

**SANTAMONICA WAS
FIRST COAST CITY**

**OLD TIME RESORT NOW IDEAL
HOME PLACE**

WONDER WHARF OF WORLD

City Developed After 1875 by ex-Senator Jones and Col. Baker—The Pleasures of Bathing and Fishing

Santa Monica, the first coast resort that flourished many years ago, still is popular with bathers and those seeking a day's outing on the sands, boating or fishing.

Devotees of the reflective pastime of fishing will find ample opportunity to indulge in their favorite sport all along the crescentic shores of Santa Monica bay.

Piers and Wharf

Beginning at the long wharf of the Southern Pacific railroad that projects a full mile into the ocean just above Santa Monica canyon, there are wharfs and piers extending into the water almost a mile apart down to Playa del Rey, and at wider intervals all the way to Redondo.

Port Los Angeles, as the long wharf is known, was built in 1893, as a commercial entry point for the Southern Pacific railroad. This wharf extends in a sinuous course out into the waters of the Pacific for a mile and is an objective point which ranks as one of the wonders of the Southern California coast.

Each year hundreds of vessels from all parts of the world bring their loads of freight to this huge pier. Ships laden with cement from Hamburg, steel rails from England, coal from Australia and British Columbia, and lumber from the northern coast states, discharge thousands of tons of their burdens upon this colossal structure, whence the products are distributed to all parts of the country.

The pleasure pier at Santa Monica is being rebuilt and extended.

Town of Santa Monica

Santa Monica is above all things a city of beautiful homes.

Conservatism is the watchword of the city and in all phases of its civic life, social, political, educational and even in its diversions and recreations the city adopts the happy medium to guide its way. In sharp contrast to the hustling, bustling, lusty young neighbor, Ocean Park, to the southward, Santa Monica takes life with dignity and moderation.

The city streets are broad, well paved and shaded by the heavy foliage of many varieties of tropical and semi-tropical trees. Rows of magnificent dwellings, ornamental in architecture and substantial in construction, line the thoroughfares. Surrounding the residences are flowering plants and shrubbery arranged in the best effects of modern landscape gardening.

The city hall is a new and handsome structure built in the mission style and cost \$35,000. There is an ornamental Carnegie library building erected at an outlay of \$15,000.

Historical

It was in 1875 that J. P. Jones, later United States senator, and Colonel Baker laid out the first subdivisions of what was to become the home city beautiful. The location of the new town lying along the edge of a bluff seventy-five feet high and extending southward from Santa Monica canyon for a mile, was an ideal one. There was room to expand both southward and eastward.

The ocean glistened in the foreground as it does today, on the west, while to the north and east the mountains bounded the view over flowering meadows and rolling farm and fruit lands.

The start begun by these pioneers was followed up by gradual and certain development until today Santa Monica is a substantial home city of 7300 persons, as shown by the last census. This is a gain of nearly 4000 since 1900.

The board of trustees who govern the city are: T. H. Dudley, president; H. X. Goetz, C. Johnson, W. S. Vawter and J. C. Steele.

There are four substantial financial concerns to offer the best of banking facilities, the Bank of Santa Monica and the Merchants' National bank in Santa Monica proper, and the Ocean Park bank and the Commercial bank, also on Pier avenue, in what is known as Ocean Park, though the thoroughfare lies within the legal boundary of Santa Monica.

**NEW HOTEL AND THEATER
AND CARNEGIE LIBRARY**

The most notable public improvement under way in Long Beach is the \$30,000 convention hall which is being erected on the beach, connecting with the pier. The foundation of the structure has been completed and by October 1, the contractors promise, the structure will be complete. The hall will supply the town with a theater, which it needs badly, a place for large conventions, concerts, dances and gatherings of all kinds.

A still more notable improvement, that is now only in its incipency, is the hotel scheme. Many business men feel that there should be something to attract the very wealthy classes and to this end have formed the Long Beach Hotel & Land association, with a capital of half a million. The directors of the association are J. B. Heartwell, L. M. Parsell, A. M. Goodhue, L. E. Grigsby, H. M. S. Schroeter, C. J. Walker,

E. J. VAWTER



J. B. Bartow, Frank McCutcheon and W. L. Porterfield. They intend to erect a ten-story building containing 500 rooms on the beach at the foot of American avenue.

A new fire department is being installed at a cost of \$30,000. This amount will supply a new engine house, an engine, combination hose and engine wagon and a fire alarm system. The firemen will be part paid and part volunteer.

There are between twenty and thirty new buildings going up in town, including cottages and business blocks. A Carnegie library is to be placed in the city park. The Southern Pacific railroad has promised to erect a new station. The Long Beach Press will within a few weeks occupy a new three-story building on East First street. The Savings bank is planning a four-story building to stand at First and Pine which will cost close to \$100,000 and will house the Savings bank, the National Bank of Long Beach on the first floor while the other stories will be devoted to offices. The newly-organized Bank of Commerce is also building an office building at First and Locust.

**THE REALTY EXCHANGE
INFORMATION BUREAU**

The Realty Exchange and Information bureau, organized to operate at Venice and Ocean Park, giving reliable information as to property, persons and objects of interest, will have offices in the pavilion tower at Venice.

William H. Kiler is president of the company. He was formerly manager and now is secretary of the Realty Trust company of Los Angeles, Charles E. Tilton, the secretary, formerly deputy county assessor of Ocean Park

and Venice, is also secretary of the Venice Amusement company.

The Realty exchange will not sell property. Investors are introduced to the agents of property through the offices of the exchange. The work of the exchange extends also to rents and leases and is not confined to salable property.

The information bureau, in addition to furnishing accurate information as to realty, will also be able to give accurate and complete information regarding Venice as a resort, the program, sale of tickets, residence of any prominent speaker or entertainer, in short all such information as may be of service to the general public.

**HIGHLAND VILLA TRACT
IN BOYLE HEIGHTS**

The Janss Investment company reports nice sales in its Highland Villa tract, despite the fact that summer is here again. A few months ago, when this tract was opened in Boyle Heights there was a scramble for lots, a number of Los Angeles' most prominent business men being among the first week's purchasers. These men bought for investment, on account of the cheap prices asked and their confidence in the property, feeling sure that it would be worth more in a short while. In one week, the first one, \$23,000 worth of property was sold, and now quite a few of these purchasers have erected homes and are saving rent, applying same on the price of their homes. Dr. Janss is at the head of the company, and Gus. W. Maddox is the manager.

Not for Feminine Ears

"What would you think, daddy, if Al-gernon Nocash should suggest becoming your son-in-law?"
"Withdraw from the room, my dear, while I think aloud."—N. Y. Times.

**ORNATE PLEASURE PIER
OFF HOLLISTER AVENUE**

**EXTENDS FAR OUT OVER OCEAN.
FISHING AND BATHING**

Located Between Santa Monica and Ocean Park—Large Amusement Tower and Bath House on the Sea

The Hollister avenue pier, that will be thrown open to the public today, is located half way between Santa Monica and Ocean Park. This notable improvement, a perspective of which is given in this issue of the Herald, will be at once popular with anglers and merry-makers. The pier, when completed, will involve an expenditure of \$100,000, and will become one of the favorite and permanent features of the coast.

The main arcade to the pier, which spans the entrance, is an attractive piece of architecture. It is provided with booths of various characters for the accommodation of the public, such as cigars, candy, barber shop, etc. Over the entrance in this arcade is a restaurant and tea garden, fitted up in home-like style.

The office of the bath house near the entrance is elaborately fitted up. The bath rooms are 130 in number, each having showers and porcelain washstands. Further along the pier is a room 16x80 feet to be used as a billiard and pool hall. The building will have glass sides, affording a fine view of the ocean and protecting patrons from the breeze. Refreshment booths are provided.

Tower and Dance Hall

At the extreme end of the pier a large tower-like structure greets the eye. In the center of this tower is located the band stand which is artistically arranged, and provided with a good sounding board. The White Star Pier and Amusement company has signed a year's contract with Prof. Barnhard Mollenhauser and his orchestra of musicians for three concerts daily at the new Hollister avenue pleasure pier. The morning concert will be from 11 to 12 o'clock, the afternoon concert from 3 to 5 and in the evening from 7:30 to 9 o'clock. This is an orchestra of ten pieces.

For a distance of 100 feet back from the tower will be spread a canvas overhead, so as to afford protection to those who desire to listen to the concerts. Comfortable benches are to be provided.

In the basement of the tower will be sixteen bathtub rooms. Over the band stand will be an observation tower, equipped with field glasses, etc., for the use of patrons. On the top of the tower will be a searchlight. All of the above features are completed. Other features that will be completed during the season are now being planned. Among these is a dance hall 4x230 feet, which will be erected on the pier.

On the south "L" at the center of the pier, will be erected a theater building which will accommodate 300 people. Opposite this, on the north "L" will be a concert hall of the same size. Both of these structures will be opened before the summer season closes. The theater building will be provided with nightly vaudeville shows, and the concert hall will be for special occasions, affording a place for local talent.

One of the features of the pier will be a float anchored at the extreme end of the pier, affording a landing for yachts and rowboats. This will be appreciated by the boat men.

Huntington Beach

Wesley Heights

A Beautiful New Addition Just Placed on Sale

This subdivision is one of the choicest for residence purposes in beautiful Huntington Beach. The property occupies a beautiful elevation, ranging from 50 to 88 feet above the sea level and commands a magnificent panoramic view of the ocean, the town and Santa Catalina. It abounds in beautiful winding drives. Costly modern improvements are being planned for this section and high-class building restrictions will be established. Go down and select a lot today before the choicest are sold.

Lots \$200 Up

1-3 Cash, Balance in 6 and 12 Months

Cement curbs and walks. Water piped to every lot. Ocean avenue 100 feet wide. Many new residences and business blocks in course of construction. New streets being oiled and graded.

Euy Where Land Values Are Going Skyward

Why not own a home where you can fairly STAND and WATCH your property increase in value—where hundreds of thousands of dollars are being expended for public and private improvements, and where the industrial possibilities, resort features, and church, social and educational advantages are attracting the attention of thousands of homeseekers and investors?

How Values Increase at Huntington Beach

A 110-foot lot on Main street Huntington Beach sold last April for \$5600. Six weeks later it was purchased for \$10,000, and only one month after this purchase it was resold for \$16,000.

802 Lots Sold Last Month. Sales Amounted to \$320,000. Methodist Conference in August. G. A. R. Encampment in September.

\$200,000 Water System Being Built, Electric Lighting Plant Will Soon Be Installed. Surf Bathing, Fishing, Boating.

Take Pacific Electric Cars at Sixth and Main

Huntington Beach Co.

332 Byrne Building

HERALD WANT ADS ARE WINNERS

Headquarters FOR Beach Property

Venice	Venice Annex
Short Line Beach	Santa Monica
Ocean Park	Westgate

...See Us Before Buying...

Green & Hoffman

No. 9 Pier Avenue

John A. Anderson Office Next to P. O. San Pedro	John H. F. Peck Office 8 Pine Avenue Long Beach
Peck & Anderson Successors to Geo. H. Peck & Co.	

Real Estate Dealers and Brokers

Business and Residence Lots
Acre Property for Subdivision

Ocean Park's \$200,000.00 Bath House Opens Today

This elegant structure will be formally opened to the public today, July 4th, and is well worth a trip of many miles to see. It is, without doubt, the largest, most complete and best equipped Bath House in the United States. A few of the principal features are:—

The largest hot salt water plunge in the world. Special hot tub baths, both salt and fresh water, with all accessories. Six hundred fine, light, airy dressing rooms with all modern conveniences. Hair dressing and manicuring rooms, sun parlors, social hall. Gallery with seating capacity for 600 people.

The public is cordially invited to visit this immense establishment and judge for themselves of its merits.