



VENICE

THE DELIGHTFUL - BEACH



VENICE FAST BECOMING WORLD'S MOST FAMOUS BEACH RESORT

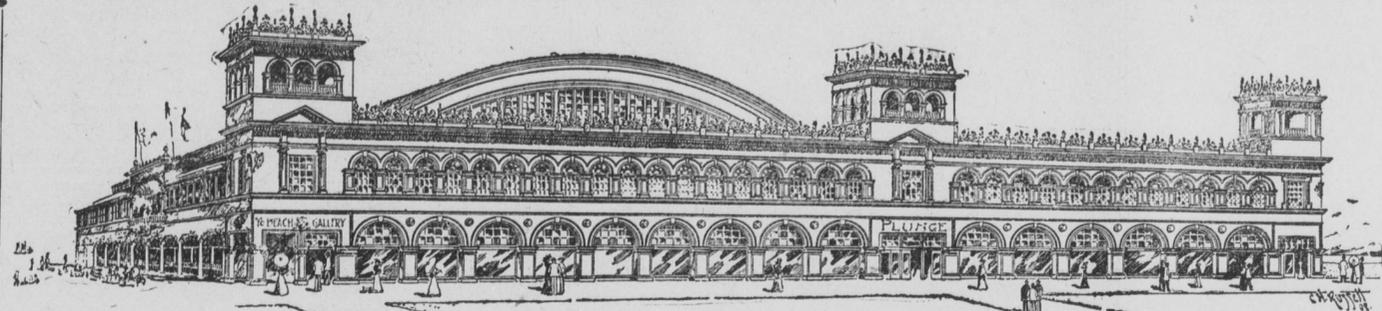
Completion of Subway to Result in Great Boom

Delightful Venice is the nearest beach to Los Angeles, our great southwest metropolis. It is only fourteen miles distant and takes but thirty minutes to make the trip over the short line route of the Los Angeles Pacific company's electric lines. When the proposed subway is completed, the running time to Venice will be reduced to fifteen minutes. This reduction in time will make this beautiful resort the best patronized of any in California for all time to come.

This splendid beach, appropriately called "The Venice of America," is destined to be the new world what its venerable parent across the seas was to the old. Situated, at it is, in the center of the great crescent beach bordering Santa Monica bay, inevitably it will become one of the world's most famous watering places.

This New World Venice is a product of the creative genius of Mr. Abbott Kinney, and, in making Venice an ideal city, no pains or money has been spared. It is substantial as well as beautiful. Windward avenue, the main thoroughfare, with its beautiful buildings, colonnades, arcades and true Venetian architecture, runs from the terraced steps at the edge of the big lake out to the entrance of the pier.

CANALS - BIG FEATURE
Above all the distinctive attractions of Venice it is probable that the canal system should rank foremost. In this pleasurable conception the quaint and picturesque vista familiar to visitors to the Adriatic may be enjoyed in duplicate, with the placid waters flowing their winding course through flower-bordered banks, glistening under a cloudless California sky for an approximate distance of four miles. On these canals the pleasure seeker is seen riding in Venetian gondolas which ply their graceful path at the bidding of swarthy gondoliers. Those who prefer other means of conveyance may utilize the numerous launches, row-



GREAT VENICE BATH HOUSE, KING OF BATHING PAVILIONS—This beautiful bathing pavilion is the largest and best equipped on the Pacific coast. It contains more than 1500 dressing rooms, which are steam heated during the winter season, which makes bathing at this popular resort a luxury the year round. For handling large crowds the management has provided a stock of nearly 10,000 bathing suits.

The Venice Bath House, which is built of concrete blocks, is 239 feet long by 169 feet wide. The mammoth warm plunge is 100 by 150 on the surface. The tank ranges from 3 1/2 to 12 feet in depth. It holds 600,000 gallons of water and is emptied and refilled daily. During the bathing hours the water is continually circulating through a beautiful fountain. In addition to the plunge the bathers have the Ocean Surf, which rolls up on the beach just outside the bath house.

boats and canoes which are always in readiness for the purpose at the boat-house on the big lake.

The canals are spanned by twelve arch bridges made of cement and their banks are lined with thousands of shrubs, trees and beds of flowers, making the district beautiful.

VENICE VILLA CITY
Maximum comfort at minimum cost, is the motto adopted by the management of the Venice Villa city at all times and it is safe to predict that the present season will eclipse all previous periods in the history of Venice, in the popularity of these picturesque dwellings by the sea.

Nowhere else on the Pacific coast can one find such ideal conditions for the making of temporary or permanent homes as those afforded in the Villa City with its flower-bordered walks adjacent to the sinuous canal system, the shaded grounds about each cozy villa and every convenience ready to hand for the pleasure and comfort of occupants.

All told there are close to 300 miniature dwellings composing the Venice Villa city which occupies a space of 285 feet by 1800 feet in the most select

residence neighborhood of the Venice district. Each villa is completely equipped with the newest and most servicable devices for the comfort and convenience of careful housekeepers.

Some of the homes are of canvas with malthoid roofing; others are constructed of wood; still others present the artistic charm of Japanese bungalows with interior fittings of bamboo furniture, Oriental screens and other bric-a-brac of the Far East. All are ready for occupancy at a moment's notice.

An abundant supply of fresh, pure water for household use is a feature upon which the villa city management justly prides itself, while the hygienic conditions are no less perfect with a thoroughly modern, scientific drainage system extending throughout the territory occupied by the seaside homes.

Music lovers find a daily delight in listening to the concerts by the famous Venice of America band which is one of the most pleasing features at delightful Venice.

SPLENDID ATTRACTIONS
The Great Scenic Railway is one of the greatest attractions that has been built anywhere in the southwest. Ever since it was opened to the public it

has been operating to its fullest capacity. Hundreds of people make the trip several times before leaving the cars.

The popular "Ship Cafe" invites attention and excites admiration. It is one of the most unique cafes in the world, built after the design of the old Spanish vessels of the seventeenth century. It deserves a visit from every lover of the quaint.

The magnificent Auditorium, located on the pier, which was built in twenty-eight days, seats 3700 people and has a pipe organ which cost \$20,000. The entire building is a work of art. Miss Ellen Beach Yaw will give a grand musical in this Auditorium on July 14, next.

Venice has a picnic ground with a seating capacity of 2500 persons. It is new this year. It is located on the sand near the ocean and is protected from the sun by a large canvas cover. A barbecue pit has been placed at the disposal of picnic parties.

The beautiful dancing pavilion is one of the amusement centers of the beach. It is the largest dancing pavilion in the world and the management prides itself on the floor and music. The Ocean front promenade is the

finest in the world. Built of cement, electric lighted, and extending along the beach for a distance of two miles with the surf at high tide almost touching the outer edge, it surpasses the much talked of walk at Atlantic City on the eastern coast.

Venice, in building to attract the pleasure seeker, did not overlook a most important asset in city life, a good public school.

It is one of the features that this great resort boasts about, and is the pride of its residents.

Venice boasts of its tonic climate, which does not vary over ten degrees throughout the year, thus enabling it to be "A Winter and Summer Resort." All the attractions are kept open the entire year. At night Venice has the appearance of a blaze of fire, being illuminated by more than 60,000 electric lights.

INDORSE SAN FRANCISCO
SANTA MONICA, June 25.—The Santa Monica Bay chamber of commerce has indorsed San Francisco as the logical place to hold an exposition commemorating the completion of the Panama canal in 1915.

FINED \$25 FOR BEATING A DEPUTY CONSTABLE

SANTA MONICA, June 25.—Charles Hardy of Los Angeles paid a fine of \$25 in Judge Carrillo's court today when he pleaded guilty to beating Ira Stubbs, a deputy constable of Los Angeles, last night. Stubbs came here to serve a subpoena upon Mrs. Bernice Cumbach, who is wanted as a witness in a case soon to come up in superior court. He found her at a house in Ashland avenue in company with Hardy, who is a waiter at a local cafe. He waited on the outside, expecting to serve the paper when she came out, but instead of this, he says he was attacked by Hardy and a companion, said to be a Los Angeles newspaper man.

CHILDREN GET PLAYGROUNDS

PASADENA, June 26.—The grounds of the Columbia school have been opened to the public for use as a children's playground during the summer months. They will be open every day except Sunday from 1 to 5 o'clock and will be in charge of Miss Williams. If the experiment proves successful other schools grounds of the city will be opened to the public.

Venice Band Program

VENICE, June 25.—The program to be played by the Venice band tomorrow afternoon is as follows:

- March, Tannhauser Wagner
- Overture, The Force of Destiny Verdi
- Quartet, L'Elisir d'Amore Donizetti
- Selection, I Pescatori di Perle (new) Bizet
- March, Coronation, from Le Prophete Meyerbeer
- Overture, Maritana Wallace
- Waltz, Blue Danube Strauss
- Selection, La Traviata Verdi

July 4th VENICE July 4th

Follow the Crowds to Venice on July Fourth

Great Spectacular Naval Battle

On the Ocean, Off the Venice Breakwater, at 3 P. M.

Twenty Battleships
Destructive Torpedoes

Explosion of Submarine Mines
Burning Ships

COMPLETE RETURNS OF THE JEFFRIES-JOHNSON FIGHT WILL BE GIVEN IN THE VENICE AUDITORIUM ON THE AFTERNOON OF JULY 4. THE RETURNS WILL BE ILLUSTRATED BY TWO WELL-KNOWN LOCAL BOXERS.

Famous Band Concerts
The Venice of America Band plays special concert programs every afternoon and evening on St. Mark's Plaza at Venice.
Great Scenic Railway
The new Scenic Railway at Venice is the sensation of the southwest; 30,000 people take the ride every week. Try it!

Venice Villa City
You can spend your vacation in the Venice Villas at small cost. VENICE VILLAS accommodate from 2 to 4 people and are completely furnished for housekeeping, including light, water and house laundry.
Rates by the Month \$15 to \$35
Special rates by day or week. Apply "Villa Office," Venice.

New —Ward McFadden is serving a Special Fish Dinner at the Venice Auditorium on Sundays and Holidays from 12 o'clock noon to 8 P. M. Price 50c

Venice Has more high-class Attractions and Amusements than all the other Beach Resorts combined

Take Los Angeles-Pacific Cars at Hill Street Station or on Hill Street and 16th Street

SPEND YOUR VACATION AT VENICE