

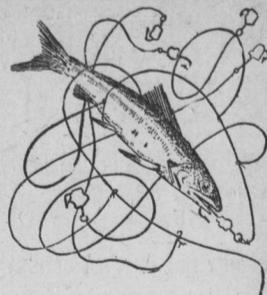


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SUN PARLOR



Long Beach, Queen of the Beaches

BY W. L. CAMP
Secretary Chamber of Commerce

A fellow could write on and on about this most attractive little city of 23,000, Long Beach, the "Queen of the Beaches"—Long Beach, that is bound to be one of the very important commercial cities of the Pacific coast, and then some.

Long Beach looks mighty good to everyone who is fortunate enough to see it. You, Mr. Man, if you are not familiar with this city, that had a population of only 2250 in 1900, and this city that has a population of 23,000 today, you should become so. We believe even though you are from Missouri (got to be shown), we are perfectly safe in making this suggestion.

Long Beach, "Queen of the Beaches," is located on the Pacific ocean, twenty miles south of Los Angeles. Built on a level plateau, at a commanding elevation, it affords a wide outlook seaward to Catalina Island and landward over the fertile, rolling plains to the foothills of the snow-capped Sierra Madres.

In few cities do the combined possibilities of commerce and residence obtain as in Long Beach. A very large area possesses the topographical, scenic and climatic characteristics that foster a residential district of the higher class. Entirely distinct from this, and yet most conveniently situated, is another great area having the natural conformation inevitably associated with commerce and industry.

The climate of Southern California possesses a world-wide reputation, and that of Long Beach is typical of the best. Even among the coast cities it enjoys conspicuous advantages.

At the foot of the bluff and extending for ten miles lies a beach unequalled on the entire Pacific coast. Almost as hard and smooth as an asphalt pavement, so broad that over it at low tide ten automobiles may be driven abreast. It forms a natural boulevard, reminding one of the far-famed "Ormond-by-the-Sea."

It is stated in the second paragraph of this humble little article that from a village of 2250 in 1900 it has grown and grown until we now have a population of 23,000—a very conservative estimate. The same growth and improvement is very much in evidence when one sees the splendid, substantial business blocks and homes of today as compared with the one-story frame business buildings and houses of ten years ago. Only two small hotels then; eight strong banks now with a total of \$4,600,000 (in round figures) on deposit. Bumpy, dirty, dark streets then; eighteen miles of asphalt (several more to be laid) clean and well lighted now. Just a handful of one-horse stores then; a great many well-conducted and stocked mercantile houses today. One or two small hotels and boarding houses then; several good hotels (chief among which is the magnificent Hotel Virginia, constructed and furnished at a cost of \$1,250,000, and many up-to-date apartment houses now. Not a single public park then; three attractive public parks now, containing 16.88 acres; splendid churches, public school buildings, public library, the principal fraternal orders, modern fire department, septic sewer system, no saloons, an abundance of good soft water supplied by artesian wells, auditorium costing \$350,000 with a seating capacity of 6000, double-decked pleasure pier costing \$100,000, extending 1800 feet out into the ocean; \$100,000 bath-house, and on a slip 600 feet in length. The water here at low tide is twenty-one feet, and whenever the needs of the harbor may demand it will be deepened to thirty feet. When ready for business it will mean that Long Beach is the first and only city on the coast to offer an open port to the commerce of the world, free from the annoying and excessive tolls that are levied in the shipyards.

The great Craig shipbuilding plant is located on the harbor and is in operation. One is impressed with the number of men employed and with the activity in the shipyards.

It is great to see and hear the tremendous noise of the foundry and machine shops, other great machines having a tremendous work; the electric cranes carrying huge iron plates and other massive pieces, and the many high powered riveting machines which are busy in the work of putting together the big steel steamships that are being constructed—vessels that will have a capacity of carrying 1,500, 000 feet of lumber as well as passengers up and down the coast.

The Long Beach salt works is located on the harbor and is a very interesting industry, too. Their output last year was 26,400,000 pounds of refined salt. Twenty-five men are employed night and day by this company.

The American gas engine has been located on the harbor and will soon be in operation.

In closing May I mention the fact that the great Southern California Edison company recently secured a site on the Long Beach harbor. This means much to Long Beach, and as a matter of fact to all this part of Southern California, for

they are to construct a series of so-called units that will eventually develop 200,000 horsepower electrical current. The first unit, which will develop 18,000 to 20,000 horsepower, is in the course of construction (driving test wells and filling for the foundation), and the company expects to complete same within the next ten months. At that time \$2,000,000 will have been expended in the construction and equipment of the first unit of the wonderful steam-electric power plant.

The bonds have been voted, the site has been selected and the plans and specifications are now being drawn for our great \$250,000 polytechnic high school. It will soon be in the course of construction, and in September, 1911, one of the finest schools in the west will have been completed, ready to receive our, and perhaps some of your, young people. Why not look into this matter? Become informed. You better had.

For further information address secretary Long Beach chamber of commerce.

Preparing for the Battle of Life at Heald's College



A Class in Shorthand

WHAT'S the use of going to school in Los Angeles or any other place remote from sea breezes while Heald's Business College, admittedly one of the best in Southern California, is turning out young men and women equipped to battle with the world, at Long Beach? Although the college today has not the enrollment of one hundred or more pupils, which it boasts in the winter, Superintendent Nielsen declares that large classes will be at work in every department during the summer months and that a record-breaking season is looked for in the fall. Heald's Business College, without question, is one of the beach city's most valuable assets. Pupils have come from every state in the Union to attend and many families are now living at the Queen of the Beaches owing to the educational advantages offered. The institution, of which E. P. Heald is president, was founded in 1902 under the name of the Long Beach Business College. At the beginning of the second year it was necessary to double the capacity of the college and in 1907 the school came under the control of Heald's Associated Colleges of San Francisco. V. E. Nielsen is principal and instructor in commercial law, arithmetic, bookkeeping and penmanship of the college, whose class rooms and facilities are up to date in every respect. The shorthand room will accommodate sixty students, while nearly as many can be taken care of in every other department. From the windows may be seen the big auditorium, the wide expanse of beach and the Pike with its ever-varying kaleidoscope of humanity. Both commercial and shorthand courses, in addition to a thorough course in music, are taught at the school. In addition to Principal Nielsen the faculty is composed of Mary E. Baird, teacher of shorthand, typewriting and English; Nettie L. Ward, instructor in commercial subjects; Mrs. Ellen D. Taylor, teacher of English and typewriting; Theodore Ladico, instructor of Spanish, and Louis G. Kading, teacher of German.

Hotel Riviera Proving Most Popular Hostelry

Smiles and Sea Breezes Combine with New Management for a Successful Summer

You'll have to hurry if you want to stop at the Hotel Riviera, Long Beach, during the summer months. New management and improvements of every kind are the factors which today make the Riviera rank as high as any family hotel at the Queen of the Beaches.

And perhaps the charming personality of Mrs. Virginia Shannon, proprietor, has as much as anything to do with the large number of reservations which already have been booked. More are coming in every day and by the first of July it is believed that nearly every room will be occupied. The Riviera is delightfully situated, located as it is on the corner of Second and Chestnut streets, and commands a view of both park and ocean.

The dining room, which has been remodeled, is now run on both American and European plans. Prominent among those who recently have been guests of the Riviera are Mrs. N. E. Brown, wife of the president of Mexican railroads, and Mrs. J. A. Henry, wife of the secretary of railroads in our sister republic.

Among those who are now registered are Mr. and Mrs. E. Mack and wife of Tucson, Mr. and Mrs. Charles Yates, Mr. and Mrs. William Menke of Philadelphia, Mrs. J. M. Wilson of Mexico City, Miss Mina Tregallas of Goldfield and G. C. Savory and wife of Los Angeles.

City Transfer Van & Storage Company

DAILY TRIPS TO LOS ANGELES WITH AUTO TRUCK. CALL US IF YOU HAVE A TRUNK OR A CARLOAD.
134 WEST SECOND ST., LONG BEACH, CAL.
Phones—Home 771; Sunset 3032; Night—Home 49; Home 1118.

Hotel Julian 45 Cedar Avenue Long Beach

MRS. M. MULDOON, PROP.
Delightfully situated one block from the ocean, facing Pacific park. Large rooms, large verandas. Both furnace and steam heat. We aim to make the dining room attractive and strive to maintain our reputation for serving excellent meals.
SPECIAL RATES BY WEEK OR MONTH.

Why Not Run a Paying Cafeteria in Long Beach?
This Is a Snap—Investigate
John H. Betts & Co.
141 East Ocean Avenue

Acreage At Long Beach, Cheap
COOL BREEZES, GRAND VIEW, CAR SERVICE, GAS, WATER, ETC.
Irving Miller & Co.
125 West Ocean Avenue.

WHY NOT BUY
The Best Paying Printing Office
in a thriving beach town. Will pay 12% on money invested. Also would sell interest. Address
S. E. Kennedy
223 East Second St. Long Beach, Cal.

For Sale Ocean Front Lot
Best paying printing office in thriving beach town; fine location. Address S. E. KENNEDY, 223 E. 2nd St., Long Beach, Cal.
Frank T. Howell
139 East First street.

Visit Portuguese Bend
on the steamer Camiguin, A. A. Mason, Capt., and take a free ride over the Marine Gardens in new glass bottom boat. Gather shells and mosses and see the caves. Fresh Fish Dinner 25c. Boat leaves Long Beach Pier 9:30 a. m., returning 5:30 p. m., Monday, Tuesday, Thursday and Friday. Round trip 50c. Tickets at booth No. 1, end of pier. Phones, M. 1316, Home 1322.

FOR SALE Barber Shop
147 American Ave.
Three chairs, modern; good business. Must make good on account of health. Call on or address
147 AMERICAN AVENUE Long Beach, Cal.

\$1.25 PER ACRE
We can place you on 640 acres of state land for \$1.25 per acre, close to railroad; good land. See us at once for the above. We have several fine buys in vacant and improved properties here.
WISEMAN & O'REILLY,
115 West Ocean avenue.

RENT A Summer Cottage
At Long Beach from
L. B. PALMER
133 East Ocean avenue.

DO YOU WANT TO Exchange Los Angeles for Long Beach
property? If so, see Long Beach and Los Angeles Realty Co., 139 East Ocean avenue, Long Beach. W. S. Edwards, Mgr. Home 9481.

CLOSE TO HARBOR AND OIL PROSPECTS
Five Acres Good Land
\$2600
Boston Realty Co., sole agents. Act quickly.
4 Pine Ave., Long Beach, Cal.

BREEZY BRIEFS

Reno won't have much of anything on Long Beach on the Fourth when it comes to fireworks and something doing every minute.

Have you taken a ride on Captain Bisbee's spiral yet? Bisbee declares that he has the only thing of the kind in the world, and for real class has got it on all the figure eights, mazes and other money getters which were ever cramped into Coney Island.

Miss Anne M. Moroney of San Francisco, Mr. and Mrs. Frank H. Harrison of Pasadena, Miss Elsie Jaquines of Riverside and a host of others are registered at the Hotel Julian.

Irving Miller & Co., the Long Beach rental agents, are predicting a genuine boom in building during the next few months and state their business has increased 300 per cent over that of last season. They believe that 50 per cent of those to whom they have rented houses will become permanent residents.

Charlie Crandall is still slinging tamales at "The Pup."

Bang! Fireworks have already started at Long Beach. Come on, small boy.

E. L. Covert reports the sale of several choice lots in the Chadburn block, between Lime and Olive and Fifth and Sixth. The first house, a modern \$3500 residence, is now being built by Mrs. Sweeney. It is believed that little difficulty will be met with in disposing of the lots in this newly opened and attractive block.

W. S. Edwards smiles every time he gets his head far enough above his desk to glance at his new quarters on Ocean avenue, where he recently moved from East Second street. "Business is good," declares Edwards.

If the Fourth of July fireworks depended on the efforts of Secretary Camp of the chamber of commerce, Long Beach will be one blaze of pyrotechnics on the evening of the Fourth.

Contractor Charles T. McGrew will build a handsome home for himself and family on a site which he bought last night from J. V. Barrow, through the agency of Wiseman & O'Reilly, at West Ocean avenue. The site extends from Fourth street through 15th street, between Junipero and Temple avenues, and measures 129 feet on Fourth by 270 feet deep. The price paid was \$5500.

The same firm also sold yesterday to Ernest Haynes a lot on East Second street, near Bixby park, being lot 6, block 69, for \$2000. Other sales by the same company were: A lot on Catalina, near Bishop, to C. J. Curtis, for \$2500, and a lot and house at Alhambra to J. V. Barrow.

YOUNG SOCIETY COUPLE OF LONG BEACH SEPARATE

Husband Repudiates Any Future Debts of His Wife

LONG BEACH, June 25.—Much surprise was caused here today by the publication of a notice signed by George E. Campbell, stating he would not be responsible for debts contracted or incurred by his wife, Janet Campbell. Mrs. Campbell formerly was Miss Janet Hawk, and the wedding, which occurred a little more than a year ago, was a social event, as both bride and groom were prominent members of the younger smart set.

The father of the groom, W. L. Campbell, formerly was a member of the board of city trustees and is a man of considerable wealth. Mrs. Campbell's father is proprietor of the Gem palace, a store dealing in precious stones. Friends of the young couple expect a divorce to be applied for. They say the two separated several months ago, but were reconciled.

City National's Record Marks Epoch in Banking of Greater Long Beach

PROMINENT among the banks of Long Beach, and the one which has, perhaps, made the most rapid progress and advancement, is the City National, located at Second street and American avenue.

A glance at the personnel of this institution will reveal to anyone at all familiar with Long Beach and its prominent citizens, the secret of the bank's prosperity.

"No, sir," declared B. F. Tucker, cashier of the City National, as he looked through the bars of the cashier's window. "We don't believe in spending very much money for advertising. Straightforward, conservative business methods have increased our business more than anything else. But don't misunderstand me. The Herald has done great things for Long Beach, and when I say Long Beach I mean the banks as well. Publicity means life."

W. J. Cox, president, echoed the sentiments of Mr. Tucker. Figures, however, show more conclusively than anything else the growth of the bank. Founded, as it was, in September, 1907, with deposits amounting to but \$18,297 and resources of \$75,236, the bank today has \$312,000 on deposit while the resources today amount to \$225,000. In plain English, the bank is able to boast resources amounting to more than half a million in two years. The bank today is regarded by Long Beach business men as having achieved a growth whose record will stand for years. Phenomenal as it has been it has not been the growth of the city which has placed the bank on its present basis as much as the officers and their methods of doing business.

Ask David Hughes, vice president, or Naomi C. Tompkins, assistant cashier, how the bank made a record which stands in a division of its own. They know.

The Pacific Electric line connecting Long Beach, Wilmington and San Pedro was put in operation this morning with hourly service each way.

WILL HOLD DEDICATORY SERVICES AT LONG BEACH

LONG BEACH, June 25.—Dedicatory services will be held tomorrow at the First Baptist church, at Fourth street and Locust avenue. The Rev. J. Lewis Smith, the pastor, will preach on the subject, "Monumental Forces and Facts in the Church of God" in the forenoon. At 3 o'clock in the afternoon Dr. J. W. Brougher of the Temple Baptist church, Los Angeles, will deliver an address and the pastor will offer the prayer of dedication. At night Dr. Smith will preach his last sermon as pastor of the church and will baptize several candidates.

Chadburn Block Lots

are selling rapidly. Only 5 blocks from the ocean in beautiful, progressive Long Beach. Low Prices—Terms.
See E. L. COVERT & CO., 406 American avenue, Long Beach. Home 71, Sunset 1726

LONG BEACH SANITARIUM

Battle Creek Sanitarium Methods
SPECIAL SUMMER RATES
\$12.50 per week upwards. Finest and Best Equipped Institution West of Battle Creek. Every Luxury and Comfort. Descriptive Booklet Free.
W. RAY SIMPSON, Manager. Long Beach, Cal.

I WILL SELL FOR A SHORT TIME 640 ACRES IN THE

Alta Irrigation District

IN FRESNO COUNTY.
For \$100 Per Acre

1/4 down, balance 1, 2, 3 and 4 years, and will plant same to EUCALYPTUS TREES and will cultivate and take care of same for four years.
W. M. Tolle
NATIONAL BROKERAGE AND REALTY COMPANY.
Room 639 First National Bank Building, Long Beach, Cal.