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Read This and Mail to a Friend

# THE STORY

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# LOS ANGELES

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## SOUTHERN CALIFORNIA

ADAM DIXON WARNER

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## INTRODUCTION

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## The Story of Los Angeles

Neustra Senora, La Reina de Los Angeles—Our Lady, Queen of

the Angels—such was the original meaning of Los Angeles.

Founded on September 4, 1781, by a small band of pobladores, or colonists from the Mexican states of Sinaloa and Sonora, to found agricultural colonies to provide the soldiers at the presidio with the necessities of life—such was the beginning of Los Angeles, that has electrified the world by its marvelous growth and achievements during the last fifteen years.

Fifty years after founding the pueblo, or city, the population was only 770; and in 1850, seventy years later, it was less than 2000. Thirty years later, in 1880, the census report gave it only 11,311

souls.

Twenty-two years ago, in 1891, when I first came to Los Angeles, the center of the city was at the Temple block, where the postoffice is now situated, and there was very little south of that. There were only about fifty thousand people. Seventh street, that is now the center of business, was way out in the country. Lots were selling there for about fifteen hundred dollars each. Now they are worth \$10,000 a front foot. Many of the finest residences were on Spring, Main and Fort street—now Broadway. Pasadena was a small village. There was nothing at the beaches, but Wilmington and San Pedro, and a landing at Redondo. Long Beach was then Wellington Corners, with about six hundred people. Now it has nearly forty thousand people, six banks, twenty-six churches and no saloons, and they claim the highest per capita circulation of any city in the country.

## A Mile of Buildings Every Six Days.

Ten years ago last March, when I came again and remained, they were putting the steel in the basement of the Hibernian building at Fourth and Spring streets, and there was not a building south of that corner more than three stories high. Nearly two hundred million dollars' worth of buildings have been constructed since that time. A whole forest of steel has grown south of Fourth street since, and nearly \$35,000,000 will be expended in building this year. We are building now at the rate of a mile of buildings every six days,

and there are less vacant buildings in Los Angeles than in any city in the country. The business center ten years ago was at Second and Spring. Now it is at Seventh and Spring, and in ten years it will be at Pico and Main and Broadway.

I have seen the city grow from a small country town to a mighty metropolis of five hundred thousand people, with another hundred and fifty thousand immediately adjoining, in Pasadena, South Pasadena, Alhambra, Glendale, Santa Monica, Ocean Park, Venice, Redondo, Long Beach, Naples and Newport.

Seven years ago I had an option on sixty feet on Broadway near Seventh at \$1500 a front foot, and wanted an old friend to join me in its purchase, and he laughed and said, "Dick, it's too high," and today it is paying interest at seven per cent on \$12,000 a front foot. This is only one of the thousands of instances of the wonderful increase in values. The other day a lady sold a piece of property on Los Angeles street for \$155,000 that she paid \$7000 for only twelve years ago.

This is the story and the opportunity I wish to speak to you about.

The gate of this opportunity is swinging wide on the hinges of a prosperity and progress unmatched in history, where have risen as if by magic the most beautiful cities, the most prosperous rural and urban population and the highest civilization in America.

### Marvelous Growth of Southern California.

To those of you who are newcomers, and inasmuch as three-fourths of our present population came to Southern California during the last twelve years, I assume that three-fourths of you are newcomers or tourists, and are unacquainted with the recent development and history of California.

Let me draw your attention to the fact that sixty-five years ago—within the life of many of you—there were less than five thousand white persons in the entire state. Today there are nearly three million people. And one half of them came to the state during the last fifteen years. Or it grew as fast during the last fifteen years as it did during the preceding fifty years. And Southern California, consisting of less than one-third of the area, got nearly one-half of that increase. And the astounding fact is, that Los Angeles county got three-fourths of that one-half, or thirty-seven per cent of the whole. And it got the most of that during the last seven years, and nearly

all of it is situate within an area ten miles wide and back to the mountains thirty miles from where you are sitting at this harbor.

## Census Facts and Figures.

The census of 1880 gave Los Angeles' population as 11,311; in 1890 it was 50,395; in 1900 it was 102,479; in 1910 it was 319,198. And now, by every reasonable estimate, it is more than 500,000. We will have nearly 80,000 school children enrolled this winter. These figures show that the city grew more than five times as fast during the last thirteen years as it did during the preceding twenty years. In the last twenty-five years Los Angeles has grown from a village to the largest city west of St. Louis, outstripping all others in America in growth. And during the present year, now, the city is growing faster than ever before. Our bank clearings, postoffice receipts, realty transfers and building operations, school attendance, increase in telephones, revenues and customs receipts are greater than ever before. The national building reports just published of all cities in America show for October, 1913, that Los Angeles is only exceeded by the three "million cities"-New York, Chicago and Philadelphia.

In the ten years from 1900 to 1910 the population of the three Pacific Coast states, Washington, Oregon and California, increased 1,775,605, and during the same time Los Angeles county increased 383,833, or nearly one-fourth of all. And during the last three years, since 1910, the increase has been nearly 100,000 per year. And when the Panama Canal is finished and this harbor is ready for the mighty commerce that is sure to come, the territory around this harbor will grow faster than ever before. Property values will increase with the hum of industry. Demand for advantageous positions and locations will be greater than the supply, and a prosperity and progress unknown in the history of this or any other country will come to this section and this people as sure as the sun shines.

## \$25,000,000 Aqueduct and Its Effect.

The most astounding feature of all this amazing growth of more than a half million people is the fact that nearly all of it came to us since we projected and began work on the aqueduct, and dazzled the country with our determination and energy in bringing a supply of pure water for a city of three million people from the snow-capped mountains two hundred and forty miles away, at a cost of twenty-

five million dollars; a work now almost complete, with a supply of water billowing over the mountains into the reservoirs at the back door of the city and harbor that will furnish 20,000 miner's inches of water, that will irrigate and supply the whole valley, and provide 120,000 horse-power of electric energy for manufacturing purposes, and light the city at the very minimum of cost. This magnificent enterprise has been carried to successful completion by the citizens of Los Angeles, and our own engineers, without shadow of graft or corruption, and is the pride of every good citizen.

In twenty years the revenue from water, light and power will pay off all the bonds and interest; and taxes should be lower in Los Angeles than in any city in America. As I said in a speech seven years ago, in the aqueduct bond campaign, I say now, the true historian of the future will date the beginning of the greatness of Los Angeles to the completion of the aqueduct.

## Marvelous Advantages.

Cheap water, cheap light, cheap power, cheap fuel, cheap electricity. In addition to the municipal supply of electrical energy, our capitalists are spending millions of dollars in bringing 350,000 horsepower from the mountain streams to the harbor. And the Edison company has equipment established and proposed at this barbor for 350,000 more horsepower of electric energy, making in all nearly a million horsepower for manufacturing purposes. This vast amount of power, together with the fuel-oil flowing by gravity from the oil fields of central California and around Los Angeles into the holds of ships for all parts of the world, and into the furnaces of manufacturing plants, and the cheap natural gas coming the same way, by gravity, will make the country around this harbor the greatest manufacturing and distributing center on the face of the globe.

Around this harbor should be the Lowell and Lawrence of Massachusetts, the Jersey City and Newark of New Jersey, the Gloversville and Syracuse of New York, and the Chester and Pittsburgh of Pennsylvania.

Do you realize the wonderful advantage the mechanic and toiler will have here over the easterner, in working and living and rearing his family in this climate, where they can enjoy outdoor life the year round and live at so little expense, without consuming in winter all he makes in summer?

#### The Panama Canal.

The Panama Canal is almost finished. It will probably be open for traffic long before the official opening in January, 1915.

Los Angeles Harbor is the first and last port coming and going for the ships of the world. The United States government will have spent nearly \$400,000,000 on that mighty enterprise to develop commerce and shorten the distance from the old world to the new. It will cut off 10,000 miles and reduce the distance from where you are sitting to New York from 14,857 miles to 4808 miles. It will reduce freight rates on citrus fruits alone, from \$23 to about \$6 per ton, a saving of seventeen dollars per ton, a saving to the citrus growers alone of from fifteen to twenty million dollars annually. It will add this saving to the value of every ton of citrus and deciduous fruit and freight that leaves California, and automatically increase the value of fruit lands in the same proportion. And not only this, but it will likewise reduce the cost of all freighthousehold goods, farming utensils, machinery, furniture and all other products brought into this port. It will add millions upon millions to the value of the products of the farm, factory and mine; and double the producing value of every acre of tillable and producing land on the Pacific Coast.

The direct line of travel to and from the Orient is only about seventy miles in a southwesterly direction and a divergence of only a few hours brings all the great ocean freighters to this port. These ships will need fuel, oil, repairs, supplies, cargoes—cargoes going as well as coming. They will bring coke and coal and hardwods, silks and orientals from the Orient, South America and Europe, to be fashioned into finished products and to exchange for our manufactured products of steel and iron, our fruits and grains and foods, and cottons and wools and all other products of the soil, factory and mill.

## The Furniture Factory of the World.

There are 600,000,000 people in the Orient and 100,000,000 in Mexico and South America to be taught to live and consume as we live and consume. We want their trade and products and they want ours. The hardwoods of the south and the Orient coming here as ballast in the holds of ships and the eucalyptus woods now growing here should make this, not only the furniture factory of the world but the wood fashioning center of the world, giving employment to thousands upon thousands of toilers.

Here, will be established great food, canning and preserving factories and great cereal plants preparing foods for the world's consumption. With our million horse power of electric energy already developed, furnishing cheap power and light, here should be great air-ship, water-craft and motorcycle and automobile factories and electrical plants of every description; boot and shoe factories; woolen and cotton mills with a million spindles, clothing and apparel factories, pearl button and jewelry manufactories, supplying the marts of the world with the products of our genius and handicraft.

## The Iron and Steel Industry.

In Bulletins number 338 and 394 of the United States Geological Survey, you will see that there are hundreds of millions of tons of iron ore in Utah. Nevada, and San Bernardino County, carrying from 60 per cent to 66 per cent iron, that contain less moisture than the Lake Superior ores, that can be delivered at this port for \$3.50 to \$4 per ton, and can be manufactured here, with our cheap fuel oil, electricity and gas, and distributed to every part of the world by water, cheaper than from any other place in the country.

These advantages mean great steel, ship building, armor plate and railroad supply plants, rolling mills, tool and cutlery, stove and foundry, plow and machinery plants of every description. It means bundreds of the smaller manufacturing plants that go to make up the industries of a great manufacturing center. It means great mercantile establishments to handle these products. It means employment for the toiler and skilled mechanic in the shop and factory. It means banking and business houses and hotels and boarding houses, here, at this harbor. It means good prices for the products of the farm, the orchard and the garden at your door, to feed these toilers. It means a prosperous, frugal healthy happy population busily eneaged in all walks of life.

## Transportation and Good Roads.

#### The Automobilists' Paradise.

This harbor and city have three transcontinental lines of railway, the Southern Pacific, the Santa Fe, and the Salt Lake and Union Pacific, with three more, the Rock Island, the Western Pacific and the Great Northern, headed this way. These, with the ships to all ports guarantee competition and the very lowest level of rates.

Los Angeles County has nearly 2000 miles of electric and steam railways. Three hundred miles of the best good roads in the world, radiating through the orange clad valleys, mountain passes and along the surf-tuned shores of the ocean, constructed at a cost of \$3,000,000. And has more than a thousand miles of ordinary good roads, traversing every nook, cranny and canyon of this wonderland. And the State is building a good road system, costing \$18,000,000. Truly, Los Angeles is the automobilist's paradise.

## The Panama Pacific \$100,000,000 Expositions.

The celebration of the world's greatest engineering triumph, the Panama Canal, at San Francisco and San Diego in 1915, when \$100, 000,000 will be expended in the world's greatest expositions, the rail-toad authorities say, will attract five million visitors to the Pacific coast during the next three years, and it is safe to say that thirty per cent of them will remain forever, in this sun-kissed land of opportunity—Southern California.

Those who are fortunate and wise enough to get in ahead of this mighty throng that is sure to come, will reap a reward and advantage of profit in dollars that will place them in affluence forever.

There is a limit to land and opportunity, but there is practically no limit to the ever-increasing population of the world that is fast learning of the wonderful advantages here, and looking to better their condition.

All eyes are upon California, and today Los Angeles is the most talked-of and most favored city in all the world, because of its matchless climate, growth and advantages. Los Angeles and the country surrounding it will get more benefit from the expositions than any other part of the country, without any of the expense or reaction; and lucky indeed, is the man or woman who has secured an investment here.

## Los Angeles Harbor-Its Immensity and Possibilities.

Already Uncle Sam and the cities of Los Angeles and Long Beach have expended on this harbor more than twelve million dollars, and the work has only begun, and the most of it has been done under water, dredging the channels, canals and waterways. The dredging alone, to date, has cost nearly five million dollars. And private corporations have spent nearly that much more in dredging and building docks and warehouses, and the electric plant that now has

a capacity of 120,000 horse power, and will be increased to 350,000 horse power.

Around this harbor are invested already more than ten million dollars in manufacturing industries and lumber plants. This port today is the largest lumber port in the world. Last year 730,000,000 feet of lumber came here for consumption and distribution. And in a little while it will be the greatest oil and food distributing center and the world's laboratory of health and hygene.

Perfect Man Made Harbor.

Los Angeles Harbor is the safest in the world. Lloyd's Register says, "There is no bar whatever at the entrance to the harbor, but a ship can round the breakwater in forty eight feet of water at low tide in any weather and berth at a wharf under its own steam in half an hour from the open sea."

The entrance to the harbor is nearly four miles wide. There are no rocks or reefs, no sand-bars or shoals, and it has the very best kind of anchorage. It is fully protected by Catalina Island, and the San Pedro and Laguna Hills, and the government breakwater, built by Uncl. Sam at a cost of more than \$3,000,000.

by Uncle Sam at a cost of more than \$3,000,000.

## Some Stupendous Figures.

Already the largest steamship companies have applied for accommodation at this harbor. The Hamburg-American line, the largest in the world, the British Mail, the German Mail, French Mail, Japan Mail, Royal Mail, Pacific Mail, the Oriental Mail, Hawaiian Australian line, Lamport Holt and the Union Steamship Co. will make this port. These together with the coastwise shipping will make this one of the busiest ports in the world. Already the railroads are alarmed at the prospective loss of transcontinental freight.

Mr. Goodrich, the world's greatest harbor expert, says in his report to the city council. "That the Huntington Fill alone will have greater efficiency than the celebrated Bush Terminals in New York, and that the harbor will have 82 miles of water front and will handle 150 tons per lineal foot annually or (64,944,000 tons). That \$215,000,000 will have been spent on this harbor by 1950. That Los Angeles will have a population of 2, 880,000, and its area will comprise a thousand square miles. And its manufactures will aggregate a billion annually."

These figures may seem stupenduous, but when I tell you that London has already expended 175 million on its harbor, and Liver-

pool 140 million, New York and Hamburg a hundred million each and Manchester 90 million, Glasgow 50 million, Amsterdam, Montreal, Buenos Ayres, and Antwerp 40 million each, and little Rotterdam 33 million, New Orleans 25 million, and San Francisco 20 million, and have just begun to build, these figures will not seem so startling.

Mr. Goodrich's estimates of population are too low. Logarithmic

calculations based upon the past will fall far short of the mark.

The world is just beginning to know of the value of climatic conditions here, and the wealth there is in the health of this climate. During the last decade we did not know that there was an abundance of water under nearly half of this valley. We had no harbor. We had no Panama Canal, and we have little or no conception of the wonderful value of these, now almost completed. And yet, we grew faster during that decade than any place in history.

## Climate Not the Only Asset.

While climate is not our only asset it is one of the greatest. A climate more equal than all the favored spots of earth, with 306 days of sunshine out of the 365; a climate of no extremes of heat or cold. No blizzards or sunstrokes. No cyclones or tornadoes. No bugs or insects. A climate where everything grows the year round, and we can and do raise seven crops of alfalfa, two crops of grain and three or four crops of vegetables. A matchless climate where the old and young can revel in the surf at the sea or in the snow at the mountain peaks, or in outdoor sports in the valleys and plains every hour of the year. A climate where you can grow to perfection nearly everything that will grow under the sun. A climate where the toiler can perform more service, the farmer get greater results, the sportsman and healthseeker more pleasure, enjoyment and good health than anywhere else on earth, is surely a wonderful asset.

## There Are Other Assets.

Already, our oil, oil products and asphaltum, are \$100,000,000. Our manufactures are worth \$125,000,000. Our citrus fruits \$50,000,000. Our deciduous fruit, vegetables, grains, hay, beans and farm products, \$50,000,000. Cattle, hogs and sheep, \$10,000,000. Mineral products, \$10,000,000. Sugar beets and sugar, \$10,000,000. And our two crops of tourists, winter and summer (and I want to say, after having lived here for ten years, that our summer climate

is better than the winter climate, and the world will find that out very soon,) of 200,000 visitors annually, is good for \$500 each, or \$100,000,000. A grand total of nearly a half billion dollars.

#### Oil Wealth of Southern California.

The wealth of Southern California in oil is probably greater than the wealth of her soil.

Oil is the cheapest fuel known. Southern California, this year will produce 100,000,000 barrels of oil and has enough oil land partially developed to supply the world for three hundred and fifty years.

Oil is now being used to run most of the farm machinery of the west. When it is generally used, as it will be, the capacity of food producing farm lands will be increased one-fifth. For it requires one-fifth of the products of the farms to feed the horses that do the work. Truly the value of the oil producing lands of Southern California is almost incalculable.

## Los Angeles Commercial Territory.

Los Angeles controls and commands a commercial empire as great as Western Europe; mountain ranges filled with more iron, copper, coal, lead, gold, silver and other precious metals than any other; great plains, and cattle and sheep ranges, beneath which are inexhaustible reservoirs of oil and gas; valleys more fertile than the proverbial Nile. Mountain streams threading their way down the mountain side to make the semi-arid deserts bloom like the rose, with but the touch of honest industry necessary to make a happy home on every acre of California.

#### Few Competitors.

This city and harbor has no competitor for trade or commerce this side of San Francisco, nearly five hundred miles to the northwest. None this side of Spokane, Washington, a thousand miles to the north. None this side of Butte, Montana, excepting Salt Lake City, 800 miles to the northeast. None this side of Kansas City, 1700 miles to the east, except Denver. None to the southeast this side of New Orleans, 2200 miles. And none at all to the south except San Diego. It absolutely controls the south half of California, all of Nevada, Utah, Wyoming, Arizona, Colorado, Montana, New Mexico, and the northern half of old Mexico. This harbor is

the natural outlet, and receiving port for all this territory, most of it yet to be developed as the Imperial Valley has been developed. Where they raise more produce per acre than in any other place on earth.

## Imperial Opportunity.

Think of shipping a million cantaloupes a day during the busy season in June and July from 5500 acres, until 3000 carloads had

been counted and \$3,000,000 received for the crop.

Again conceive of 116,000 acres of barley which yielded 2000 pounds to the acre; 160 square miles of alfalfa from which eight cuttings were made during the year; an output of 30,000 pounds of butter a day from the creameries of the county bring to the ranchers of the county \$10,000 a day income; ten carloads of grapes a day until 250 carloads had been shipped from 2000 acres

With the magic combination of ample, cheap water, rich soil and ardent sunshine twelve months in the year, crop returns are certain.

What has been done in the Imperial Valley with cotton where they have raised this year, 1913, 18,000 bales on 22,000 acres, or an average of nine-elevenths of a bale of the long staple Egyptian cotton, can be done on the Mojave plains when the waters of the upper Colorado River are put upon it; and a million spindles at this harbor will be weaving fabrics out of our wool and cottons mixed with the silks of the Orient to supply the demands of the world in all grades of textiles.

## Horticulturists' Paradise.

The decomposed granite and volcanic soil on the plains, in Antelope and the San Joaquin valleys, supplied with water will raise the finest apples, pears, peaches, apricots, prunes, plums, almonds, walnuts, olives, figs, dates, berries of all kinds, vegetables, alfalfa and grains most luxuriantly.

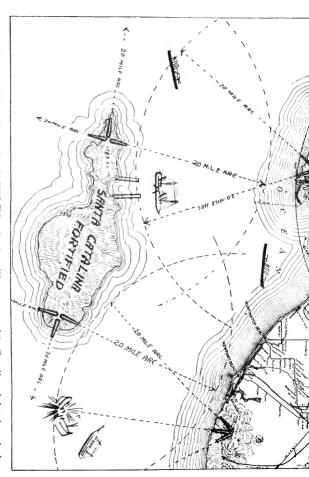
Oranges and lemons will produce from \$300 to \$1000 per acre, there are many groves in Southern California paving good interest

on \$3000 per acre.

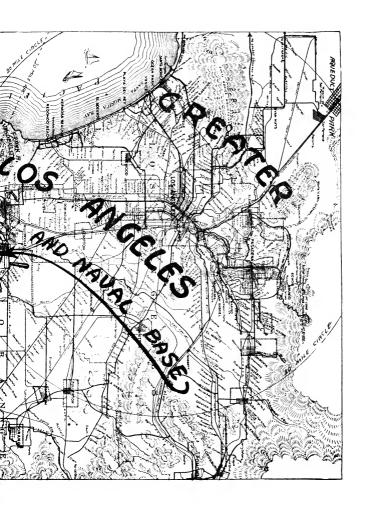
Walnuts will produce ten per cent net on \$1000 per acre.

Avocados or Alligator pears will produce from \$1000 to \$5000 per acre. Avocados and lemons require frostless territory.

Smyrna Figs will produce from \$300 to \$500 per acre, as will also peaches, pears, prunes and apricots. Olives can be raised on,



MAP OF GREATER LOS ANGELES-As it will appear with Catalina Island and the Tarbor fortified and a Naval Base established, as first suggested and proposed to the President and War Department by Adam Dixon Warner.



side hills that by many are considered worthless, and will produce from \$100 to \$300 per acre.

Just one instance of the many that could be cited is the following:

Ventura, Sept. 4.—From 107 unirrigated apricot trees on two acres of ground, W. W. Smith of the Ventura avenue district harvested 922 boxes of fruit, netting him \$1146.52 at 11½ cents a pound, or \$573 per acre.

Alfalfa—Good alfalfa land will produce from ten to fifteen tons to the acre, and it readily sells at \$12 to \$20 per ton. Alfalfa can be raised between the rows of fruit trees while they are maturing.

Berries-Raspberries, strawberries, currants, etc., will produce

from \$100 to \$300 per acre.

Vegetables—Potatoes, onions, carrots, and all kinds of vegetables can be raised all the year round, and with good care and cultivation and plenty of water on well fertilized soil, produce from \$100 to \$500 per acre. Vegetables and alfalfa can be raised between the rows of fruit trees while they are maturing, providing a revenue from the beginning.

Chickens, squabs, and turkeys, sell at 25 cents to 35 cents per pound, while eggs have an average market of from 25 cents to 45

cents per dozen.

So it will be readily seen that the owner of a five or ten acre tract of land within reasonable distance of Los Angeles, with an approximate population within a radius of twenty-five miles of 750,000 people to give a home market, and the highest prices to the producer: will make more money than he can off of forty or eighty acres in the middle west.

Spineless Cactus and Alfalfa—Spineless cactus mixed with alfalfa for fodder will revolutionize the cattle, sheep and hog industry of the world; and California, Southern Arizona, New Mexico and Texas, where cactus can be grown, will supply meat for the world at lower prices than today.

## Climate, Soil, Scenery and Industry.

## A Personal Experience.

Any person with a little brains and some industry can succeed in California. Seven years ago, I bought five acres on the hillside at Hollywood, then a suburb of Los Augeles, now a part of the city. There were a few olive trees and some walnut trees on the tract and some fruit trees had been planted; but were nearly dead for want of water. I built a California house (plain boards set upright and batted over inside and out) planted flowers to grow over the house, shook up the trees with a half stick of dynamite, put fertilizer around them and gave them plenty of water. In less than two years I had walnuts, olives, figs, three kinds of oranges, lemons, limes, grapefruit, guavas, peaches, pears, apricots, plums and prunes. growing on the trees. I had berries of all kinds, and every known vegetable—watermelons, cantelope and tomatoes in the garden for Christmas and New Years. There were fifty varieties of flowers and roses in the grounds, and the house was almost covered with roses. On Christmas day we took the car in the morning and rode to the beach and took a plunge in the ocean, came back home and had lunch, and then took the car and went to the mountains, through orange groves nearly all the way, and made snowballs at five thousand feet altitude; came home and picked a mess of tomatoes, strawberries and oranges off my own vines and trees, for dinner, and had dinner under my own roof; rode on street cars all the way, on as beautiful a day as you ever saw in June, and you can't beat that in any place on earth. And best of all in twenty-four months after I bought the property for five thousand dollars I sold it for fifteen thousand dollars. And today you couldn't buy it for a hundred thousand dollars.

## San Joaquin Valley.

To the north, only a hundred miles away, begins the great valley: the San Joaquin, ninety miles wide by nearly five hundred miles long. Its capacity is yet unmeasured, its fertility unequaled, with climate almost like our own, sparsely settled, capable of sustaining a hundred million people.

Such are some of the resources around this harbor and this city on the landside. Illimitable, almost inexhaustible, wholly undeveloped, and ready for the honest heart and willing hand of the frugal toiler who wants to take advantage of opportunity.

## The Great Cities of Northern California.

San Francisco. Oakland, Sacramento, Stockton and Fresno. and San Diego to the south, each and all have grown with but little less marvellous rapidity.

The rebuilding and reconstruction of "Dear Old San Francisco"

out of the ashes of her frightful calamity and fire a few years ago that would have dismayed and disheartened a less resolute people is no less wonderful than the matchless growth of Los Angeles.

She did not mourn. She knew the dogged determination, power and strength of her splendid citizenry. And almost before the ashes were cold and long before she had completed the reconstruction of her beautiful city at a cost of \$500,000,000, she proudly, gallantly and successfully startled all America with the announcement and determination to play host to the United States in entertaining the world with a \$100,000,000 exposition to celebrate the completion of the world's greatest economic and engineering achievement, the Panama canal

An achievement that will change the geography of the map of commerce and transportation, and transfer the theater of commercial activities to the open door of the Pacific in trade with the seven hundred million people in the Orient and in South America. Today, she is more resplendent and prosperous in her new robes of architectural beauty and moral rejuvenation than ever before, and is destined to be one of the world's greatest cities.

### Sacramento, Stockton and Fresno.

The interior cities of Sacramento, the capital of the state, Stockton and Fresno, in the heart of the inexhaustible agricultural valley of the Sacramento and San Joaquin, as well as dozens of smaller towns, are each enjoying a growth and development unmatched on the other side of the Rockies, where they have extremes of heat and cold.

## San Diego, Santa Ana, Redlands, San Bernardino and Pomona.

San Diego, to the south of us, with her splendid climatic conditions and land-locked harbor, yet to be developed, and her jewelled Coronado beach, has too, gained world-wide fame in growth and her \$5,000,000 exposition to celebrate the opening of the canal.

Riverside, Redlands, San Bernardino, Pomona and Santa Ana, and all the smaller towns of Southern Clifornia are enjoying unequaled prosperity.

It would seem almost inextravagant to say that all the world is interested in and coming, as soon as they can, to California and the Pacific Coast.

## World's Wonderland Around Los Angeles The Tourists' Paradise.

More world's wonders are within easy distance of Los Angeles than any other place in America.

The highest and lowest points in the United States, Mt. Whitney, 15,000 feet high, crowning the new Switzerland of America—the Owens River Country; and Death Valley, 502 feet, and Imperial Valley, 273 feet low—below the ocean; are within twenty-four hours' ride, as are also the Petrified Forests of Arizona and the Cave Dwellers of the primeval past; the Grand Canyon of Arizona and Colorado, whose awe-inspiring grandeur elevates the human soul to communion with the Almighty—all ineffably sublime; beyond words to describe. Computed to be 75,000,000 years old; and vied with only by Yosemite, a few years its junior, with its god-like architectural halls, chancels, corridors and columns sprayed by marvelous waterfalls 2600 feet, and surrounded by minarets and domes indescribably majestic and sublime.

The Big Trees, the oldest living things, 5000 years of age, Lake Tahoe, 6000 feet high, on the crest of the Sierras, whose sombre sublimity of purple and garnet, whose water colors, hues and blend-

ings, light and shade surpass all others.

Crater Lake, in Southern Oregon, a sunken mountain and extinct volcano, estimated to have been higher than any in America, dropped into the bowels of the earth, forming a lake, blue, almost black, and clear as crystal, with seemingly no bottom, is one of the most marvelous holes in the earth's crust. Marble Halls, or Caves of Oregon, where the stalactite meet the stalagmite and form translucent columns of calcareous marbelized matter eighty feet high, in wondrous halls and passages a half mile under ground.

#### Yellowstone Park

Incomparable Yellowstone is only thirty-six hours from Los Angeles, where mountains and waterfalls are upside down, spitting and spouting their vapored breath skyward with the precision and timeliness of clockwork, and the air is as pure as the breath of heaven. With these, and numberless mineral springs; her missions with their ancient history; her health resorts in valley and mountains immediately surrounding Los Angeles. With this wonderland on the landside of the rose-clad, orange-perfumed, mountain and sea-walled Los Angeles, the miraculous—the model modern city of America, whose growth and commerce have been outdone only by its lofty

upliftment in civic virtue and betterment of the race, as a pattern for all future coalescence in civicism, is it any wonder that all eyes are centered and all roads lead towards this most God-favored land, Los Angeles and Southern California.

#### Catalina and Coronado

With all these at the back door, and the balmy currents of the ocean wafting their breezes into the front yard; with her rubied and jeweled Catalina and Coronado, Hawaii and Alaska, and the Philippines—and the hundreds of millions in the Oriental countries for further upliftment, development and enlightenment—with their trade and commerce, the beauties and business of the world will be made conquest.

## Wonderful Economic Changes Insuring Prosperity.

In a few short months wonderful economic changes have taken place in the commercial and industrial conditions of the country, and

the people are coming into their own patrimony.

A few weeks ago the Great President, Woodrow Wilson touched a button that started an electric current that blew out the Gamboa dyke in the Panama canal and connected the two great oceans. We have little conception of what that means. Its magnitude is almost beyond the human mind. That it will revolutionize commerce we all know, but the wonderful advantages that will follow as a matter of course to the people of the Pacific Coast can not be appreciated by the most optimistic.

About the same time he touched another electric button of patriotism, that tore down the "Chinese wall" of special privilege-liightariff that surrounded, fostered and protected the mighty trusts of this country and enabled them to plunder all the people all the time; and with that same masterstroke of statesmanship and patriotism he equalized the burdens of taxation and government by removing the high tarif on the poor man's bread, salt, sugar, stove and dinner-

pail, and put a part of it on the incomes of the rich.

And in a little while, probably for a Christmas present, that same strong hand will tear down another "Chinese wall" of special privilege to the bankers of this country, and will build a currency law that will take the bankers out of the government business, and give us a government-controlled financial system that will give the farmers, business men and toilers an equal chance with the banker—prevent panics, restore confidence and establish a prosperity in this country hitherto unconceived by the mind of man.

## A Look Into the Future—What of Los Angeles Fifty or a Hundred Years Hence?

Fifty years ago, there was not a city in the United States with a million population. Now, New York, Chicago and Philadelphia are away above the mark, and there are a half dozen more rapidly climbing on the last half towards the million mark. And not one of them favored in climatic conditions, natural resources or geographical supremacy as is Los Angeles. Here we have no long winters to consume the earnings of the short summer; but all season summer, and every hour a working and growing hour of profit to the farmer, the horticulturist, the gardener, the toiler and manufacturer. Here, no piercing blasts of cold, no blizzards, no cyclones and no sudden variations in climate. With her boundless resources of climate and soil, mountain, sea and valley, Los Angeles will be the greatest city in America in fifty years.

In half that time these waterways will be cut and extended into the very heart of this valley; up the Cerritos and Nigger slough; up the Los Angeles river and Dominguez slough a dozen miles. These canals will be lined with mercantile and manufacturing establishments. Ships will come and go to every port of the world, carrying

our products of factory, farm and mine.

#### Greatest Naval Base

It is no idle dream to imagine the heart of the city on Dominguez hill in less than fifty years, with great municipal belt-lines of steel around this harbor connecting with every transcontinental railway, as well as with every trans-oceanic ship line. There will be the mightiest wireless stations, aircraft, depots and fortifications around and on the crest of San Pedro hills, Signal hill, the Laguna hills, and on Catalina Island, sweeping this harbor and the sea for forty miles, making it the Gibraltar of the Pacific. And here will be mighty government armour plate and gun factories and the greatest naval base in America, and the commercial mistress of the world.

Los Angeles, the mighty, will then extend from Santa Monica mountains on the north, to Laguna hills on the south, and from the ocean to Mt. Lowe, and on up to the right, to Riverside, San Bernardino and Redlands; and to the left, on up through San Fernando valley to Aqueduct park. And will be Greater Los Angeles—the largest and first city of the world in A. D. 2000, with twenty mil-

lion people.

In less than fifty years the waters of the upper Colorado River will be conserved with a dam a half-mile high at the Dalles, assuring water and power forever for all of the Mojave desert and Southern California, and there will be twenty million people in this valley growing more products per acre and feeding more people than any other like territory on earth.

## California Continental College and Catholic Cathedral

On these hills in less than fifty years, will be the California Continental College and Cathedral, teaching the science of life, long-evity and the science of government, and the productivity of a healthy vigorous race, scientifically bred and scientifically reared into a perfection of physical, mental and moral manhood and womanhood that will elevate society and government to a position yet unattained in the history of the world.

In less time than that, the human race will have learned by experience, science and wisdom, and our schools and colleges will teach, the collossal blunder, mistake and crime of converting our heritage of food products—the peptones, mineral salts and grapesugars of fruits, grains and vegetables into alcoholic poisons to debilitate and destroy the mental, moral and physical fiber of the human being, and make him a pauper in mind and body, a destroyer of manhood and womanhood, a burglar, assassin and murderer.

In less time than fifty years, the dogmas, creeds, sects and schisms of churches will be unified into one cohesive force; a Universal church or Catholic cathedral—the People's Church of Christ. The saloon and other institutions of profit—pillaging and poisoning the lives and souls of men and women will be things of the past. Government, society and religion will not be government and society of special privilege and license to destroy, but will be government and religion of true sociology and democracy of all the people for the upliftment and enlightenment of all mankind.

Here, where summer fades into winter with an imperceptible variation, and the outdoor life, sunshine and pure saline air exhiliarate the aged with the flush of the rose and the agility of youth;—here, where the grape-sugars of fresh fruits and the mineral salts of fresh vegetables the year round and the mountain air and breezes from the ocean are a more curative potion than drugs, will grow the highest perfection of manhood and womanhood.

Here, in Southern California, where government and society have the dual force and intellectuality of man and woman and are

the most exalted of any in America. Here where queenly womanhood is recognized at its full worth, and wifehood and motherhood are co-equal with man in sociological, economic, religious and political life, and betterment of humanity. Here, where education and architecture, music and art, literature and logic synchronize with civicism and political science and spiritual upliftment. Here, in this matchless climate where the brightest students and scholars, the pulpit and press and stage, and the most modern and profound thinkers assemble, rest and recuperate and regain renewed vitality and virility in the science of life and government, will be the laboratory of life and mightiest civilization of history.

## Mighty Privilege and Opportunity.

What a mighty privilege and opportunity to live in a climate so matchlessly equable, and in a garden of opportunity so rich with the blessings of nature. To be a partner in its prosperity and a sharer in its success; to live, to enjoy health, happiness and a long lease of life amid the best schools, colleges, churches, libraries, museums, music and art, and to till the soil all the year round, and have the victory of farm and garden, factory and mine, business and commerce of the fastest growing and most favored city and region of the earth at the open door of the marts of the world, is an opportunity and a privilege of those who will have cast their lot in beautiful Southern California—in matchless Los Angeles and around this harbor.

And the last word I would say, would be, buy land! If it is only five or ten acres, or one acre, or only a lot, I say, buy land! Improve it, work it and be your own landlord. Buy land! It can't go down! It must go up. With your money in land you are not at the mercy of a board of directors to inflate or shrink values. This is your golden opportunity.

## Opportunity for All.

Opportunity for the farmer, opportunity for the horticulturist and gardener, opportunity for the mechanic and artizan. Opportunity for the merchant and capitalist. Opportunity for the manufacturer and toiler. Opportunity for the professional man and woman. Opportunity for the scientist and artist and poet. Opportunity for the investor. Opportunity for all who wish to exercise honest endeavor in every walk of life.

This opportunity is knocking at your door now, and if you do not take advantage of it and get some of this land around this harbor, or in the country surrounding and tributary to it, and get the inevitable advance in price and value, and lay the foundation for a fortune for that little boy or girl or yourself, it will be your own fault, and you will have lost your opportunity.

## Model Modern City of the World.

Seven years ago, when I wrote "The Modern City," and advocated the initiative, referendum, recall and direct primary, woman suffrage, public ownership of public utilities, municipal depositories, compulsory voting and arbitration and destruction of alcoholic poisons, I said that, "Los Angeles would be the model modern city of the world." That consummation has been nearly fulfilled.

In that seven short, but eventful years of social struggle and reform, with a well guided plowshare of aggressive progression, both the city and county of Los Angeles have framed new charters that give us political and economic autonomy and practical sovereignty in local affairs to conserve the human being, and better conditions; and we have driven out the political "boss" and crooked politician, the race track, the gambling hell and the bagnio; and today, Los Angeles is the cleanest, most beautiful and prosperous city in America.

## Some Interesting Correspondence.

A few weeks ago—last July—I called upon the Honorable Secretary of War, when he was here in Los Angeles, and made some suggestions, and he asked me to put them in writing so he would be sure to remember them. And it is a happy condition indeed that a mere suggestion from an humble citizen may bring forth great results. The naval base may be here sooner than we expect.

## Mr. Warner First to Suggest Fortification of Catalina Island and Navel Base.

Hon. Lindley M. Garrison, Secretary of War, En route Alexandria Hotel, Los Angeles.

Honored Sir:—In a letter of December 12, 1912, to President Wilson, then president elect, among other things I made the following suggestions: "The defenceless condition of the Pacific coast I place second in importance. Now that the completion of the

world's greatest economic and engineering achievement, the Panama Canal is to be celebrated at San Francisco, and the map of commerce to be changed, and the great theater of commercial activities is to be transferred to the Pacific in trade, directly from our ports to the doors of six hundred million people, the warning of the little Napoleon of this country, our own Homer A. Lea (modern China's military adviser), who died a few days ago, and the war manoeuvers at San Francisco last summer, verifying the truth of his assertion—a clipping of which I am enclosing—demand that this subject should have the country's immediate attention. For it is a fact that if today we were forced to fire a shot in defense of our honor, Japan could put an army on this coast within three months, and there are 75,000 Japs here now and they are all spies, and nine-tenths of them armed; and it would take fifty years to drive them off this coast.

There is a Gibraltar (Esquimalt) at Victoria, on Vancouver's Island that extends well down the Straits of Fuca towards Cape Flattery, and no ship could pass that defense. It would be battered to pieces. And that defense controls the whole Puget Sound and Alaska water-ways and all the northwestern coast line of commerce.

In time of war, with that power against us, our navy-yard and ships on Puget Sound would be bottled up as effectually as if they were at the bottom of the sea.

There should be coaling stations at Dutch Harbor, Valdez or Katalla, Alaska; at Port Angeles just within Cape Flattery, and at the mouth of the Columbia. Los Angeles, San Diego and San Francisco and Monterey Bay should have increased protection.

Catalina Island, sitting in the ocean directly opposite Los Angeles harbor, and only 22 miles distant from the mainland, should be acquired from the Bannings, fortified, and a drydock erected there, on the land side. What is the use of the Panama Canal and great battleships if we have no place to coal and repair the ships on this coast? These things are of more importance to the west, to her commerce and safety, than the question of tariff on lemons and raisins.

And I want to add, to you, that if at all possible you ought to make the trip to Catalina Island now. I am taking the liberty of accompanying this letter with the hydrographic map of the coast line from Santa Monica to San Diego, upon which I have described

some arcs and circles, that show better than words the strategic value of that island. With guns at each end of the island, and guns on San Pedro Hill and Corona Del Mar hills, Los Angeles harbor and the commerce of southwestern America would be on a safe and impregnable foundation. Catalina could be made a Gibraltar and the world's beauty spot for the army and navy. Los Angeles harbor and Catalina Island should be a great naval base, a base for the torpedo fleet, quarantine station, and the most ideal place of rest for honored sailors and soldiers; and every foot of water between the island and the mainland would be a harbor of refuge for all the ships of the navy for all time to come.

Trusting that I have not trespassed upon your time or attention, and that the suggestions herein will be accepted in the spirit in which they are given, for the common good, I have the honor to

remain, with great respect. Very sincerely,

ADAM DIXON WARNER.

War Department, Washington, August 6, 1913.

Mr. Adam Dixon Warner, 1025 Union Oil Building.

Los Angeles, Cal.

Dear Sir: Your letter of July 26th, addressed to the Secretary of War at Los Angeles, Cal., offering certain suggestions for the improvement of our Pacific coast defenses, has been forwarded by the Secretary to the War Department, and has been referred to the proper bureau for consideration.

Thanking you for your suggestions and interest in the matter,

I am, Very truly yours,

HENRY BRECKINRIDGE, Acting Secretary of War.

Like correspondence was had with Honorable Josephus Daniels, Secretary of the Navy.

The foregoing indicates what may be in store, at a much earlier date than we imagine, for our city and harbor.

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