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Ten Years in Los Angeles

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Dear Friends in the East:—

You have read so much about Southern California, its climate of Paradise, fruitage of Eden and heavenly glories of mountain, sky and sea, that I am going to break forth to you in market prose—in figures. I know that they are headaches to most people, and yet mine are full of romance to the unsentimental thinker. Milton said:—

“to know
That which before us lies in daily life,
Is the prime wisdom. What is more, is fume,
Or emptiness, or fond impertinence;
And renders us in things that *most* concern,
Unpractic'd, unprepar'd, and still to seek.”

As our search for a home is ended, and we have decided to make this spot our abiding place, I have tried to find out what lies before us by poking a little into the past. It has been a revelation.

Would you have believed
POPULATION. that during the past decade, while the United States has rolled up an increase of 24.8% in population, and the State of California has added 39.7% to her numbers, that the County of Los Angeles has grown 67.8%, and that the City of the Angels—best known city of its size in the Union—has increased in population 103.3% $\left[\begin{array}{l} 1890.. 50,395 \\ 1900.. 102,479 \end{array} \right]$! During the same period, San Francisco gained 15%. No other important city in the country made so great a growth as did Los Angeles. Sunshine did not do it all. Oil and gold mining helped the fruit and flowers, and the honest promoter came and hustled, while the welcome invalids and tourists wrote back for money to put into homes—be-

cause they did not wish to go back East. This increase of permanent residents means that, in the eleven years since the census of '90, Los Angeles has added to her population a city larger than Bridgeport, Conn., or Springfield, Mass., or Troy, N. Y., or Oakland, Cal. It means that she has jumped from fifty-sixth to thirty-sixth place in the proud rank of chief American cities, and at the same ratio of growth will number 204,115 only five years hence.

The growth of a city is like the natural increase of a private fortune. The first thousands come slowly, by great industry and economy. But when a certain point is gained, a momentum is acquired and all things run that way. It seems as though opportunities were created especially for the millionaire. Los Angeles has achieved a pace that draws all things to her. Today there are many more good reasons for expecting a great increase during the next ten years than there were at the beginning of the past decade. During four of the past ten years—'93 to '98—the whole country passed through the most awful business depression ever known, and the West suffered most. Today the sky is clear and the amount of money in circulation, per capita, has increased 14.8% since 1892.

CITY'S WEALTH.

I cannot hope to represent to you the physical growth of Los Angeles as faithfully as the camera shows you the palm trees and orange groves. But I will endeavor to make my pencil tell the truth about things as honestly as does the photo film. Briefly, the city has increased 48.9% in area during the last decade, and now comprises 27,697 acres. The value of property, as assessed under the tax levy, has increased 42.5%

1891....	\$49,320,588
1901....	\$70,334,870

 during that period, and the tax rate is only \$1.25 per \$100,

The assessed value of real estate is about one-half of its market value.

CITY'S DEBT.

The perfect solvency of the city is established in the fact that her total debt of \$3,289,925 is but 4.7% of the assessed valuation, and is but \$27.41 per capita, while that of Richmond, Va., is \$72 per capita; New Haven, Conn., \$30; Syracuse, N. Y., \$43; Allegheny, Pa., and Worcester, Mass., \$36. The city owns property worth \$10,220,226.83, and therefore, if forced to liquidate, could pay three dollars for every one she owes. Ten years ago Los Angeles had to pay 5½% interest annually upon her outstanding bonds. Today she pays 3.85%. By State statute, the debt of cities is limited to 15% of their assessed valuations. And, except for purposes of payment of interest upon its debt and for the payment of previous bonded debt, the charter of Los Angeles limits the tax rate to \$1.00 per \$100 of valuation for all municipal purposes.

BANKING.

A city's heart beats through its banks. Continuous, substantial, rapid growth—and nothing else—is told in the story of the banks. The clearing house sheet shows a gain of 291% in the past decade (^{1891.....}\$ 87,096,126 / ^{1901.....}145,170,809). In spite of several liquidations and reorganizations, there has been a gain of 23% in the total banking capital (^{1891.....}\$1,762,949 / ^{1901.....}\$5,872,900). The prosperity of the whole people is revealed in the tremendous increase in their deposits in bank—a gain of 228% (^{1891.....}\$10,207,797 / ^{1901.....}33,554,628). Thrift, industry, confidence, are epitomized in those figures.

SAWING WOOD.

The increase for ten years in the number of building permits issued has been 332% (^{1891.....}654 / ^{1901.....}2,826), and the cost of construction of new buildings has increased 235% (^{1891..}\$1,306,130 / ^{1901..}4,376,917).

The area of park prop-
PLAYGROUNDS. erty owned by the city
has increased 427%

(1891....705 acres)
(1901...3,720 ") , and the annual charge for park
maintenance has increased 1,423% (1891....\$ 4,455)
(1901.... 67,872)
The sign, "Keep Off the Grass" is not found in
any Los Angeles park. Visitors enjoy perfect
freedom.

There has been a gain of 123%
STREETS. in the length of paved and im-
proved streets (1891....106 miles)
(1901....237 ") .

The annual expense for street maintenance—pav-
ing, grading, sweeping, sprinkling—now costs
58% more than it did ten years ago (1891....\$121,831)
(1901.... 192,886) .
The city has laid, to date, more than 300 miles of
neat cement and stone sidewalk.

Of that most essential health
SEWERS. guardian, sewers, there was a
gain of 254% in length built
(1891....46 miles)
(1901...163 ") . As the main sewer outfall is
into the Pacific ocean, twenty miles away, by
gravity discharge, the city's drainage is ideal.
Plans are already prepared for other trunk sewers
to the ocean, to accommodate a population of
500,000.

The cost of maintain-
FIRE AND POLICE. ing the splendid, mod-
ern, paid fire depart-

ment was 141% greater in the year just closed
than for 1891 (1891....\$ 54,168)
(1901.... 130,615) ; but the police depart-
ment cost only 64½% more than it did ten years
ago (1891....\$ 70,423)
(1901.... 115,909) . In numerical strength the
force increased 37% (1891....75)
(1901...103) , and is evidently in-
adequate, or else the city is remarkably free from
crime. There are, in Los Angeles, 1,165 inhabit-
ants to each member of the police force, while in
San Francisco the number is 734 to each officer,
in New York, 373; Chicago, 594; Boston, 496 and
St. Louis, 664.

Heretofore, Los Angeles has been supplied with most excellent

WATER SUPPLY.

water by private corporations, but negotiations are being concluded by which the city will acquire ownership of the whole system. The rapid, permanent growth of the city is again reflected in the fact that the number of water service connections has increased 139% during the past decade (1891....10,550 / 1901....25,266). It may be said that for domestic uses—not irrigation—the cost of water for a five-room dwelling house averages \$1.50 a month,

Receipts of the postoffice are

POSTOFFICE.

one of the safest indicators of a city's growth, and in Los Angeles they show a gain of 187% (1891....\$108,866 / 1901....312,524). For some fool reason the postoffice is not located conveniently near the business centre of the city.

The city's own bill for gas and electric lighting increased only 50% during

LIGHTS.

the decade (1891....\$47,705 / 1901....71,857). The city is brilliantly lighted every night.

Only the guardian angels of little children keep record of the good work done in the Los Angeles

SCHOOLS.

public schools. The schools are most excellent, progressive, and modern. The number of school buildings now required shows an increase of 56% (1891....39 / 1901....61); of pupils enrolled, a gain of 136% (1891....8,166 / 1901....21,648); of teachers employed, a gain of 190% (1891....181 / 1901....525); of annual cost of maintenance, an increase of 156% (1891....\$214,209 / 1901....549,015). The value of school property has increased 77.8% (1891....\$ 750,520 / 1901....1,334,472). Applying the unit usually taken, in ascertaining a city's population, that of 5½ times the school enrollment, the permanent residents of Los Angeles in 1901 were 119,064. The private schools are many and of high character.

BOOK LOVERS.

A public library is an indicator of culture, and the use made of good books surely registers the standard of intelligence of a community. In proof that the cream of Anglo-Saxon people live in Los Angeles, and form a majority of the inhabitants, it is shown that the average number of books circulated here for each inhabitant, in 1901, was 5.3, as against 1.61 in Boston; 0.47 in San Francisco. 0.9 for Chicago. And during the past ten years the membership of the library has increased 121% (1891.....9,956)
(1901.....22,013). There were added to the shelves new books making the total number 168% greater now than ten years ago (1891.....25,140)
(1901.....67,254). That great Pittsburgh ironmaster and philanthropist had no hand in this. Books drawn for home use showed the surprising increase of 306% (1891..116,263)
(1901..472,543). It costs the Los Angeles public library only \$.041 a volume to circulate its books, but in Boston it costs \$.127 per volume; San Francisco, \$.133, and Chicago, \$.074. A new public library building is greatly needed in Los Angeles.

PETROLEUM.

Only four years ago Los Angeles probably had the most unpromising future as a manufacturing city of any place in the Union. Coal cost \$7.50 a ton, wood \$7 a cord, and the people, conscious that they had received every other thing that heart could wish, were disposed to be content. Then oil was found within the city limits, and today there are more than 1,000 wells within the city lines, each yielding daily from five to twenty-five barrels of oil. The result is that, at present price of oil, manufacturers can obtain the best—smokeless, ashless, dustless—fuel, at a rate equal to \$1.80 a ton for coal, making the fuel item less than in any other city in the world. Being the emporium of Southern Califor-

nia, Los Angeles is benefited by all oil developments in the twenty-two distinct oil districts of this region, in which there are 2,040 operating wells, and 500 new wells now being drilled. The gold mining industry succeeding the '49 discovery did not equal in intensity the oil development since 1897. It is estimated that the amount of capital already invested in oil properties and means of production exceeds \$200,000,000. Though the production in 1900 was 4,000,000 barrels; in 1901 was 8,742,500 barrels, the yield for the present year is expected to exceed 10,000,000 barrels. The Santa Fe Railroad has demonstrated that oil is a saving to them of 40% in cost of locomotive fuel, and they now consume at the rate of 3,000,000 barrels a year. There already are twelve refineries in the State, and the Standard Oil Co., at an expense of several millions, is building a refining plant to occupy 70 acres of land. Other new refineries are building elsewhere, and as soon as the transportation problem is equitably adjusted, the oil development will exceed even the past record.

MANUFACTURING. In spite of the handicap of expensive fuel ten years ago, there were in Los Angeles in 1890 (Federal Census), 750 manufacturing establishments, employing \$6,811,488 capital—not including the value of rented property used. The manufacturing statistics of the 1900 census are not published at this writing (Jan. 26th, 1902). With all the European nations scrambling for the Asiatic markets for their manufactured products; with the possession, in the vicinity of Los Angeles, of most of the raw materials entering into production, with a bright prospect of including in that number cotton from the recently reclaimed Colorado River delta; with a deep-water harbor now being constructed at

her ocean port, San Pedro, and island stations, belonging to the United States, dotting the route all the way to the Orient, it requires very little optimism to prophesy that those markets—nearer California than to any other country — will control Oriental trade in exactly the proportion to which Los Angeles develops her manufacturing business. Her petroleum will supply fuel to the growing Pacific steamer fleet, as well as to the railroads of the coast and of the whole Southwest. The new isthmian canal will cheapen freight to New York and Europe upon oranges and all fruit and other products of the Los Angeles district--Southern California—and thus stimulate the production of all horticultural and agricultural crops.

MINING. It may sound paradoxical to state that gold mining in Southern California is in its infancy, yet nevertheless this is true. The Northern part of the State has always been the mining section. Within the past few years, notably at Randsburg, on the north rim of the Mojave Desert, mining camps have been established that are already of world-wide fame. Within 100 miles of Los Angeles are new gold mines, yielding ore running from \$25 to \$50 a ton in value and in paying quantities. Los Angeles is the center for much of the Arizona mining business, also for the State of Sonora, Mexico, and for the Southern part of Nevada. The gold, silver and copper production of Southern California last year is estimated at \$12,000,000. Los Angeles is not only the financial center of all this activity, but is also the base of supply for these rapidly growing mining camps. There is not a plant in Los Angeles engaged in the manufacture of mining machinery and oil-well supplies but has doubled its capacity during the last two years. The now famous Chloride and Gold Road camps, near Kingman, Ariz., are Los Angeles enterprises.

IRRIGATION.

Eastern farmers who read their newspapers now understand that irrigation in Los Angeles County and Southern California is not a poor substitute for rain, and that dependence upon rain subjects farming to the law of chance. If manufacturing or merchandizing depended upon similar uncertainties, who would dare to engage in those businesses? And they are learning that the arid land of the Southwest is not sterile, as the name "desert" implies, but that, instead, the scarcity of rainfall has made this soil richer. The only sterile lands are those in the East having rainfall enough to leach out the nitrogen, potash, and phosphoric acid, and that keep the mortgage on the farm in keeping up the supply of manufactured fertilizer. There is plenty of land in Southern California still waiting cultivation, where water can be obtained in sufficient quantities, and where—more nearly than any where else—a maximum yield from a minimum expenditure of labor will reward the man behind the hoe.

ORCHARD and FARM.

There is no place in the United States where so large a volume of high-priced products may be taken from the ground, acre for acre, as in Los Angeles County, which contains the largest body of fertile land of any county in Southern California. It is about the size of Connecticut; has the most thorough system of irrigation and the greatest development of water, of any southern county. Not only does the water for irrigation come from the mountains, but upon its way to the valleys it drives several large electric power plants, and to considerable extent the city of Los Angeles and all its suburban towns are supplied with cheap electric energy from this never-

failing water. There is no complaint because the water labors overtime and does two kinds of work. The Pacific ocean shore of Los Angeles County is eighty miles long, and within the boundaries of the county—by reason of mountain, plain, and valley altitudes—are found every kind of climate included in the meaning of temperate and sub-tropical. And soils as varied as the climate are there, and thus all crops of the North and South are grown. It is not uncommon for an acre of oranges to yield a net profit of \$300 to \$500 a year, and the oranges shipped out of Southern California last year would have made a train of cars 160 miles long. They brought to the growers \$6,500,000. The largest winery in the world is in Los Angeles county. Startling stories of other crops could be given, if useful here—tales of lemons, limes, citrons, pomegranates, grape fruit, figs, guavas, olives, peaches, apricots, pears, plums, prunes, and of English walnuts, almonds, peanuts, alfalfa and beans. Special occupations are, the breeding of ostriches for their plumes, of Belgian hares, fancy and domestic poultry, and bee culture. The honey crop of California, last year, made 220 car loads. In Orange County, adjoining Los Angeles, a peat bed has been drained and from it are now shipped out 1,500 car loads annually of the finest celery ever grown. It is impossible, in this small space, to give even an outline of the plot of the story of the orchards and farms which pay daily tribute to the city of Los Angeles, but which are writing their chapters in brick and mortar within the city walls. The Los Angeles Chamber of Commerce estimates that the total wealth produced from the land in the seven counties of Southern California, last year, exclusive of minerals, approximated \$38,324,000.

BIRTHS AND DEATHS.

rate $\left[\begin{smallmatrix} 1891 \dots 990 \\ 1901 \dots 1606 \end{smallmatrix} \right]$, The death rate last year was 16.06 for each 1,000 inhabitants, but it should be remembered that 18% of all deaths were from pulmonary consumption—mostly of people sent here by Eastern doctors as a *last hope*, which of itself is the very highest testimonial possible to give regarding this city's beneficent and desirable climate. In Massachusetts, consumption represents 29% of the total deaths; in Maine, 27%; in Michigan, 24%, and in New York state, 20%.

HELLO! CENTRAL!

One of the best proofs that the phenomenally rapid increase in population of Los Angeles is of a permanent character is the increase in number of telephones used. Tourists and transient visitors do not subscribe for telephone service. In the past ten years there has been a gain in the number of city subscribers of 1,100% $\left[\begin{smallmatrix} 1891 \dots 1,000 \\ 1901 \dots 12,000 \end{smallmatrix} \right]$ The daily number of messages now averages 125,000, or one complete local switch for every inhabitant—a larger proportionate use than in any other city in America. Today one can telephone to any large town in Nevada, Washington, Oregon or California. Ten years ago, only the chief places in Southern California, not including San Diego, were connected with Los Angeles by long-distance phone.

PUBLICITY.

The best managed Chamber of Commerce of any city of its size in the world is maintained in Los Angeles, in connection with a large, permanent exposition of all the products of Southern California. From this institution are annually distributed tons of descriptive literature, compiled with care and accuracy, and beautifully illustrated.

"FARES, PLEASE!"

Next to the petroleum industry, in intensity of development, has been the construction of urban, suburban and inter-urban electric and steam railroads. Ten years ago there were, in Los Angeles, but 6 miles of electric road, 17 miles of horse-car lines, and 14½ miles of cable road, within the city limits. Today there are 170 miles of most modernly equipped electric trolley road—a gain of 356% $\left(\begin{array}{l} 1891 \dots 37\frac{1}{4} \\ 1901 \dots 170 \end{array} \right)$. The number of cars in use and frequency and efficiency of service have increased proportionately. Better yet, the Huntington-Hellman syndicate (H. E. Huntington, long time vice-president of the Southern Pacific Company, and heir of C. P. Huntington), are at this moment engaged in building 500 miles of inter-urban lines, to connect Los Angeles with nearly every hamlet in Southern California. In the wake of this road-building will follow such industrial, agricultural and horticultural development as never before were seen even in this land of sunshine and quick growth. These lines will carry freight, and will pass through field, orchard, farm and oil lands. Besides the Huntington enterprise, other roads are planned by substantial men. Rapid transit means the annihilation of space. The points already brought into the suburbs of Los Angeles, by rapid transit, include Pasadena, Altadena and Mount Lowe; Santa Monica, Ocean Park, Palms, Sherman and Hollywood; Redondo, Wiseburn, Inglewood, Hyde Park and Gardena; Wilmington, Long Beach, San Pedro, Terminal Island, Downey, Anaheim, Orange, Santa Ana, Alhambra, Whittier and scores of new villa-park hamlets. Ten years ago there were no suburban rapid-transit lines whatever, running out from the city.

Just as the great
NEW TRUNK LINES. Huntington fortune is now devoted to building a gridiron of inter-urban trackage,

reaching out from Los Angeles in every direction so the great fortune and aggressiveness of the copper king, Senator W. A. Clark, is now building a trunk line, 750 miles in length, from Salt Lake, Utah, to and through Los Angeles to her seaport suburb—San Pedro. The standard equipments of the New York Central and the Pennsylvania Railroad are being duplicated—steel bridges, continuous-jointed 75-pound steel rails, rock ballast and stone culverts. No other trunk line through virgin regions was ever so well built. It will cost \$25,000,000, and will open up to Los Angeles a vaster mining country than that now tributary to Denver.

RAILROADS. The 7,108½ miles of the Santa Fe system from Chicago, and the 7,417 miles of the Southern Pacific from New Orleans and San Francisco now pay increasing tribute to Los Angeles. The steam roads centering in Los Angeles operate more than 200 trains daily. The electric and inter-urban roads, handle nearly 500 cars a day. These roads employ about 7,500 men; pay about \$300,000 a month in wages, and new local work now under way, not including Senator Clark's line, will cause an expenditure of about \$5,000,000 in and close to Los Angeles and will continue for five years.

CLIMATE. There is more misinformation in the East regarding the climate of Los Angeles and Southern California than about any other subject mentioned in these pages. People seem to think that if it is warm enough for roses to bloom in January, in Los Angeles, it must be hot enough to broil steak on the paving stones in July! It is hard to make clear the fact that the winter months East are the spring months here; that the snow season is represented by a rainy season, and even then it only rains occasionally, with bright days in between.

The thermometer, in Los Angeles, has only gone below the freezing point six times in the past ten years. It goes above 100° occasionally, in summer, but because of the small percentage of humidity in the air the day is not at all oppressive. The rainfall in Los Angeles averages 17 inches annually. Thunderstorms are rare, and cyclones are unknown. At the beach (Santa Monica) bathing is delightful in January, in water of 61°. At Newport, R. I., it would be 32°. One can spend more days of the year, in comfort, in the open air in Southern California, than anywhere else in the United States. It is safe to say that the possession of this one advantage brought three-fourths of the people now living in this region and draws an increasing host of tourists every winter. There are no sudden extremes of temperature, as in the North. Aged, delicate, luxury-loving, and Nature-loving people are finding this fact out. The number of persons who aspire to own homes in this region increases as these facts become known. It is a modern Arcadia, indeed.

REAL ESTATE. The worst possible thing that could happen in Los Angeles would be a real estate boom. Some investigator has discovered that when a city doubles in population it quadruples in real estate values. This certainly is not true in Los Angeles. Obviously, a great increase in land values did accompany the gains in other directions, but in less proportion. Though the population of Los Angeles has doubled in the last decade, the assessed valuation has increased less than 43%, which means that, at present, no city offers a better field for the conservative investor. Many fortunes will be made, during the next decade, from the appreciation of land values in Los Angeles. Forces heretofore unequalled are today at work creating permanent land values in and near Los Angeles.

COST OF LIVING.

Lincoln said that if he always could know what the plain people wanted he always would know what God wanted—because He had made so many of them! To make this story valuable I must tell what the plain people in Los Angeles pay for the necessities of life. Frame dwellings rent for about \$5 per room a month—that is, a house containing six full-size rooms, on an improved street, with water and gas connections, rents for about \$30 a month. The tenant generally pays for gas used; the owner paying the water rates. Illuminating gas costs \$1 a thousand feet, and is very largely used for cooking. The winter's coal bill, so large an item in the family expenses, East, is almost entirely saved here in this mild climate, as is also the cost of heavy winter clothing. Fresh and canned fruits and vegetables—supplied throughout the winter months, as well as in summer—cost from 20% to 25% less than in the East. Shelf groceries, teas, cereals, fresh eggs, and—strangely—dried fruits cost practically the same as in cities of the Atlantic and middle West. Meats—fresh and cured, and lard, cost from 2 to 3 cents a pound higher in Los Angeles than in the East, and coffee and butter, about 5 cents higher.

IN GENERAL.

Los Angeles is a clean, bright city, sought by thousands of the leisure class because of its irresistible attractiveness. The poll list shows that seven out of every eight voters were born outside of California, and five out of six came here since 1885. Newcomers, therefore, find themselves receiving cordial welcome all around, without familiarity, because all were newly arrived yesterday. Vigor and enterprise are in the eye of everyone you meet upon the street, and a room-for-all spirit animates the business

men. The corner loafer, rowdy, loud sport, and hobo are in the minority.

Social life in Los Angeles is most delightful. The best theatrical attractions visit the town, and the natural beauties of the City of the Angels—climate, mountains, ocean, flora, sky, and ecstasy of living—have attracted hosts of finely organized men and women, devoted to music, painting, literature, and the gentle arts of doing and being—good. The church-life of Los Angeles permeates the home-life of the whole people, and is free from that chilling exclusiveness which characterizes many older Eastern cities. The daily newspapers are ably edited, and in their enterprise are truly metropolitan. The hotels, compelled to cater to people of wealth, are equal to any in the land, in tasteful appointments and capable management.

Looking out from their positions in this distributing centre, the merchants and bankers of Los Angeles do not overlook the fact that not only their own but America's greatest undeveloped commercial opportunities are in the Pacific and the lands beyond. The foreign trade of China is already \$250,000,000. The men who will control America's Oriental trade, a short generation hence, will live in Los Angeles.

And thy great future! O it is to me,
Like some enchanted vision that doth hold
My fancy captive; like some epic told
By bard divinest while we wonderingly
List to the marvels that he doth unfold,
And the air stirs delightfully and thrills
With conscious gladness as each echo fills
Our list'ning fancy's ear.

Oh, it is near, so near.
The wondrous Future of this land of ours,
And empire-shod, and promise-crowned I see,
No shadow darken its grand destiny.

—*Eliza A. Otis*

The writer is prepared to verify any of the statements made in this pamphlet, or to give any other information desired regarding Los Angeles and Southern California.

GEORGE MILROY BAILEY.

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