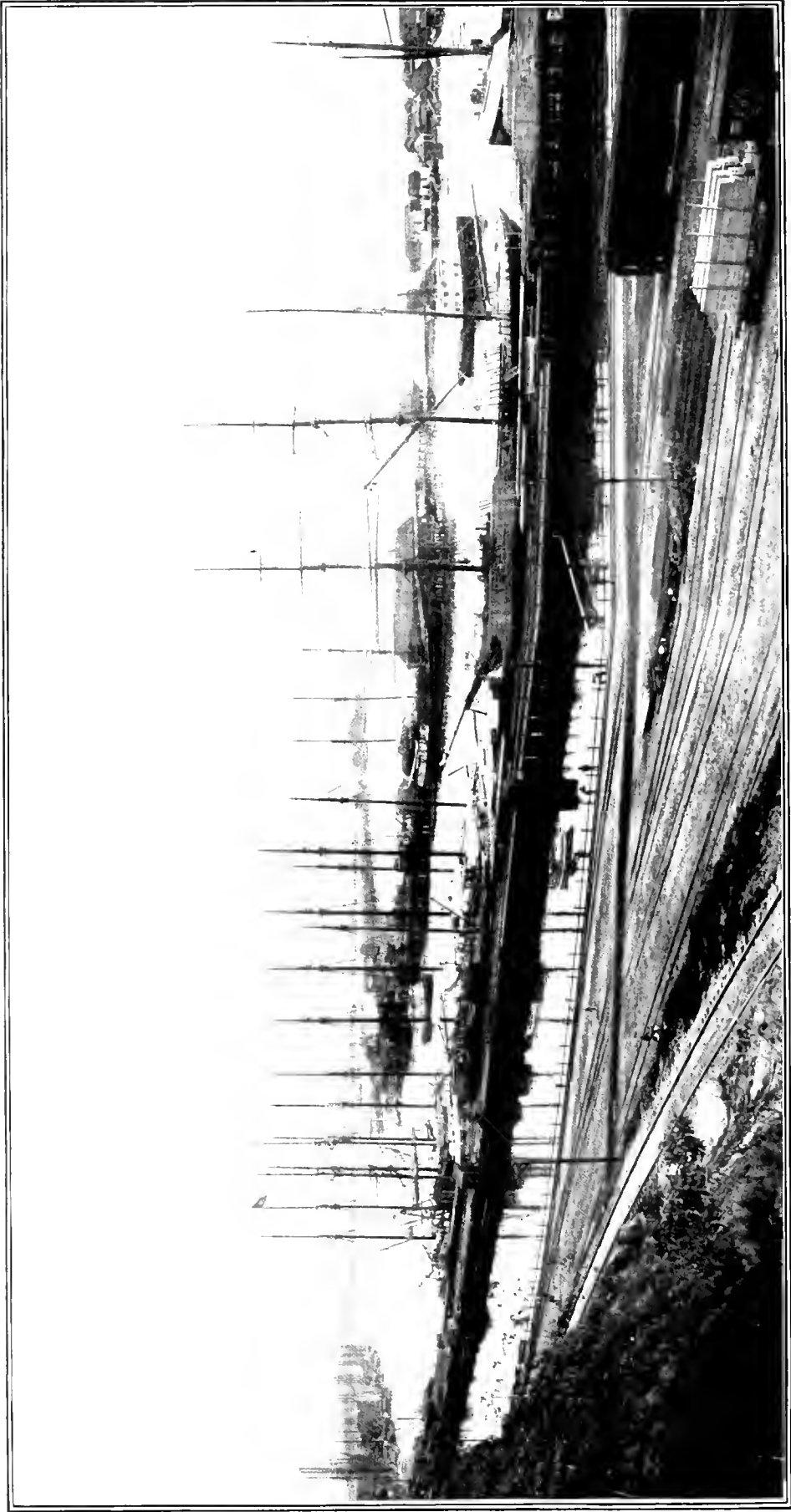




NEARBY OIL WELLS

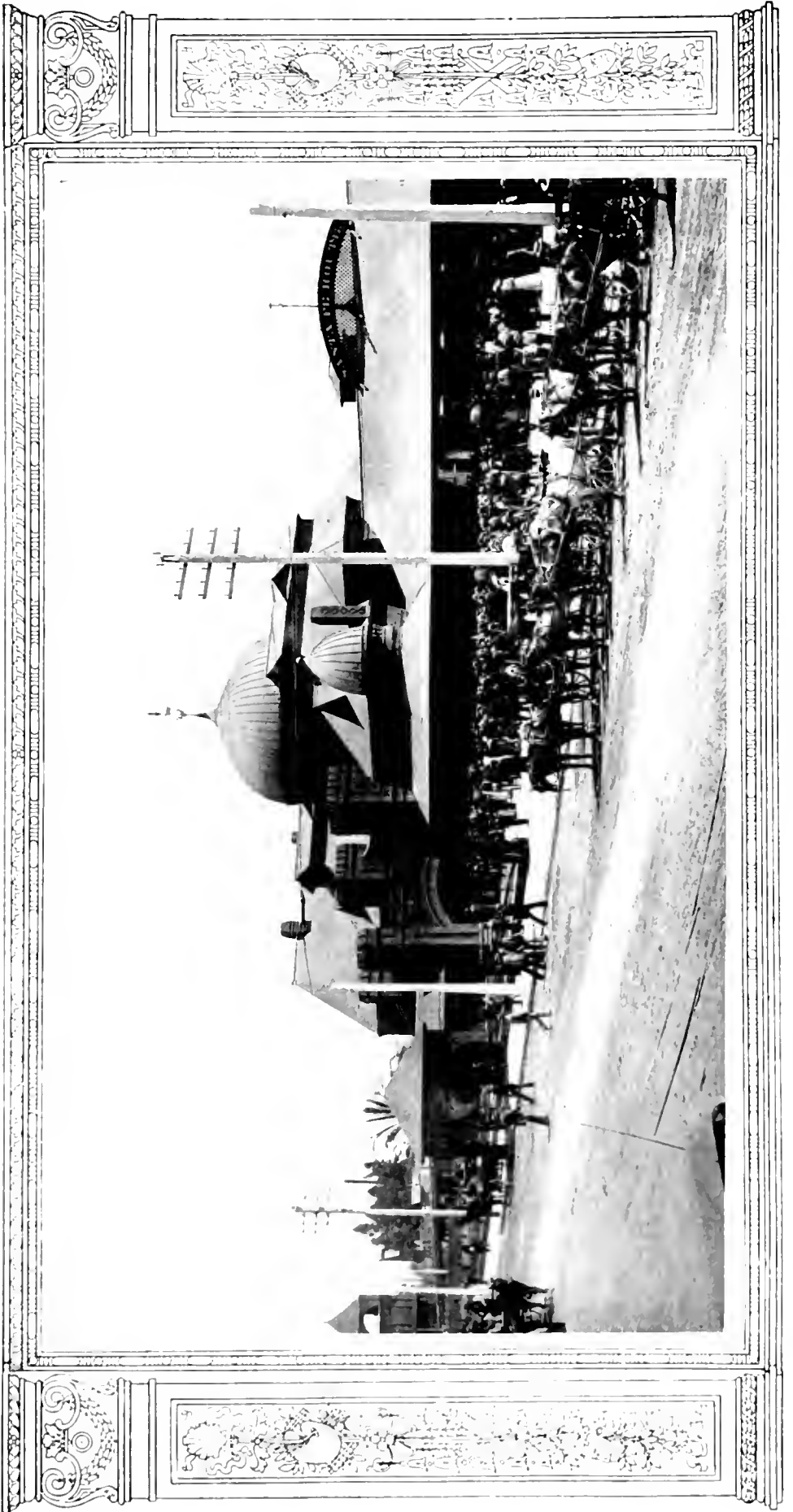


SECTIONAL VIEW OF INDUSTRIAL DISTRICT



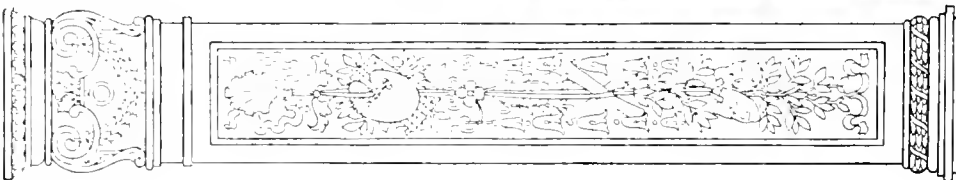
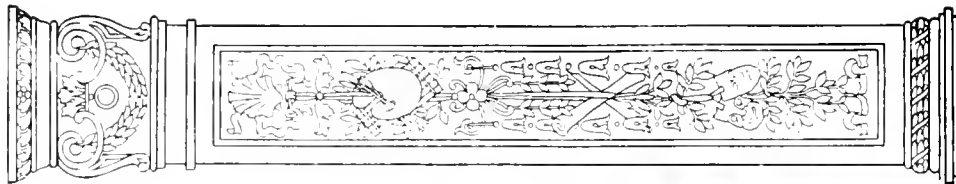
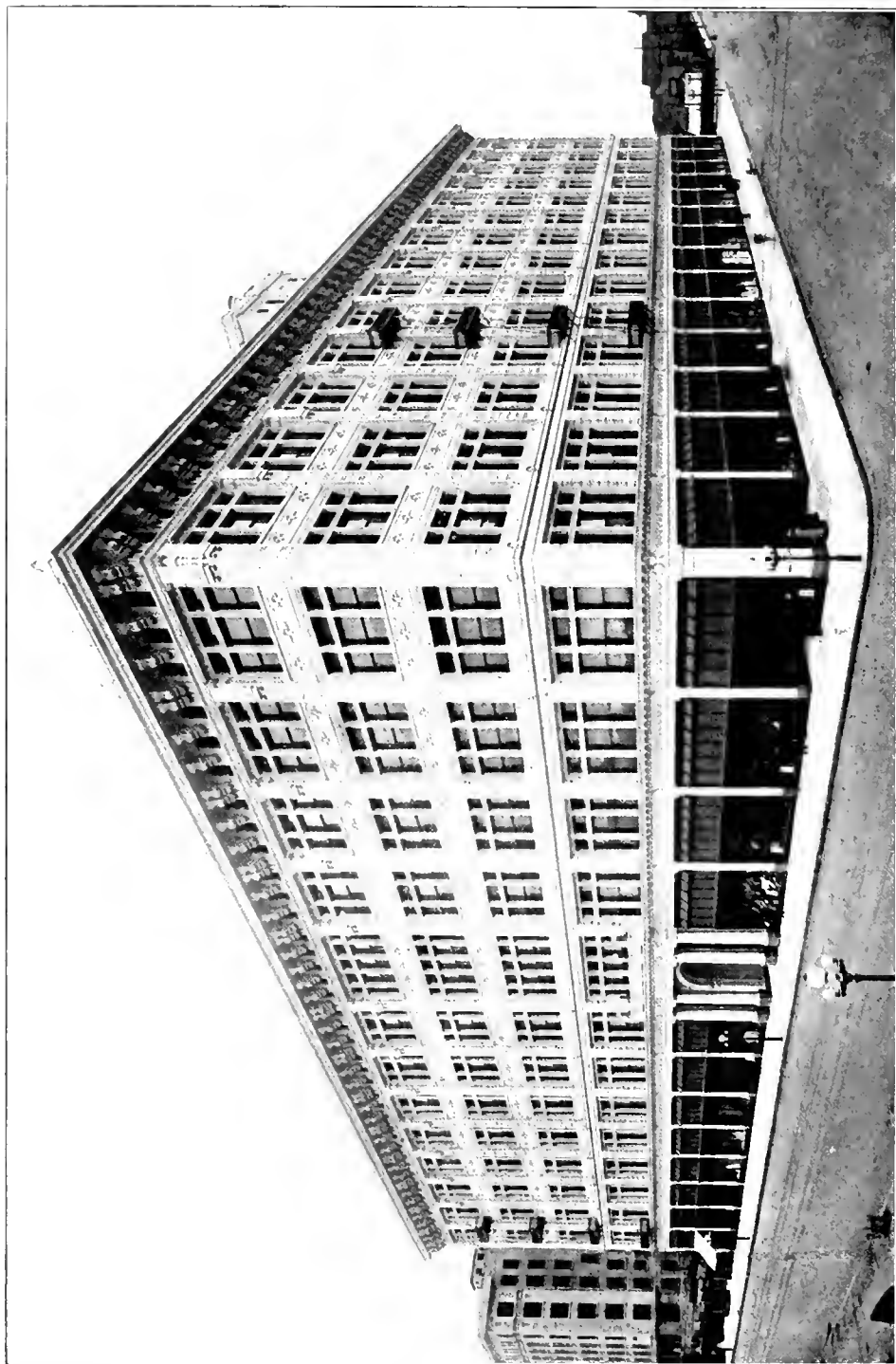
OUR INNER HARBOR WITHIN THE CITY LIMITS

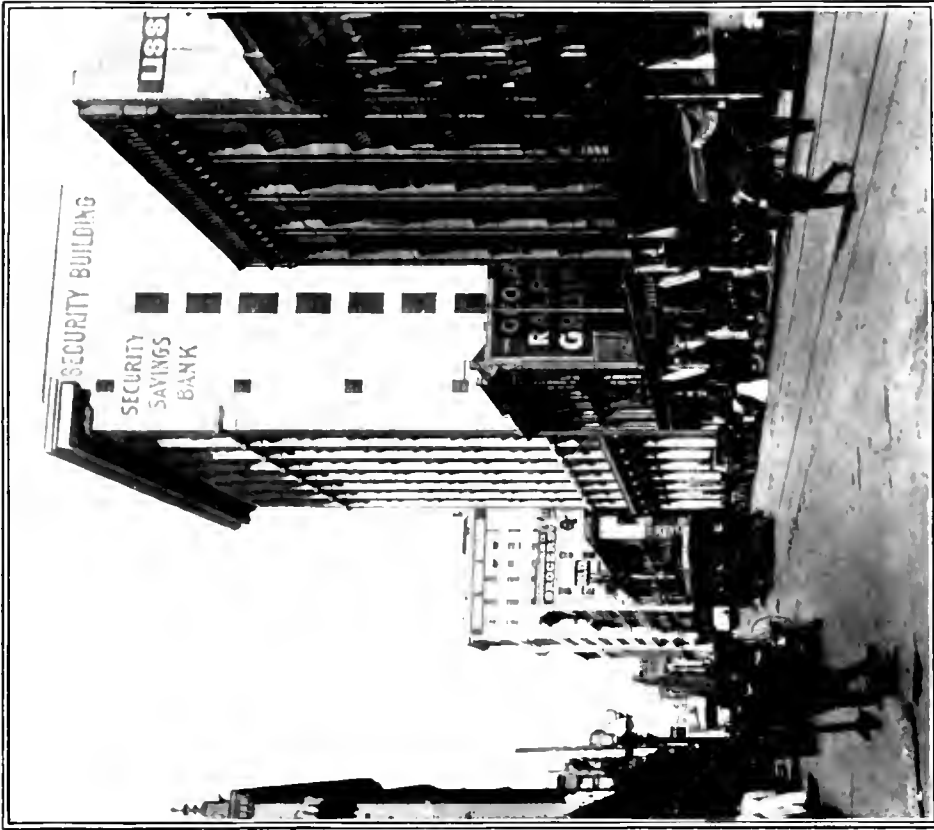
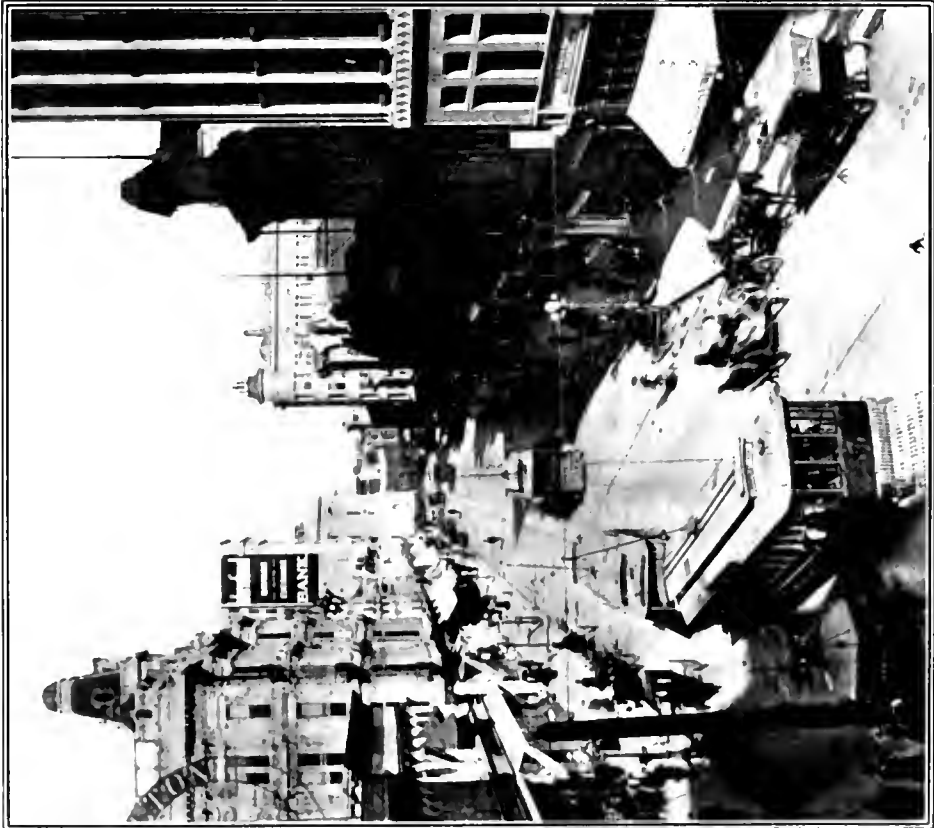




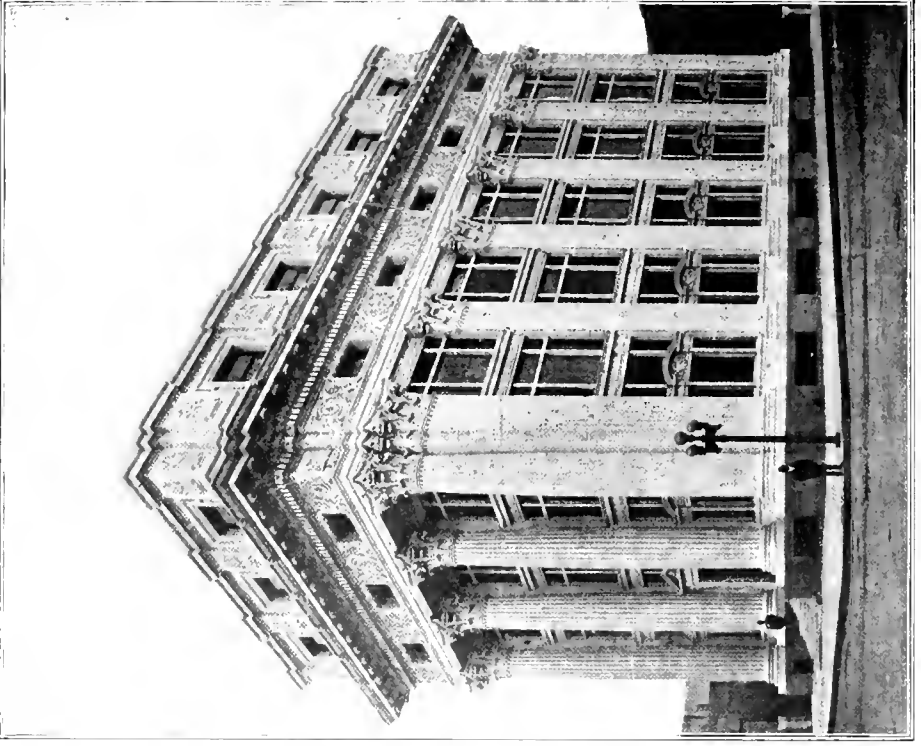
SANTA FE RAILROAD STATION

HAMBURGER'S DEPARTMENT STORE





DOWNTOWN VIEWS



PACIFIC MUTUAL LIFE BUILDING



WRIGHT & CALLENDER BUILDING

“Front!”



## “Front!”

“Front” is the word of electric energy which animates Los Angeles in hospitality, in industry, in commerce, in banking, in building by the mile from the mountains to the sea, and in providing princely welcome to all visitors in the Key City of the Sunny Southland.

Los Angeles, with present population of 350,000 to 400,000, is at the Front as the most comfortable and enchanting summer resort in the whole world, and it is in Los Angeles that the people of the frigid regions of all countries find greatest delight in sojourning during the winter months.

“Front”—

In Los Angeles sunstroke is unknown.

There are no hot nights.

In the shade it is always cool.

On the sunny side of the street it is summer; on the shady side will be found the temperature of the spring and fall seasons.

A blanket or equal covering is necessary every night in summer.

“Front”—

Los Angeles, the City of the Angels, is the center of greatest variety of pleasures to be found in the world.

From the center of the city it is less than 40 minutes' ride in elegant electric cars to the Pacific Ocean and a dozen splendid seaside resorts, or to the foothills and the mountains and at all points ample provision is made for the entertainment of the people.

Surf bathing, fishing, baseball, tennis, golf, polo, marathon contests, and all descriptions of outdoor sports and pleasures are indulged in the year round.

Trips to Catalina Island, the coast, the canyons and mountains woo and charm tourists and residents alike at all seasons.

“Front”—

Truly, Los Angeles is a wonderful city, unparalleled in growth

and energy—not only a summer and winter resort, but one of the most enterprising industrial and commercial centers of the entire Pacific Slope region.

*“Front”*—

Los Angeles is distinguished as the first city in America to hold an Aviation Meet, where the world's record for high flying was broken, with the great events witnessed by hundreds of thousands of people in the month of January under perfect conditions.

*“Front”*—

Jot these facts down in your memory, good friends, and welcome visitors to the land of sunshine and flowers:

Los Angeles has one of the most influential and hospitable business men's organizations in the land in the Los Angeles Chamber of Commerce, with its representative membership of three thousand active boosters. This organization is the “Glad Hand” club of Los Angeles and Southern California. It maintains a permanent exhibit of the products of the Southland in its own building, besides keeping up a similar exhibit on a smaller scale at Atlantic City, and making known the fact that California is on the map at all national and at many of the international expositions. In the parlors of the Chamber all of the distinguished men of the nation and foreign countries who have visited Los Angeles have been given the “Glad Hand” of welcome and addresses of national interest have been delivered.

Los Angeles justly prides herself on the size and magnificence of her splendid hotels and other facilities of entertainment. Despite the rapid growth of the city, successful efforts have been made in building hotels for the crowds. Even now expenditure of nearly \$3,000,000 is being made for the enlargement of present hotels and for the erection of new hotels.

Theaters and other places of entertainment day and night abound, and provision is made for trips to the mountains and the sea at all hours, while the allurements of auto journeys over solid roads are irresistible.



FOR INFORMATION OR DESCRIPTIVE MATTER ADDRESS

**LOS ANGELES  
CHAMBER OF COMMERCE**

128 SOUTH BROADWAY  
LOS ANGELES CAL

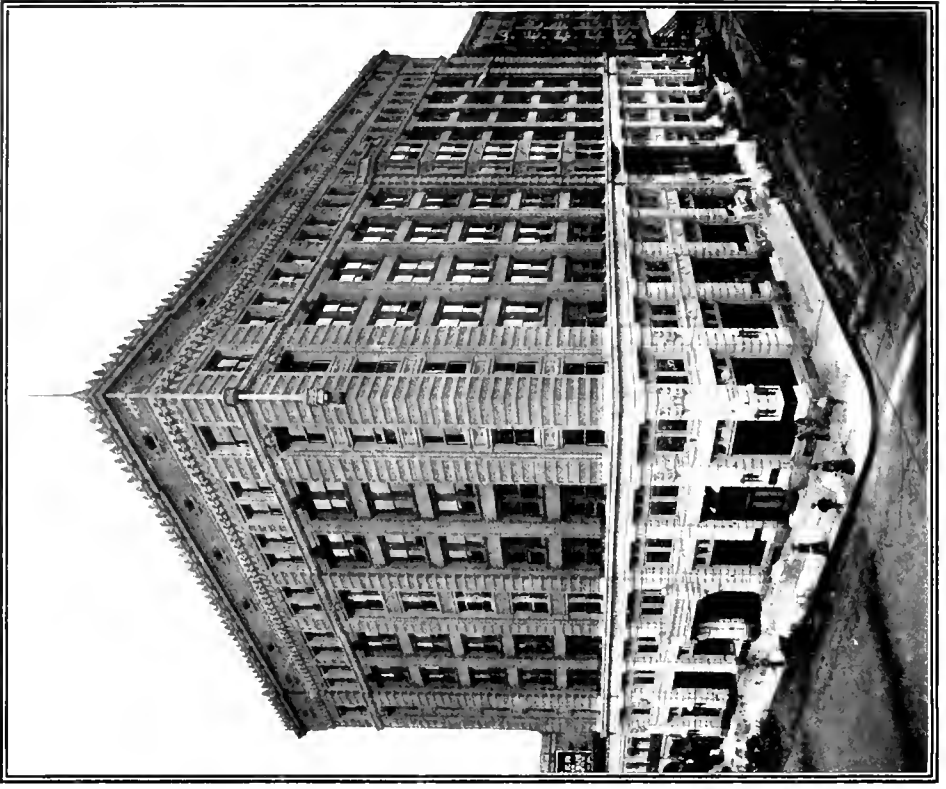




BULLOCK'S DEPARTMENT STORE



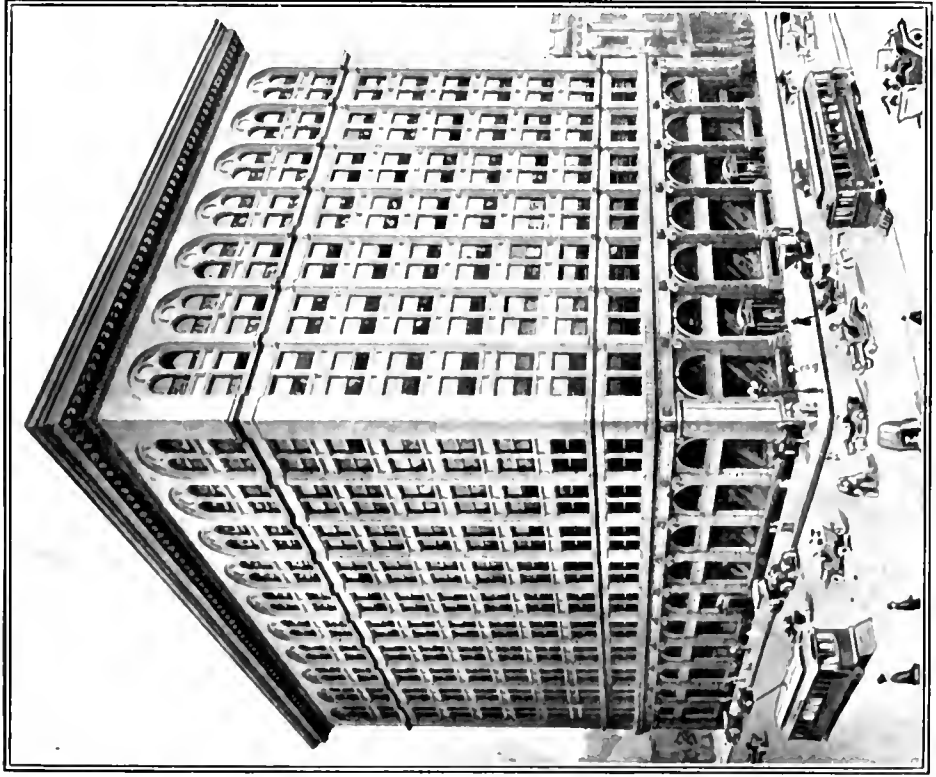
PACIFIC ELECTRIC BUILDING



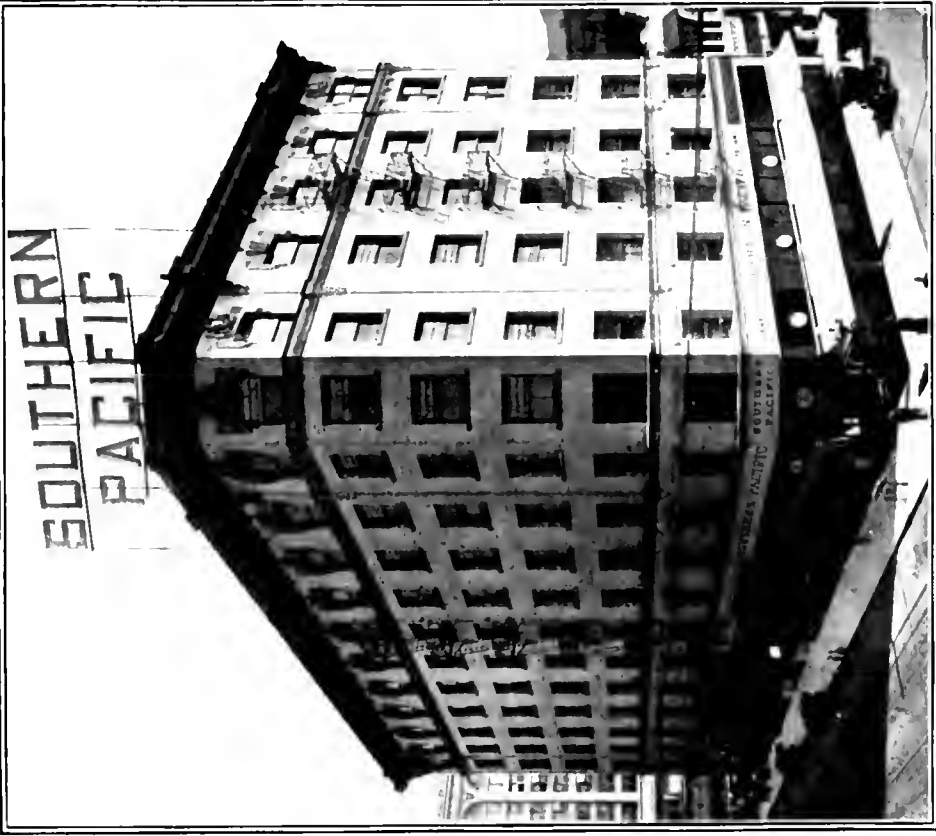
HERMAN W. HELLMAN BUILDING



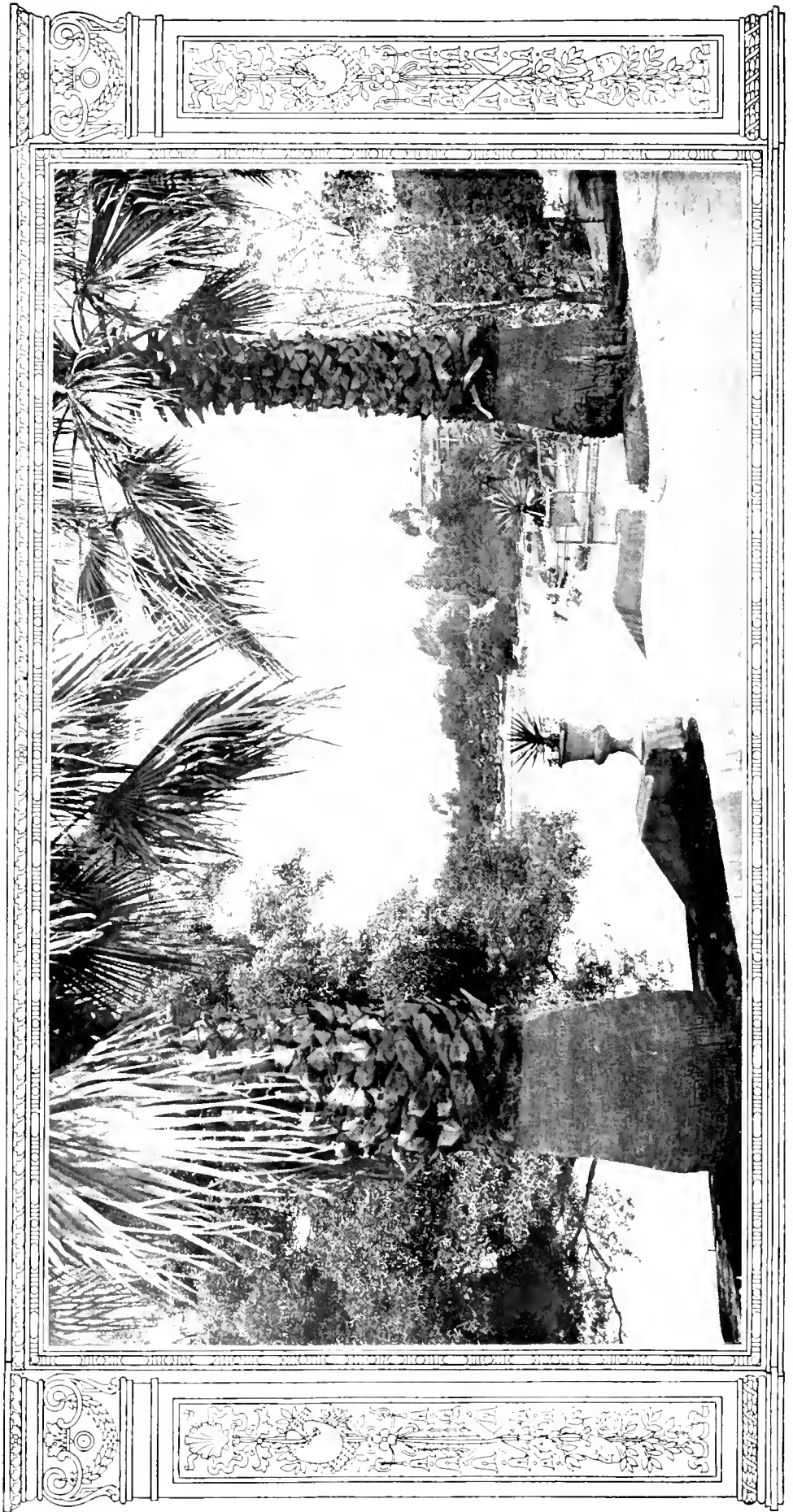
CENTRAL BUILDING



SECURITY SAVINGS BANK  
THE LARGEST SAVINGS BANK IN SOUTHERN CALIFORNIA



GROSSE BUILDING

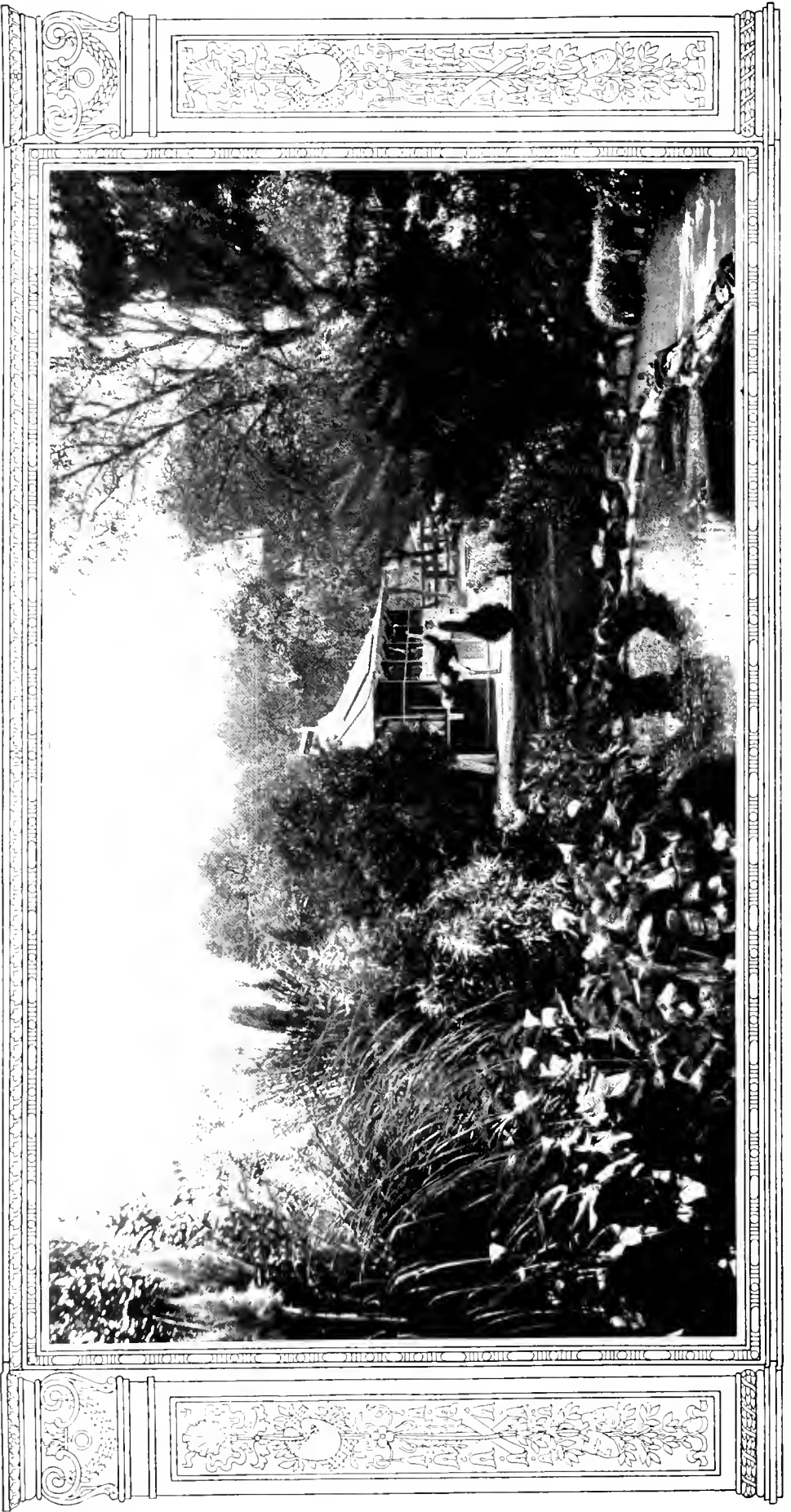


V I E W I N B E A U T I F U L W E S T L A K E P A R K

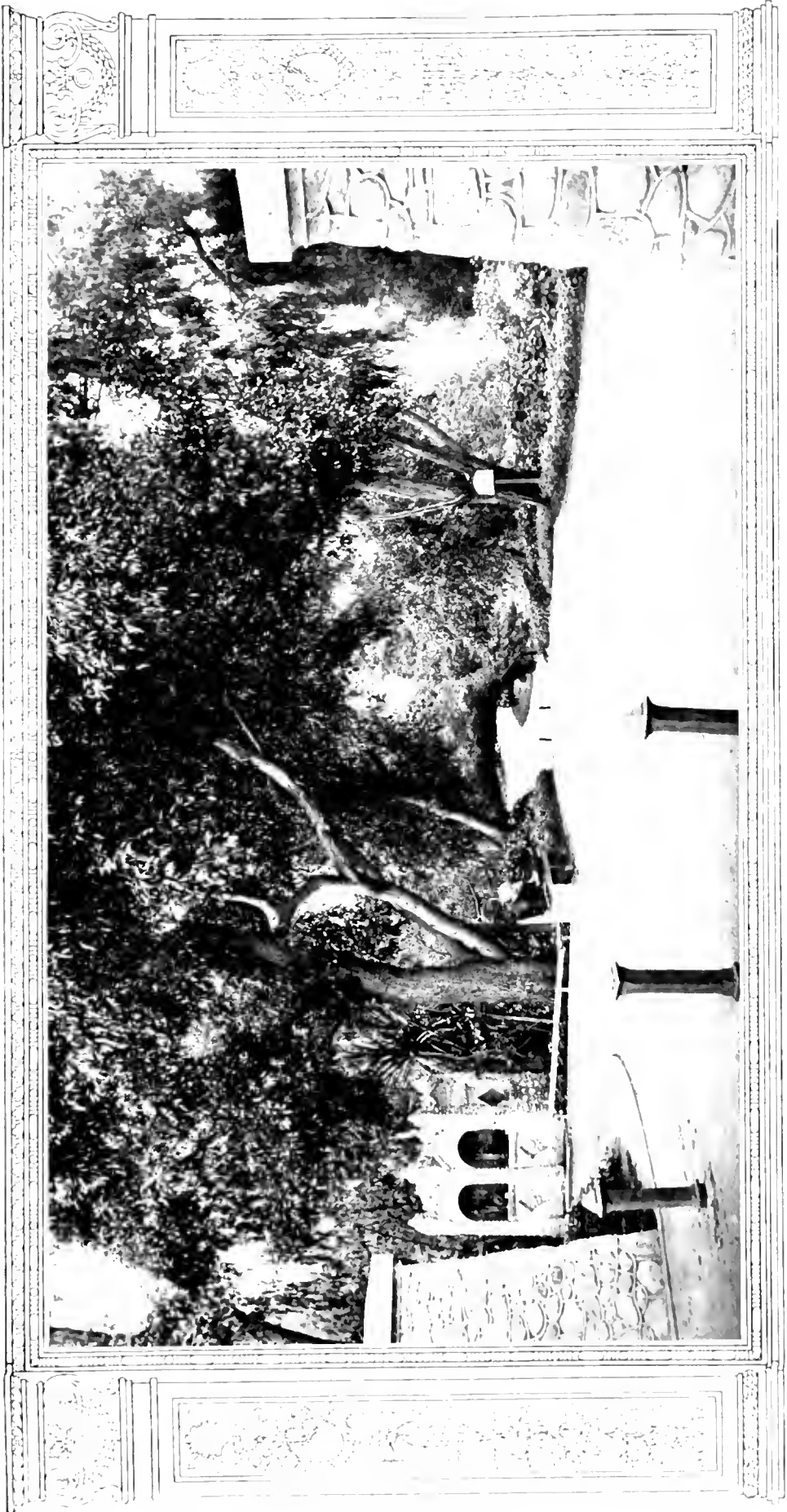


VIEW IN HOLLENBECK PARK

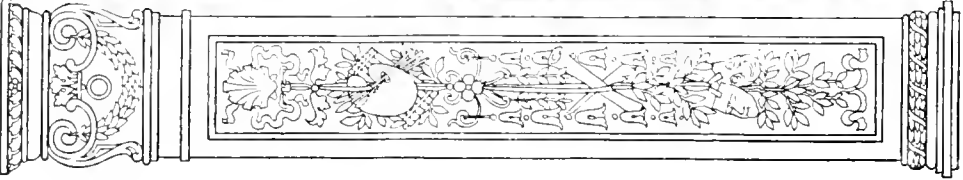
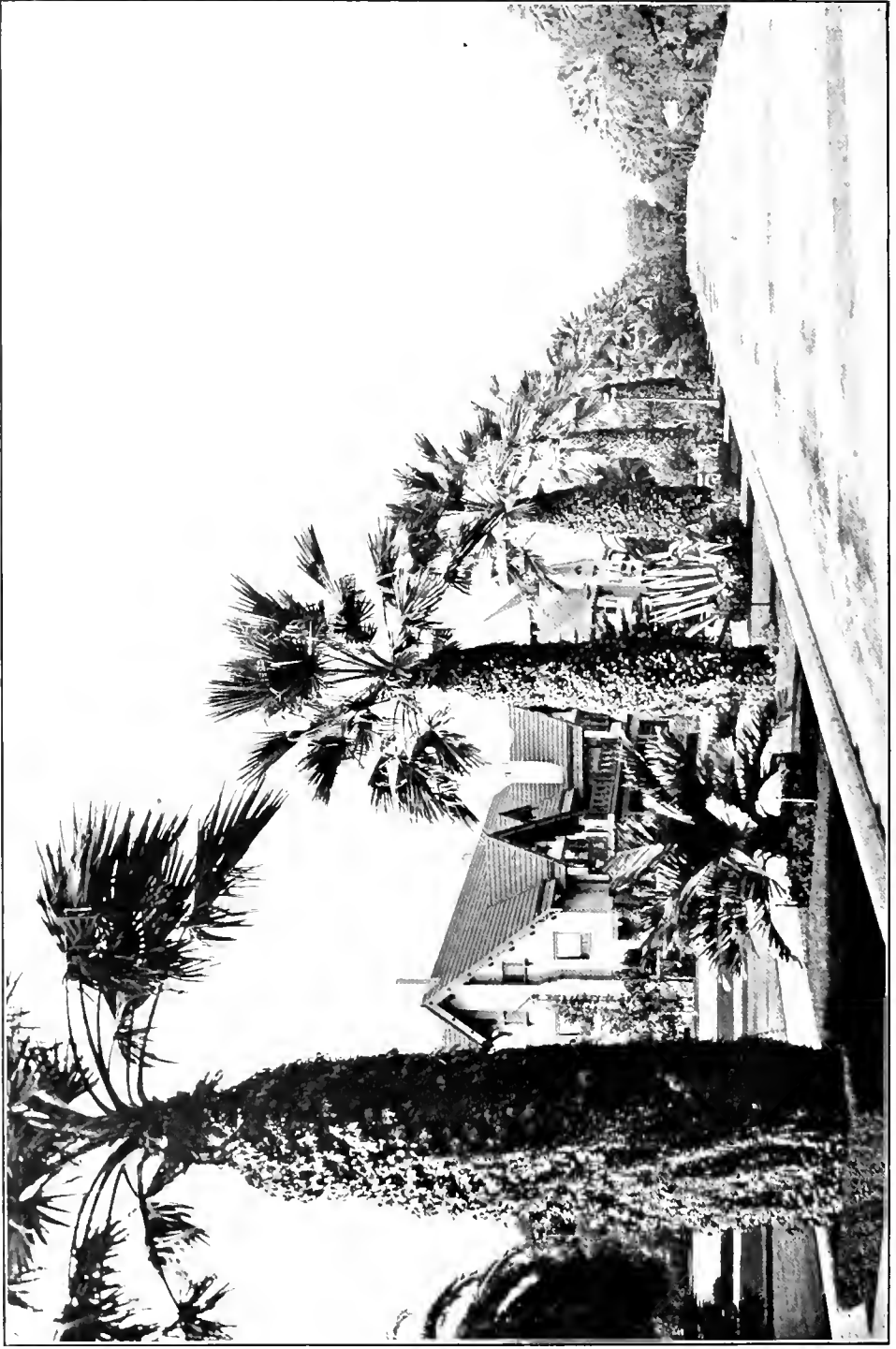
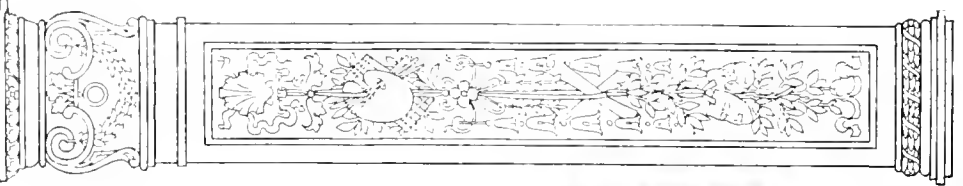




TROPICAL SCENE IN THE BOTANICAL PARK OF THE CAWSTON OSTRICH FARM

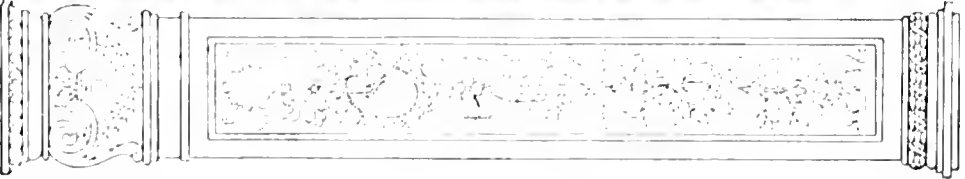
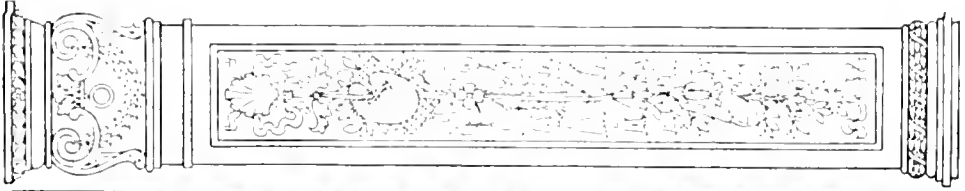


ENTRANCE TO EASTLAKE PARK

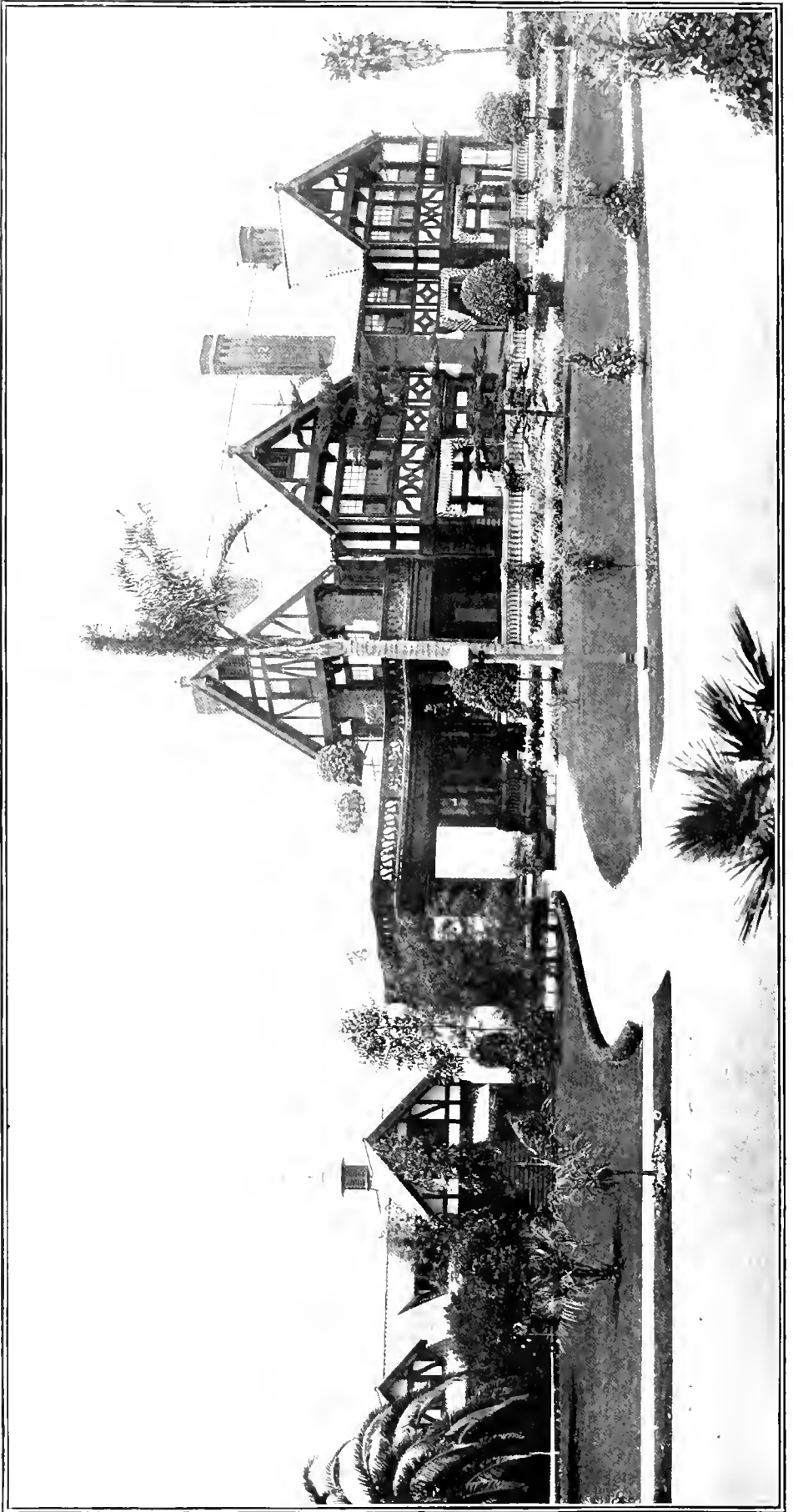


BEAUTIFUL ROADWAY FOR AUTOMOBILES THROUGH PRIVATE RESIDENCE SECTION

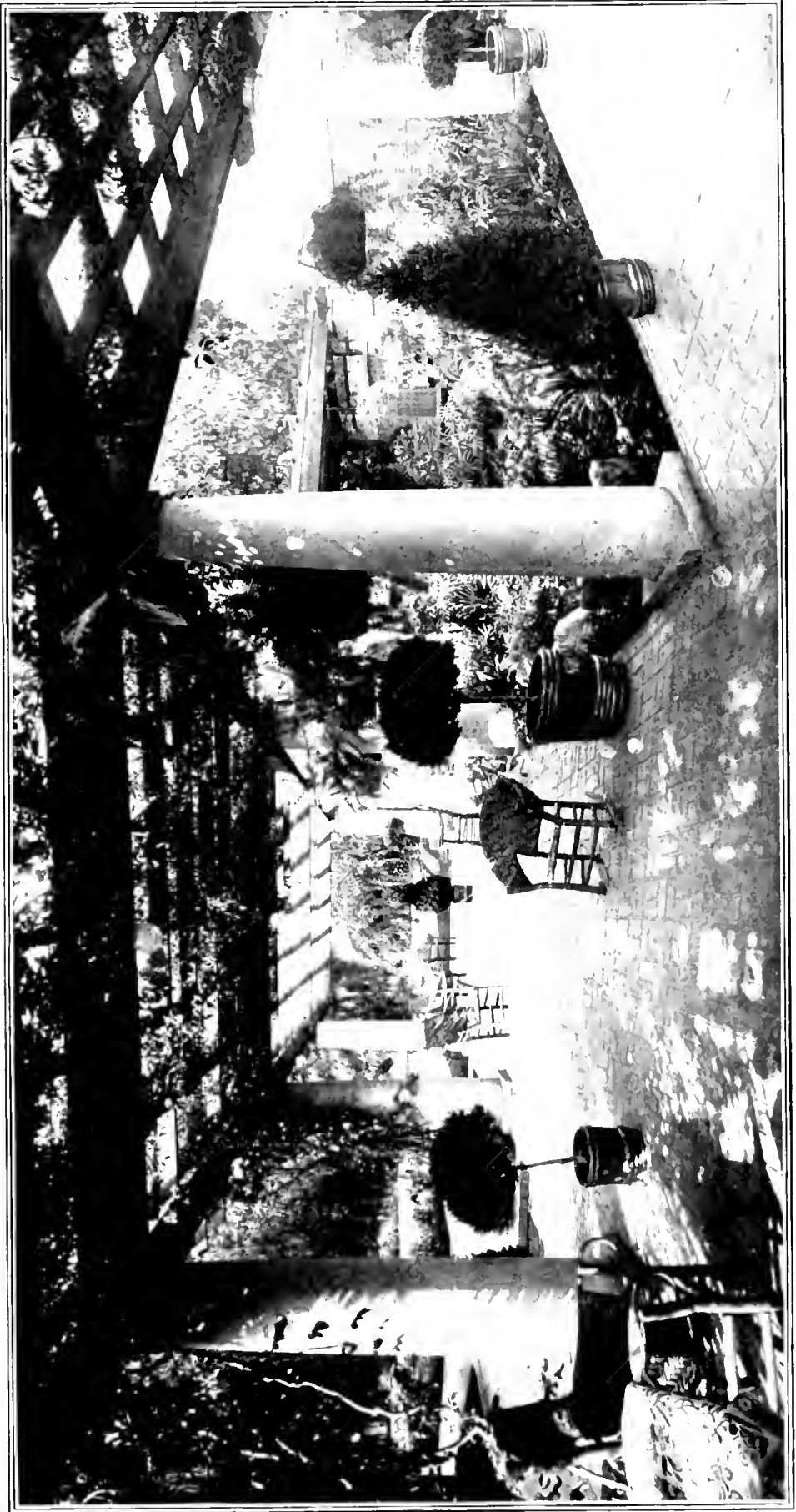




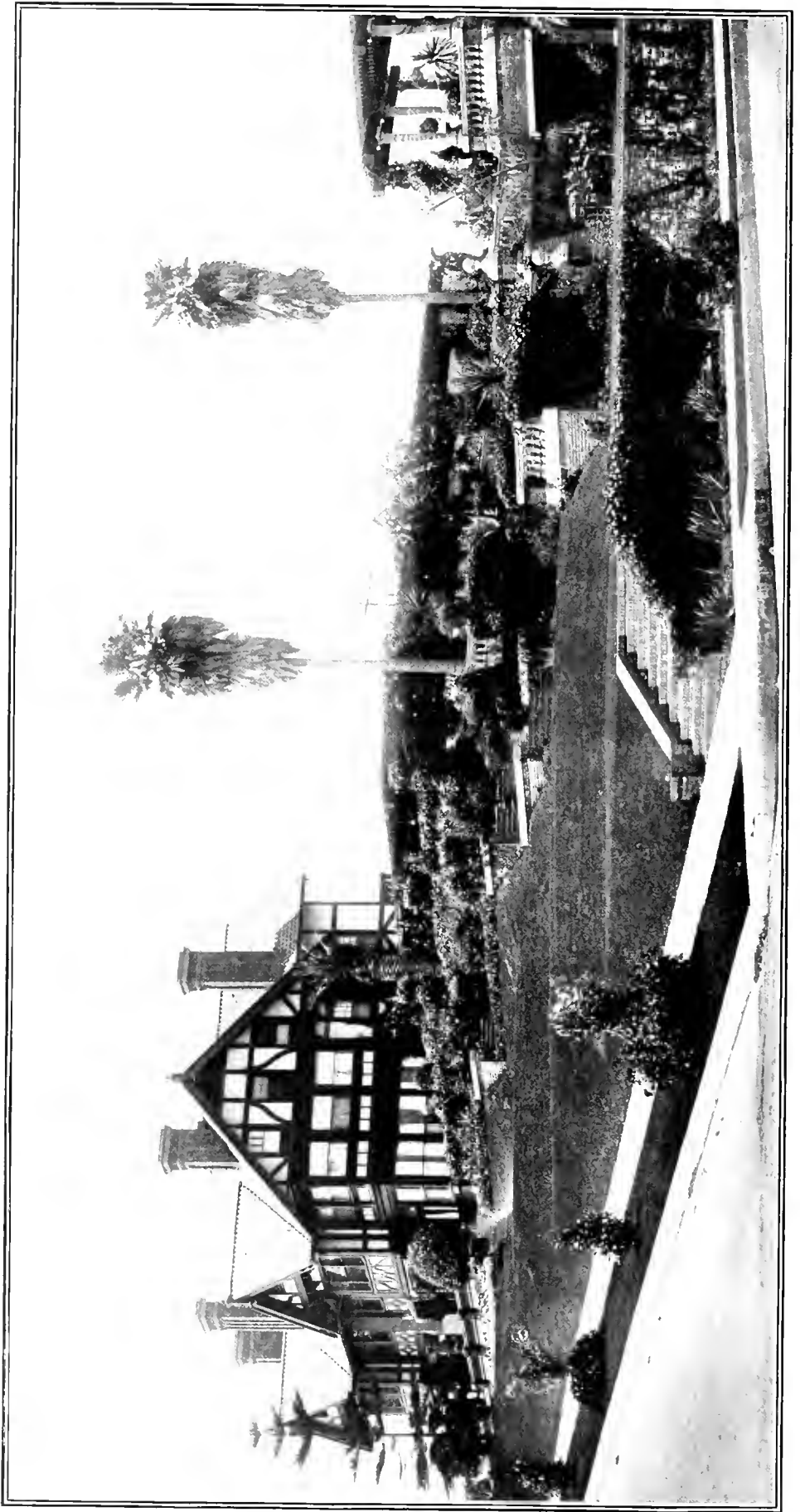
ROADWAY FOR AUTOMOBILES THROUGH CHESTER PLACE



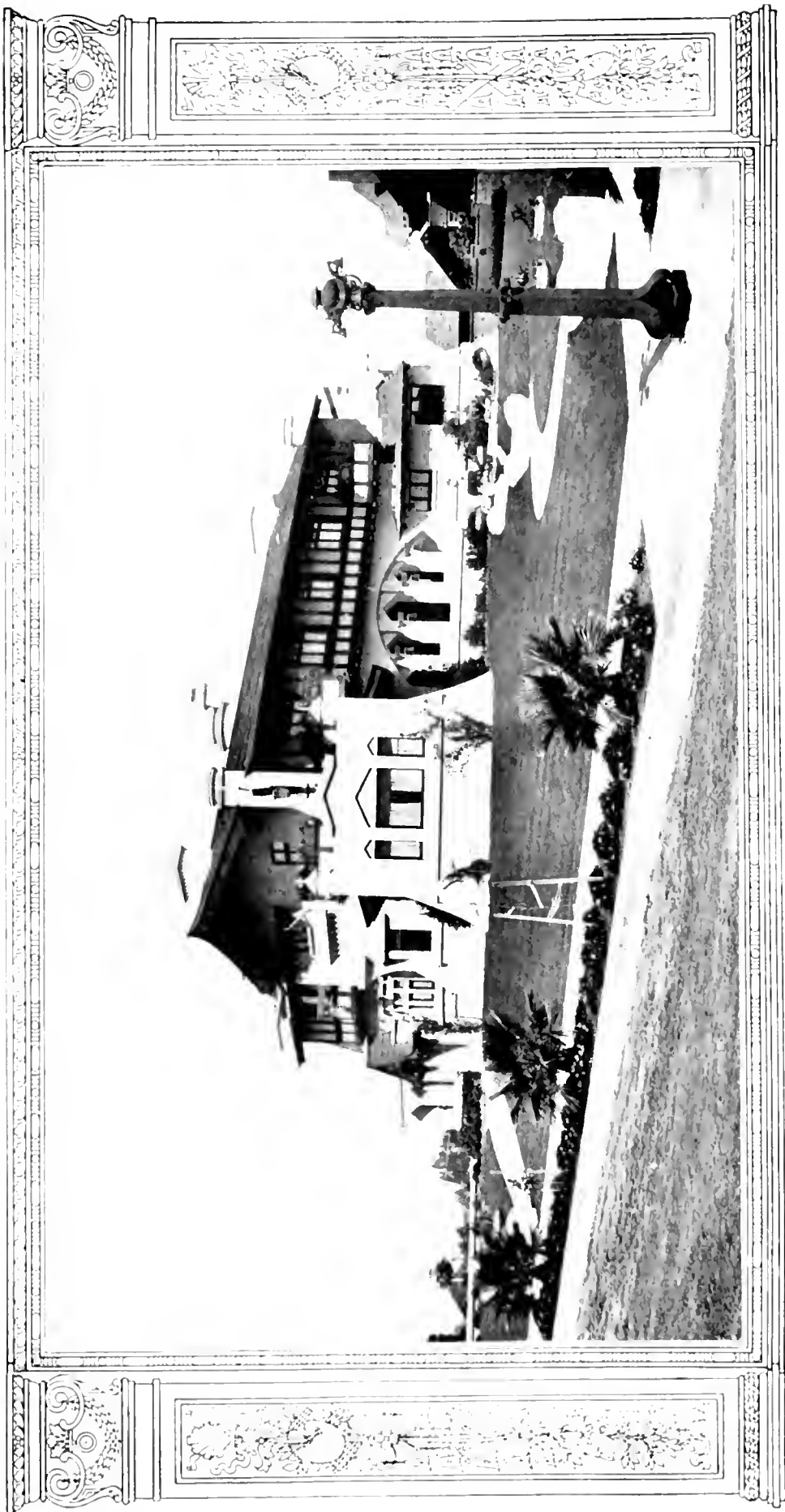
PRIVATE RESIDENCE



GROUPS OF PRIVATE RESIDENCE



PRIVATE RESIDENCE—BEAUTIFUL ARCHITECTURE AND GROUNDS

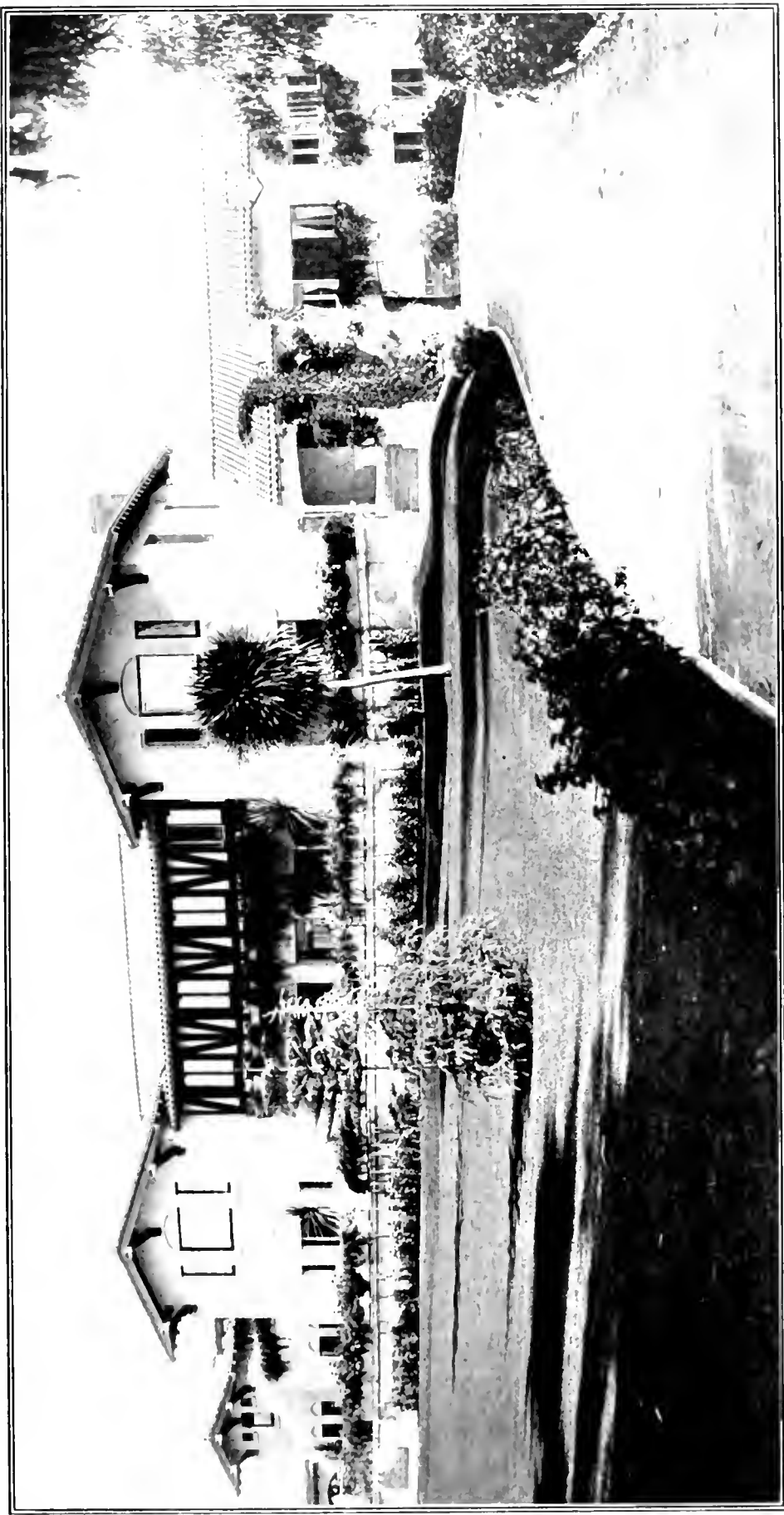


PRIVATE RESIDENCE—BEAUTIFUL ARCHITECTURE AND GROUNDS

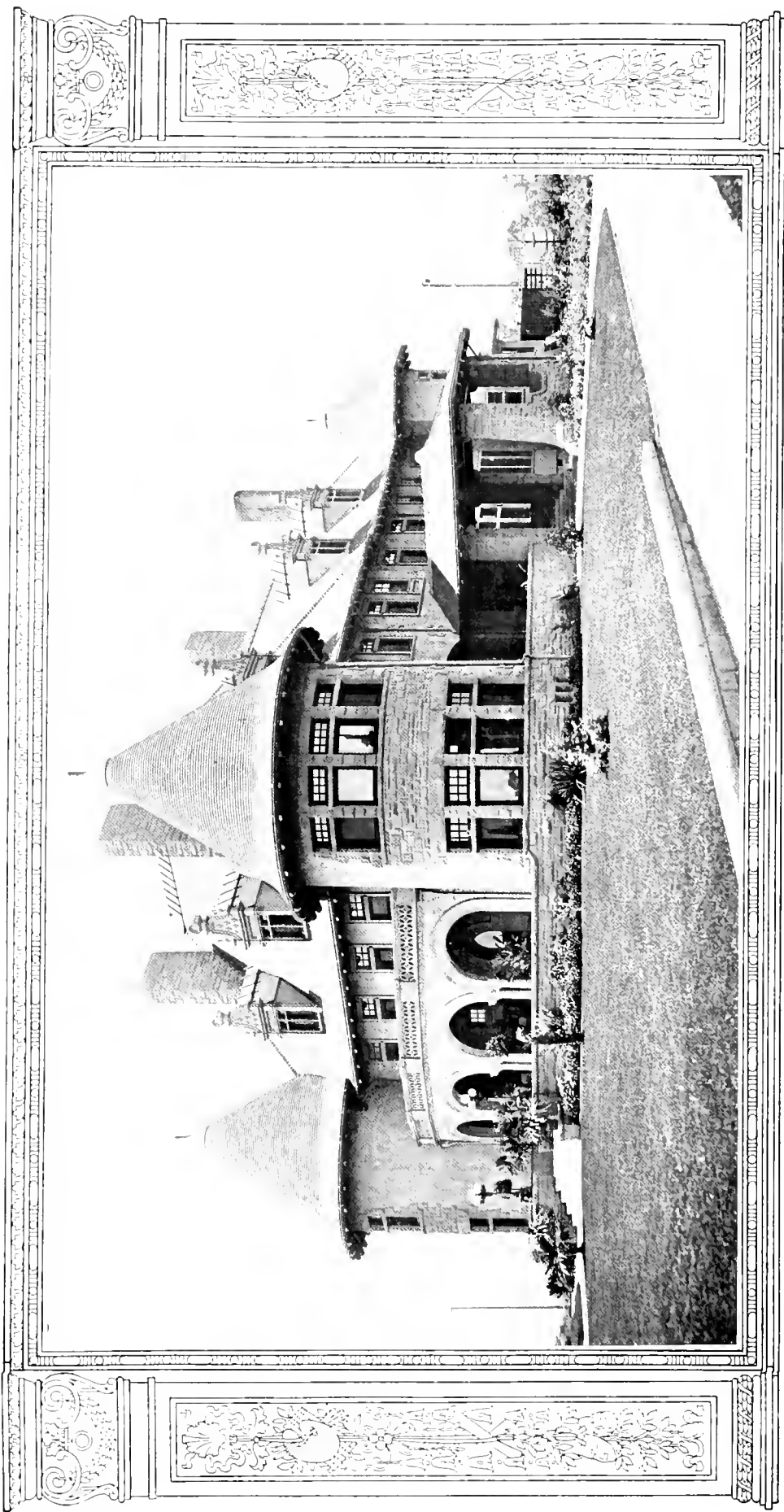


PRIVATE RESIDENCE





TYPICAL SOUTHERN CALIFORNIA RESIDENCE



ANOTHER NICE HOME



## A FEW THINGS WE WANT YOU TO KNOW

That Southern California has an unlimited supply of *cheap fuel oil and electrical power*, which together with its all-the-year-around "out of doors" climate, its three transcontinental railroads and its splendid harbor (within the city limits) make Los Angeles and vicinity ideal locations for all kinds of manufactories.

That Los Angeles has the best Electric (urban and interurban) railroad system in the world, and that it has *50% more* interurban electric train departures each day, than there is from Chicago, Cleveland, Columbus, Toledo, Dayton, Indianapolis, Ft. Wayne and Springfield combined.

### HOW WE GROW

Population of Los Angeles, 1900, 102,000; 1909, 350,000.

Postage Stamps Sold, 1900, \$245,000; 1909, \$1,250,000.

Bank Clearings, 1900, \$115,000,000; 1909, \$675,000,000.

Building Permits, 1900, \$2,517,996; 1901, \$4,381,855; 1902, \$9,612,331; 1903, \$13,046,438; 1904, \$13,409,062; 1905, \$15,482,067; 1906, \$18,158,497; 1907, \$13,275,943; 1908, \$9,934,298; 1909, \$12,700,000; an average of over \$1,300,000 per month for the last eight years.

Buildings Permits for March, 1910, \$1,716,921.

Bank Clearings for March, 1910, \$73,350,265.90.

*That Los Angeles has:*

**BANKS**—Commercial and savings, 33; total capital and surplus, \$20,000,000; deposits, \$110,000,000; clearances for 1909, \$675,000,000; an increase of \$150,000,000 over 1908.

**SCHOOLS**—Public school buildings, including State Normal, 113; teachers, 1275; school children *enrolled*, 50,000; miscellaneous private schools and colleges, 40.

**PARKS**—Public parks, 22. One of which, containing over 3,000 acres, is the largest municipal park in the world.

**CHURCHES**—All denominations, 225.

That Southern California has one of the *largest oil deposits* in the world. The output for the past year was upwards of 53,000,000 barrels crude oil.

That every year Los Angeles is adding *big industrial plants*. One company during the past year expended \$1,000,000 for buildings and modern machinery.

Los Angeles city and county has hundreds of miles of *asphalted streets and oiled roads* for automobiling.

That Los Angeles has two telephone companies serving over 68,000 subscribers; equivalent to a telephone for each family.

That Los Angeles is the best all-the-year-round convention city in the United States.

That Los Angeles has no equal as a *winter resort* and entertains more tourists than any other city, anywhere.

That the *summer climate* of Los Angeles is no less admirable than its winter climate.

That *it costs no more*—perhaps not as much— to live in Los Angeles as in other American cities.

That Los Angeles is the greatest shipping point in the world for oranges, beans and olive oil, and the greatest lumber port in the United States.

That Los Angeles supports more *automobiles* than any other city of its size.

That Los Angeles manufactories number over 1500 and employ over 12,000 men.

*That Los Angeles will be a city of 1,000,000 population in 10 to 15 years.*



## CHAMBER OF COMMERCE BUILDING

The home of the Los Angeles Chamber of Commerce

The largest organization of its kind in the United States

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For information relative to Southern California, address the Secretary







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