

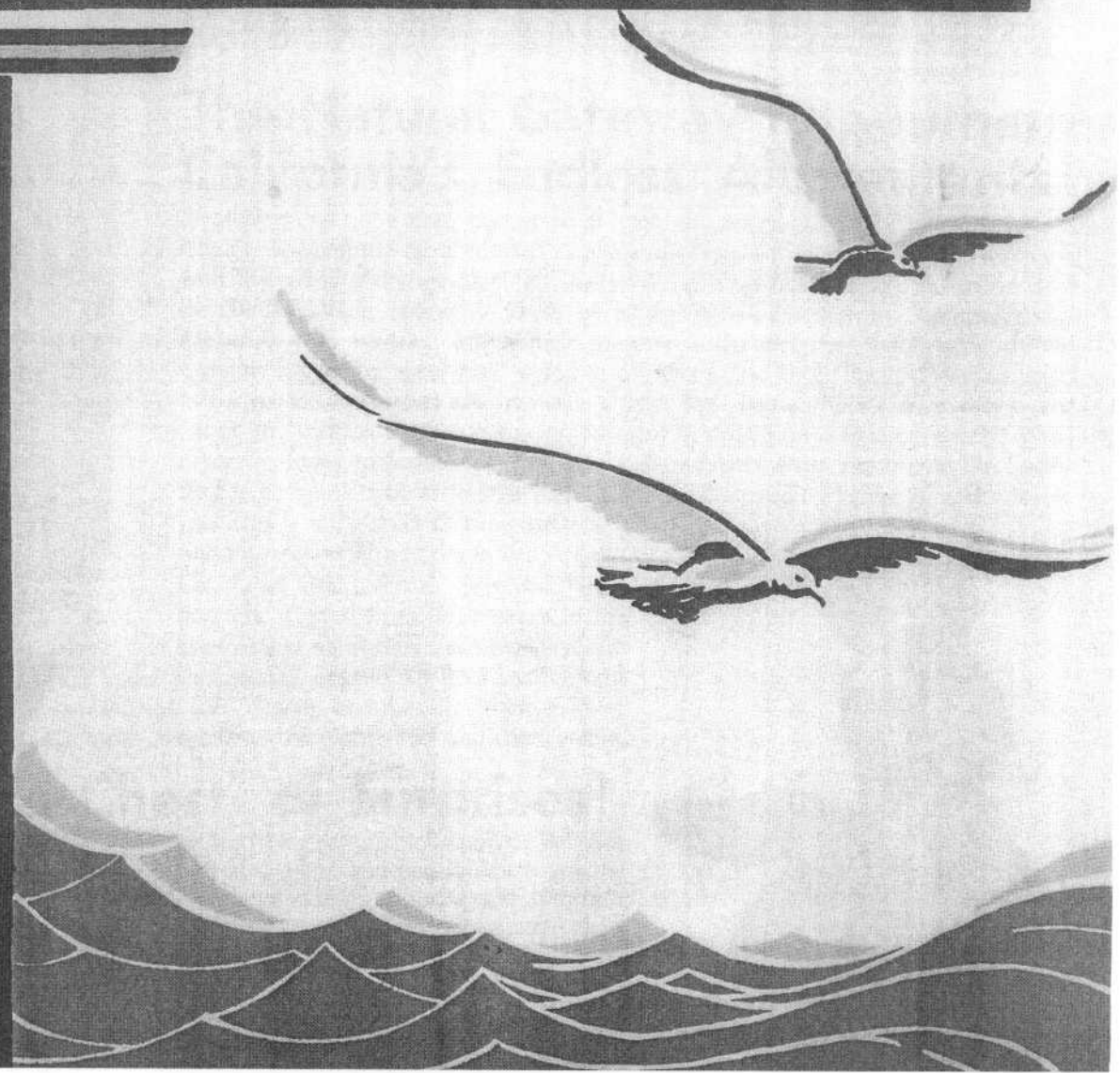
1932 SOUVENIR OF

LONG BEACH

CALIFORNIA



YEAR ROUND
CONVENTION
and RESORT
METROPOLIS
of the
PACIFIC COAST



◀ TRULY A BALANCED CITY!

No phrase better describes Long Beach, California. A metropolis of 142,032 population (U. S. Census

figures), it occupies an enviable position in the commercial, industrial, maritime, financial, civic, recreational, social and cultural development of the great Southland Empire. Many, indeed, are the substantiating facts and figures which might be presented, but this pictorial booklet tells its own convincing story. Emerging from a period of world-wide readjustment, Long Beach faces the future with confidence and surety in her growth and welfare. Long Beach has met, is meeting and will continue to meet her every need. Individually and collectively her citizens possess a true civic consciousness—a faith in themselves and their city—a faith founded on the knowledge that Long Beach basically is one of the best-balanced cities in America!



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The Natural Gateway to Southern California's Endless Allurements!

Stretching out in a vast panorama of glorious charm—just 22 miles from Los Angeles—along the terraced bluff of a beautiful bay with a calm Southern exposure, with the spires of its metropolitan skyline rising majestically along the shores of a matchless bathing strand, a forest of oil derricks encircling the horizon, snow-capped mountain peaks casting their shadows in the distance, the "magic isle" of Catalina beckoning a constant welcome off shore, the U. S. Battle Fleet anchored in the harbor, Hollywood and its movie studios less than an hour's drive away—and all of this bathed in the aroma of adjacent orange groves—Long Beach is the natural gateway to Southern California's endless allurements. No trip to the Southland is complete with at least a visit to this famous resort-metropolis, and whether your stay is to be short or extended, you'll find this second largest city in Los Angeles County an ideal place to make your headquarters. Cooled by ocean breezes in the summer and warmed by a semi-tropical sun

in the winter, Long Beach is a year 'round playground, noted for its ideal and uniform climate. The average summer temperature is 65 degrees and the winter temperature 55 degrees. The days are always warm and balmy, the nights cool and comfortable.

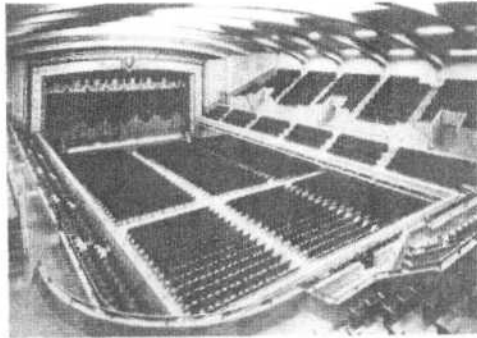
A "Treasure Chest" of Surprises!

There's an old Chinese adage that "one picture is worth ten thousand words." But even pictures are inadequate to describe fully the charm and beauty which are the heritage of Long Beach. It is a veritable "treasure chest" of thrills and surprises. The illustrations in this booklet—of necessity small and limited—give you only a glimpse of the true picture of Long Beach. Here's the key to the city. Come and see for yourself, first hand. Then, you'll understand why "today's visitor is tomorrow's resident." The entire population joins in this invitation. You'll find a true spirit of hospitality—an intangible asset, but a tremendous factor in the growth of the city—which, at all times and places, spells W-E-L-C-O-M-E in capital letters!

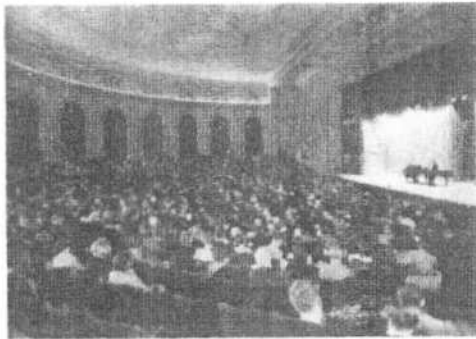


◀ \$3,000,000 AUDITORIUM

In a setting not duplicated any other place in the world, Long Beach's \$3,000,000 Municipal Auditorium project—with its 8-acre marine park, 32-acre still-water lagoon, and 3800-foot "Rainbow" pleasure pier, open to both pedestrian and automobile traffic—is one of the show places of Southern California. Fanned continuously by cool ocean breezes, situated a block from the business district, and immediately adjoining the famous \$10,000,000 Long Beach amusement zone, the mammoth convention hall mirrors its majestic splendor above the ceaseless roll of white-foamed breakers. The site of the Auditorium is truly "rainbow's end come true!"—a tropical garden spot right in the heart of the city. Equipped thruout with the very latest facilities, the edifice is the equivalent of a nine-story building and is capable of accommodating every type of attraction. Extending around the entire building, on the third floor level, is an 18-foot promenade, offering a commanding and inspirational view of the entire city, adjacent beach and harbor. Use of the Auditorium is granted FREE to all conventions. Thirty-six conclaves, with a total attendance of 50,000, were scheduled to meet in Long Beach during 1932.



CONVENTION HALL, 4875 CAPACITY



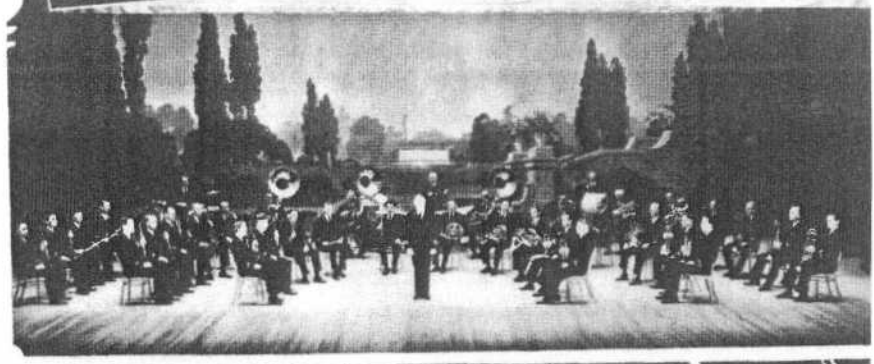
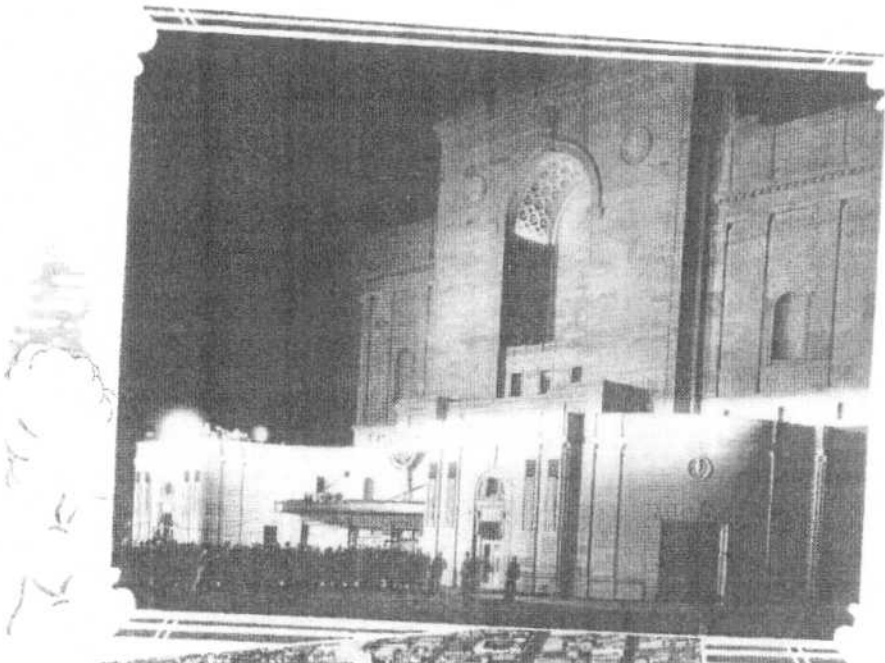
CONCERT HALL, 1417 CAPACITY



EXHIBIT HALL, 27,000 SQUARE FEET



Carrying the name and fame of the city all over the United States, Long Beach's famous \$100,000 Municipal Band, under the direction of Herbert L. Clarke, world's premier cornet soloist, plays two free concerts twice daily thruout the year.



The fifth city in size in California, and the 57th city in the United States, Long Beach is the center of an officially defined trading area of 300,000 population, comprising 54 towns located within a radius of 10 miles. The land area of the entire city is 29.65 square miles, while the principal business district embraces 30 square blocks. One glimpse at the photos below certainly should dissipate any misconception of Long Beach as a mere seaside resort. It is a metropolitan city in every sense of the word. It has 2115 retail stores thruout the city, 18 banking houses and 21 theatres, while dozens of modern skyscrapers dot its metropolitan skyline. Its mercantile establishments range from the largest department stores to the most exclusive specialty shops, and bring to Long Beach the very latest style creations from the fashion marts of the world. The assessed valuation of the city is \$235,946,437. Bank deposits totalled \$45,594,502 and bank clearings \$272,436,182 in 1931, while Postal receipts for the same period were \$656,940.38. According to statistics compiled by "Sales Management," the spendable money income of Long Beach proper in 1930 was \$191,885,232, and in the entire trading area \$405,300,000.

BUSINESS DISTRICT ▶



BUFFUMS' DEPARTMENT STORE
(Pine Avenue, Looking South)



WISE COMPANY DEPARTMENT STORE



HUGH A. MARTI DEPARTMENT STORE



JERGIN'S TRUST OFFICE BUILDING
(Home of Municipal and County Courts)



Business District from the air

Farmers & Merchants Bank Building

Ocean Center Office Building

Pacific-Southwest Building

Security-First National Bank Building



◀ PARKS and PLAYGROUNDS

In addition to its far-famed bathing strand and its unexcelled yachting and boating

facilities at Alamitos Bay, Long Beach offers a variety of recreational advantages equalled by few, if any, other cities of similar size in the United States. It has a total of 18 public parks, covering 619.11 acres, capable of accommodating 300,000 persons and including two municipal golf courses, bowling greens, roque and tennis courts, horseshoe pitching facilities and innumerable municipal playgrounds. Long Beach's park system has a land value of \$3,000,000, with another \$1,000,000 invested in improvements. Recreational activities in Long Beach are supported by a five-cent tax levy and conducted by a municipal recreation commission, the scope of its operation ranging all the way from the sponsorship of a civic chorus of 150 voices to the supervision of a year 'round program of diversified athletic events. Approximately \$100,000 is spent each year on supervised play. Long Beach parks are annually the scene of more than 1000 City, County and State reunions, the famous Iowa Picnic drawing an annual throng of approximately 50,000 visitors in one day.



PICNICING AT BIXBY PARK



HORSESHOE COURTS AT LINCOLN PARK



BANDSTAND AT RECREATION PARK



Roque Courts at Lincoln Park

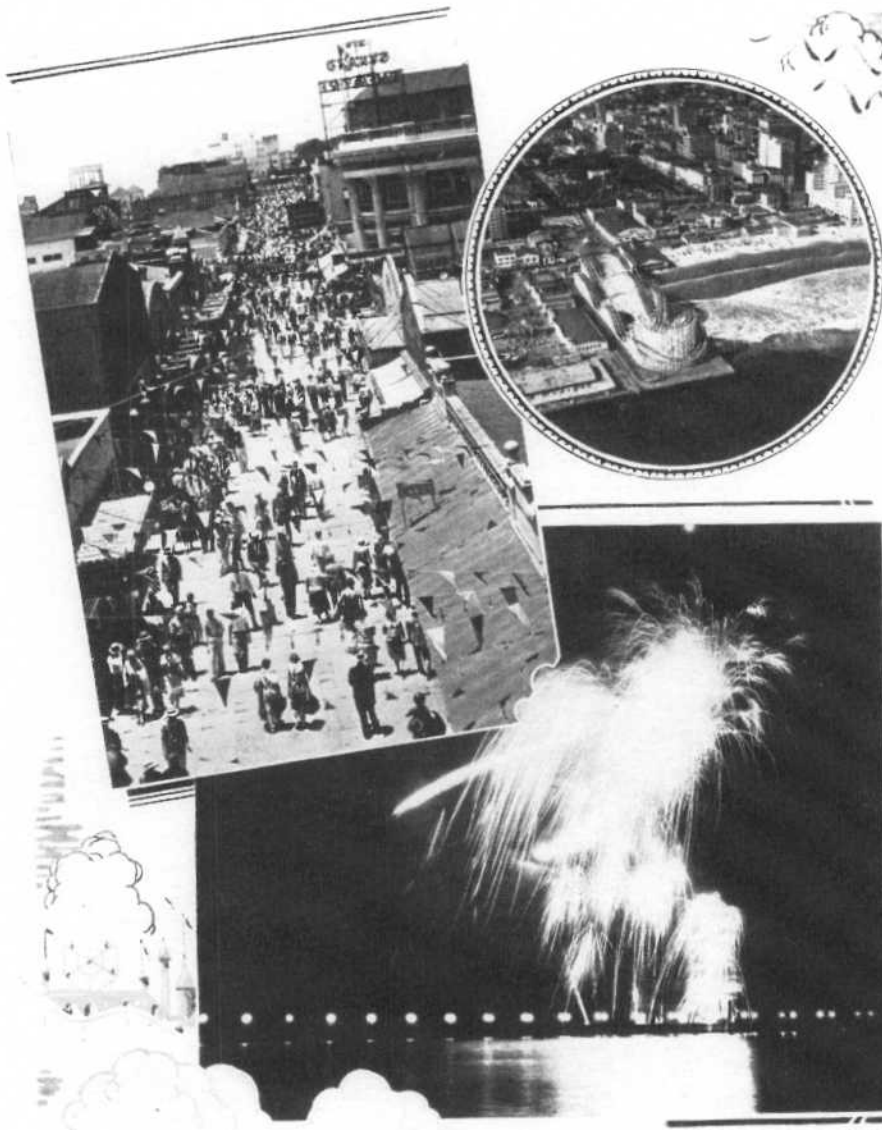
Miles of City-Owned Park Land Along the Ocean Bluff

Beach Playground for the Kiddies



Popularly known as "The Pike," Long Beach's \$10,000,000 amusement zone—occupying a mile stretch along the ocean front—is a constant mecca for tourists, visitors and pleasure seekers. No vacation in Southern California is complete without at least a day spent at this "Coney Island of the West." More than 1200 men and women are employed among the various concessions and attractions, drawing a weekly payroll of \$45,000. Brilliantly illuminated promenades, attractive eating places, odd curios and strange wares from far-away lands, a million dollar salt water plunge, a mammoth pleasure pier with literally hundreds of unique attractions, three huge dancing pavilions, circus freaks, thrilling and fascinating exhibits from all over the world, one of the finest aquariums on the Pacific Coast, and withal, a joyous cosmopolitan atmosphere—here, indeed, is a playground where the King of Merriment reigns supreme. Sponsored by the Long Beach Amusement League, a continuous series of special frolics and holiday celebrations are held thruout the year. Some of the most important of these events, which have gained nation-wide publicity, are the annual Easter Egg Hunt, "penny scramble" on New Year's Eve, Twin Convention and Doll Fiesta.

AMUSEMENT ZONE ▶



INTERIOR, \$1,000,000 SALT WATER PLUNGE



EXTERIOR, LONG BEACH BATH HOUSE



MILES OF FUN AND THRILLS



"Walk of a Million Lights"

Cyclone Racer

Night Fireworks from "Rainbow Pier"

Silver Spray Amusement Pier



A BUSY DAY ON "THE PIKE"

U. S. BATTLE FLEET

Already famous thruout the world for its sunshine and miles of matchless bathing strand, Long Beach is fast gaining nation-wide recognition as the home port of the U. S. Battle

Fleet. Riding majestically at anchor in the outer harbor, the sleek, gray super-dreadnaughts, powerful cruisers and giant airplane carriers are a source of never-ending interest to tourists and visitors. First established as the base of Uncle Sam's mighty fighting armada of the Pacific in 1919, Long Beach today is permanent host to approximately 18,000 officers and enlisted men of the Navy. Once each year the City Administration and Chamber of Commerce jointly entertain the officers and their wives at an elaborate Navy Ball, which is recognized as one of the social highlights of the Southland. The tonnage of warcraft stationed in the local harbor totals 412,720 and the payroll of the Fleet personnel averages \$1,000,000 monthly. Appreciating its recognition by the Navy Department, the City has invested \$75,000 in the finest and most completely equipped Navy landing on the Pacific Coast. Visiting hours to the various ships are maintained every Saturday, Sunday and holidays, and shore boats leave both the Navy landing and Pine Avenue pier on regular schedule.



NAVY SEARCHLIGHT DRILL OFF SHORE



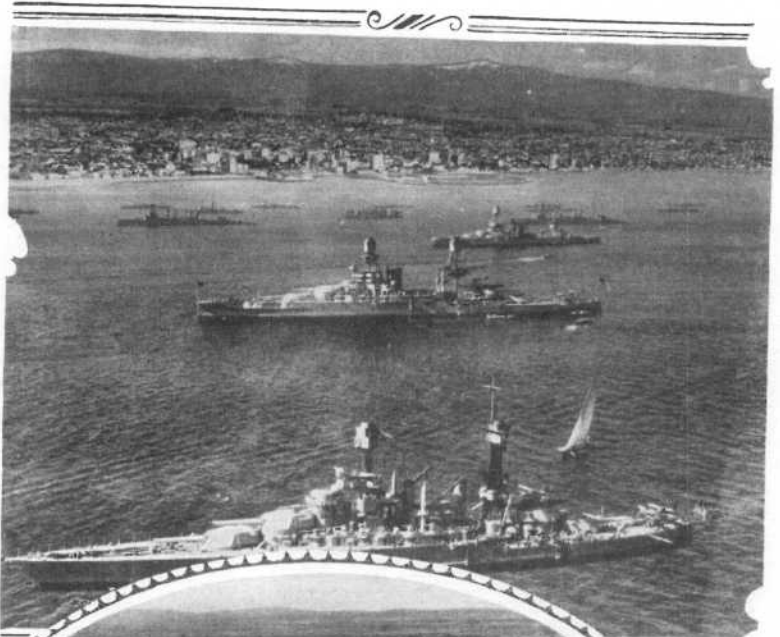
650-FOOT BATTLE CRUISER CHICAGO
(Docked at Pier A, Outer Harbor)



U. S. S. NAUTILIS, GIANT SUBMARINE
(Docked in Inner Harbor)



WHEN THE BIG GUNS "SPEAK"

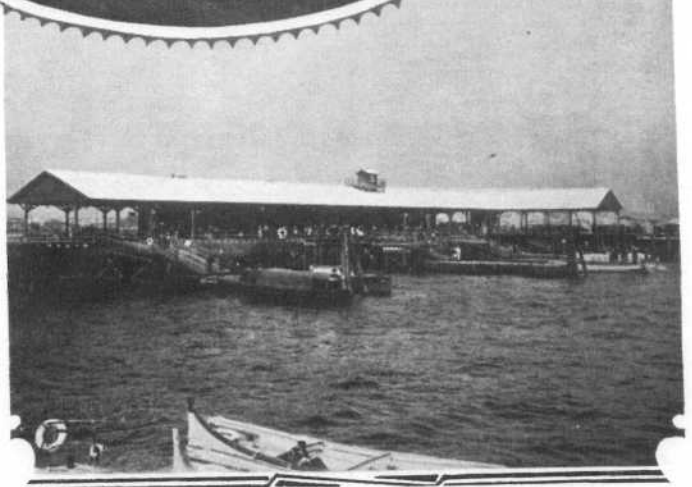


© SPENCE
AIR PHOTO

Battleships
Anchored
Off Shore

Airplane View
Showing Proximity
of Navy Landing to
Business District

Close-up of
\$60,000
Navy Landing



It's no wonder the tasty bonito, mackerel, bass, rock cod and game yellowtail flock to the warm, placid waters of the

FISHERMEN'S PARADISE ▶

Pacific off the shores of Long Beach when such a bevy of sun-kissed beauties as those shown below are baiting the hooks. Deep-sea, surf and pier fishing have an appeal which attracts thousands of persons to Long Beach the year 'round, and these fair maidens are combining their daily sun bath with an enjoyable outing on one of the palatial barges anchored a few miles off shore. For the experienced angler, the waters off Catalina Island abound with the elusive tuna, fighting swordfish and other larger denizens of the deep. Two municipal piers are available for fishing, and a fleet of pleasure fishing craft leaves Pine Avenue Pier each morning for all-day trips. Commercial fishing is also a major industry in Long Beach, and several of the largest tuna and sardine packing plants on the Pacific Coast are located in the adjacent harbor area. Fish Harbor, commonly known as "Little Tokio," and located on the nearby Terminal Island, annually attracts thousands of sightseers and possesses all the exotic atmosphere of an Oriental village.



A DAY'S CATCH



FISH HARBOR—"LITTLE TOKIO"



CANNING "CHICKEN OF THE SEA"



*Who Said
"Poor Fish?"*

*Fishing Fleet
Leaving for
Day's Outing*

Belmont Pier



THE START OF A LONG BATTLE

◀ FOUR GOLF COURSES

Long Beach is indeed a rare city for the golf enthusiast. Two Municipal courses and two private links are within a few minutes' drive

from the heart of the business district. The Municipal links are located at Recreation Park and comprise an 18-hole and 9-hole course, both with all grass greens and open to the public every day in the year at a nominal fee of \$1 and 50 cents, respectively. The 18-hole course is recognized as one of the finest in the United States. It has a \$50,000 clubhouse, completely equipped with showers and locker rooms, cafe, lounge and two large assembly halls for dancing and other social events. Since taken over by the City in 1925, the Municipal links have contributed nearly \$500,000 in revenue. Approximately 133,000 persons played on the courses in 1931. Long Beach's two privately owned courses are equally well known to Southern California golfers. They are the Virginia Country Club and the Long Beach Country Club. The latter was recently opened to public play, with a green fee of \$1. All four Long Beach courses are noted for their picturesque beauty and the well-kept condition of their fairways and greens.



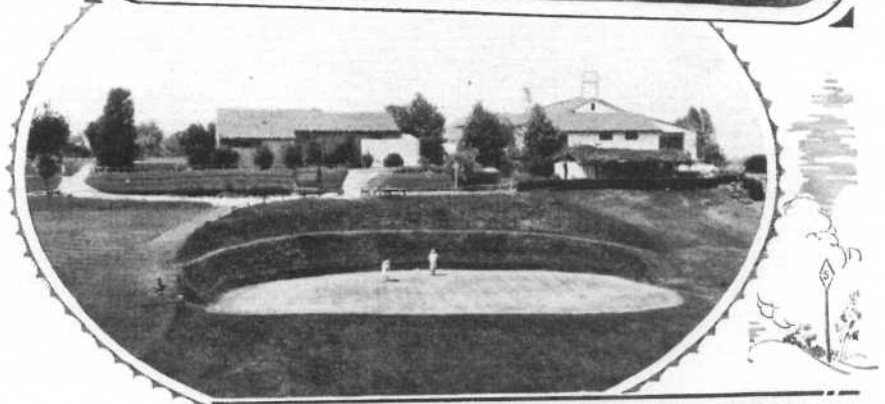
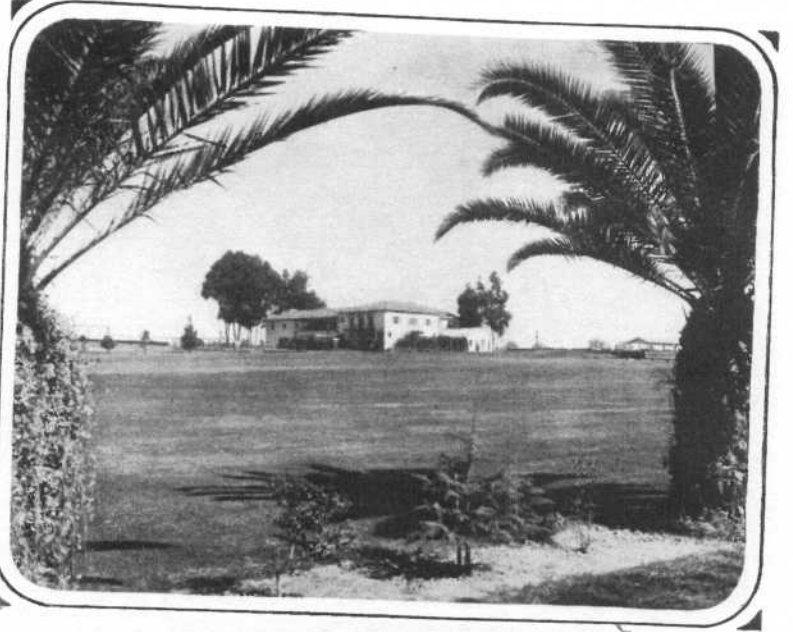
GENE SARAZEN DROPPING LONG PUTT
(During "Long Beach Open")



TYPICAL GREEN AT RECREATION PARK



WALTER HAGEN TEEING OFF



Fairway and
Clubhouse at
Recreation Park

Eighteenth Hole
Virginia
Country Club

Gallery During
"Long Beach Open"
Tournament at
Recreation Park



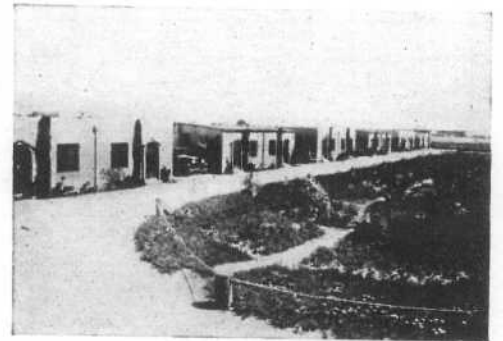
Not the least among Long Beach's many lures to tourists and convention visitors, are its approximately

HOTELS and APARTMENTS ▶

1438 first-class hotels and apartments, capable of accommodating some 40,000 people. Unlike most strictly resort centers, depending solely on seasonable business, Long Beach provides living accommodations to suit every taste and pocketbook. Located for the most part along the ocean front—within easy walking distance of the business district and municipal auditorium—where cool and invigorating sea breezes filter thru every room, many of its hotels and apartments enjoy a nationwide reputation for their excellent service and pretentious appointments. On the other hand, a number of neat, clean and conveniently situated beach cottages and modern motor taverns provide most economical rates. Roughly speaking, hotel rates range from \$1 to \$4 per day. Single and double furnished apartments average from \$25 to \$75 and \$40 to \$100 per month, respectively; while beach cottages and auto courts offer weekly accommodations from \$7.50 to \$25 and monthly rates from \$24 to \$75, including light, gas, water and linen.



WILLMORE HOTEL



TYPICAL MOTOR INN



*Villa Riviera
and Pacific
Coast Club*

Hotel Virginia

Hotel Lafayette



◀ AQUATIC PARADISE

Alamitos Bay—located in the city limits of Long Beach, just four miles from the business district—with its labyrinth of canals, still water lagoons,

Marine stadium, open-air swimming pool and sheltered yacht harbor, is a veritable year 'round aquatic paradise. Embracing seven miles of inland water ways and fringed with 4.13 acres of ocean bathing beach, it is one of the finest and most uniquely situated recreational centers in the United States and a favorite playground for tens of thousands of persons every month. Selected as the scene of the 1932 Olympic rowing races, this area contains a 2000-meter course which has been proclaimed by experts as the finest in the world. At a total cost of \$120,000, the City of Long Beach and County of Los Angeles have erected a mammoth Marine stadium along the course, capable of accommodating 100,000 spectators and including a grandstand, bleachers, boat house, showers and locker rooms. Planted with California poppies, an eight-foot trip around the entire course has been transformed into a sea of golden blossoms. Another feature of this section, is the exclusive residential district known as Naples and situated on an island in the center of the Bay.



YACHT HARBOR AT NAPLES



REAL SKILL NECESSARY FOR THIS

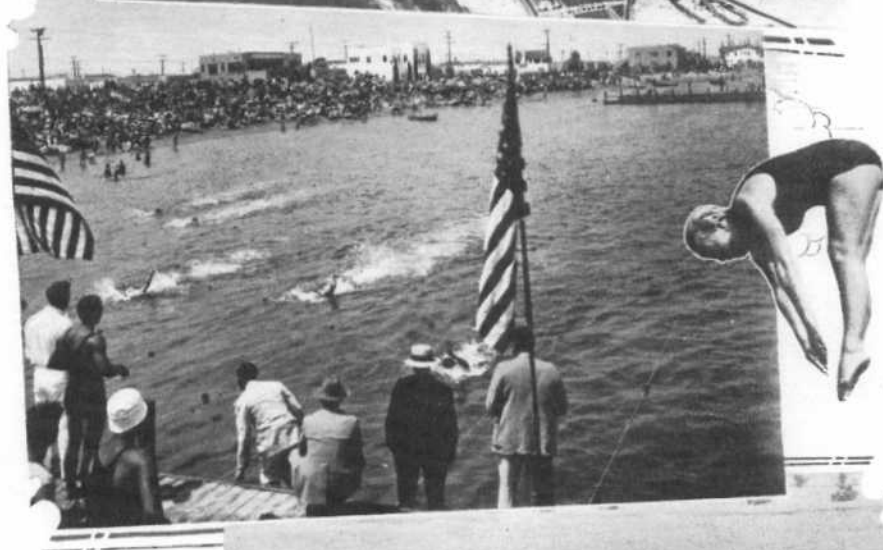


OUTBOARD RACES AT MARINE STADIUM



JUVENILE SKIPPERS OF LEEWAY SAILING CLUB

© SPENCE AIR PHOTO



Airplane View of Alamitos Bay and Marine Stadium

A. A. U. Open Air Swimming Meet

Olympic Rowing Course



Ideally situated geographically—with its picturesque coastline and the various Channel Islands offering an endless itinerary of intriguing coves and inspiring tropical vistas—and climatically a “paradise”—with its rainy season confined to only a few weeks during the winter months and with the entire Pacific Coast bathed by the kindly Japanese Current—Southern California is the home of more than \$20,000,000 worth of pleasure craft, most of which are moored in the Long Beach-Los Angeles harbor area. Sponsored by six active local organizations, a continuous program of maritime activity is staged thruout the year. One event in particular which has gained nation-wide recognition is the annual open ocean power cruiser handicap race of 374-nautical miles between Long Beach and San Francisco, held under the auspices of the Long Beach Yacht Club. In recognition of its remarkable facilities, Long Beach was also named as yachting headquarters for the 1932 Olympic Games. Besides the Long Beach Yacht Club, the other local organizations are the Alamitos Bay Yacht Club, Leeway Sailing Club, Long Beach Star Class Fleet, Long Beach Speedboat Club and Long Beach Power Boat Club.

YACHTING and BOATING ▶



SPEEDBOAT RACE IN OPEN SEA



INTERNATIONAL STARBOARD SLOOPS
(Off Rainbow Pier)



International "Six Meter" Sloops
Racing Off Long Beach Harbor



SPEED BOAT THRILLS



Start of Annual Long Beach to
San Francisco Power Cruiser Handicap



Dick Loynes,
Internationally
Known Speedboat
Figure, With His
"625 Gold Cup
Class" Speedboat
"Californian"

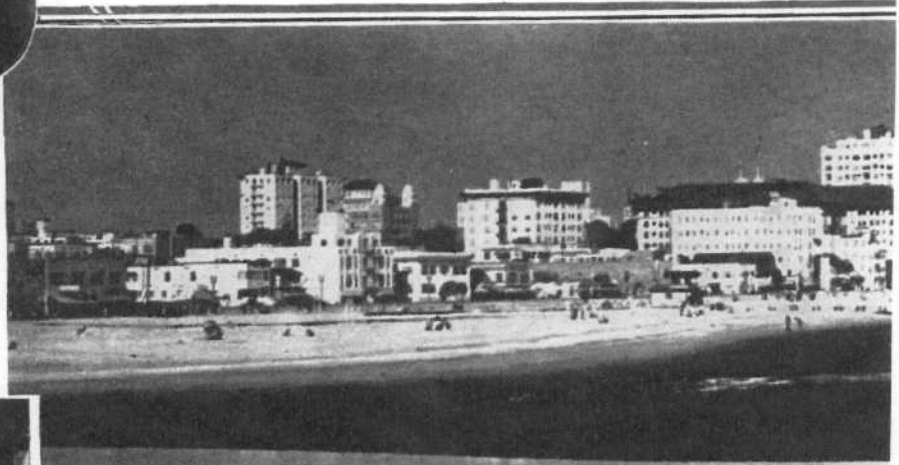


YACHTS MOORED AT LONG BEACH HARBOR

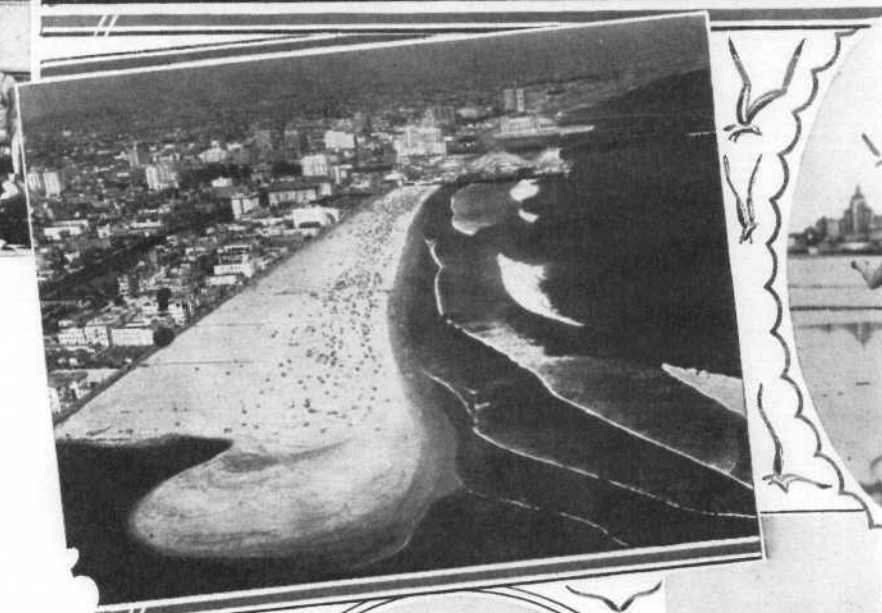
Thousands Find Health and Joy Alo

The very name Long Beach is reflective of the fine bathing strand which for years has carried the name of the city around the world. Eight miles of gently sloping sandy beach along the ocean front and other eight miles of inland waterways provide facilities for 200,000 people and have earned for Long Beach the well deserved title, "Bathing Paradise of the Pacific." With the temperature of the surf varying ten degrees between summer and winter, thousands of visitors and residents daily find health and happiness along its matchless breeze-swept shores. Stretching for miles along the terraced bluff of a beautiful bay, there isn't a single section of the city not accessible to the beach in a few minutes walk. For those who prefer still water bathing, an endless array of facilities are offered. Long Beach prides itself on the possession of one of the finest salt water plunges in the world, located a few steps from the city in the heart of the \$10,000,000 amusement zone. Numerous other small swimming houses are also located conveniently all along the beach. The 32-acre sti

LONG BEACH SKYLINE



MUNICIPAL LIFE SAVING CORPS



WEST BEACH



AT PLAY WITH THE SEAGULLS



A unique feature of the bathing strand at Long Beach is the protective bluff which stretches along the ocean front the full length of the city, providing a constant and effective wind break.



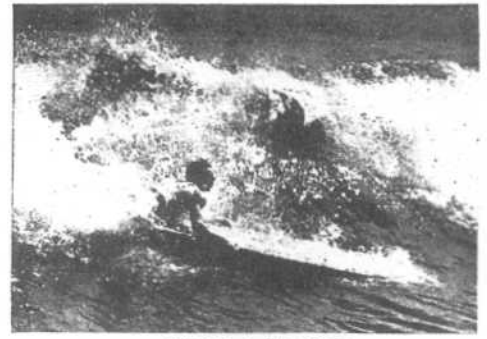
West's Finest Bathing Beach

lagoon, surrounding the \$3,000,000 Municipal Auditorium project and encircled by a 3800-foot "Rainbow" pleasure pier, is the most unique outdoor pool in the world. Although the surf at Long Beach is perhaps the safest on the Pacific Coast, the City is not unmindful of its great responsibility to the hordes of bathers who swarm the beach thruout the year. Every mile is under the watchful eye of a trained life guard. Operating from a central headquarters in direct telephone communication with each separate life-saving station, a powerful speed boat adds materially to the effectiveness of the rescue work. Protecting the lives of millions of bathers each season, the municipal life-saving corps has established a nation-wide record of efficiency and bravery.

BATHING STRAND



EAST BEACH



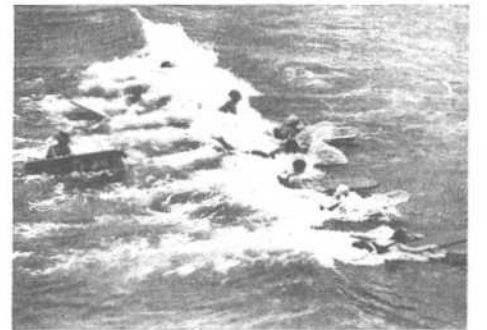
RIDING A BIG ONE



REST AND RELAXATION



HEALTH FOR THE KIDDIES



SURFBOARD RACE



After a long, arduous day in the office, nothing is more refreshing than a dip in the surf before dinner time. Long Beach residents enjoy

◀ CIVIC and FRATERNAL LIFE

Long Beach residents are keenly alert to their social and civic obligations. There are approximately 200

organized groups of various types in the city, including 79 men's clubs and lodges, 59 women's organizations and 62 associations. No few words adequately can describe the multifold accomplishments of these various bodies. Suffice to say, the civic, social and fraternal life of Long Beach embraces the whole gamut of human activities. Few, if any, are the clubs or lodges not represented here by a strong local membership. Long Beach has three Y. M. C. A. buildings, one Y. W. C. A., a beautiful Ebell clubhouse and scores of other fraternal, social and civic edifices too numerous to mention here. The \$1,000,000 home of the Pacific Coast Club, occupying a commanding site on the ocean front, is recognized as one of the finest club buildings in the world. A strong factor in the cultural attainments of the city is the Long Beach library, its seven branches and 35 distribution centers, involving a total investment of \$408,272 and operated at an annual cost of \$165,635. According to a recent survey by the National Advisory Committee, Long Beach shares first honors with Peoria, Illinois, among cities of 100,000 population or more, in having the fewest illiterates.



YORK RITE MASONIC TEMPLE



PACIFIC COAST CLUB



SCOTTISH RITE CATHEDRAL



ELKS LODGE, No. 888



*Chamber of
Commerce
Building
at Night*



*Public Library in
Lincoln Park*

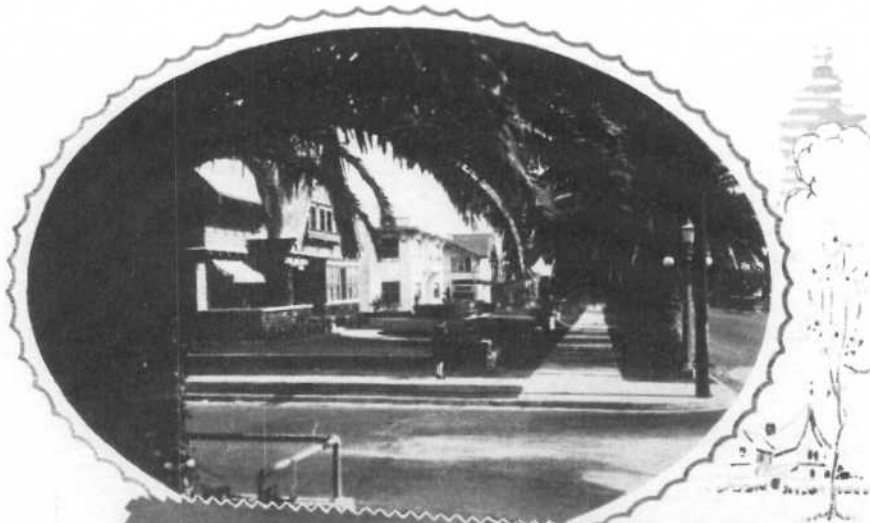
City Hall

*Community
Hospital*



With its splendid climate and inviting surroundings, Long Beach is a city of homes and home people. No commonwealth in California can boast of a more attractive home atmosphere or more modern and comfortable dwellings. The family home, foundation of any community's stability, stands foremost in the development of Long Beach. Nestled among picturesque lawns and flower beds and stretching along palm-lined streets in every direction, there are 25,791 single-family dwellings in Long Beach, of which 11,746 are owned by the occupants and 14,045 are rented. Spanish, Italian and Mission types of architecture intermingle with French, English and Romanesque. More than \$3,000,000 was invested in 1931 in single-family homes. Rentals range from \$30 upwards. Homesites of standard lot size (50x120) average from \$900 to \$4000 in most sections of the city, with lots in the more exclusive residential areas priced from \$1500 to \$15,000, and from \$10,000 to \$40,000 for those located directly on the ocean front. Long Beach has a highly developed city planning program, which has created a number of restricted residential areas, chief among which are Belmont Shore, California Heights, Belmont Heights, Bixby Knoll, the Virginia Country Club district and certain ocean bluff property.

CITY OF HOMES ▶



ON THE CANAL AT NAPLES



IN THE BIXBY KNOLL DISTRICT



ALONG EAST SECOND STREET



No few photographs could properly portray the charm and beauty of Long Beach as a home city. The tropical palms, green lawns and radiant flower beds must be seen to be appreciated.



◀ MUNICIPAL AIRPORT

Located just four and one-half miles from the business district and covering 403 acres, Long Beach's Municipal Airport is recognized as one

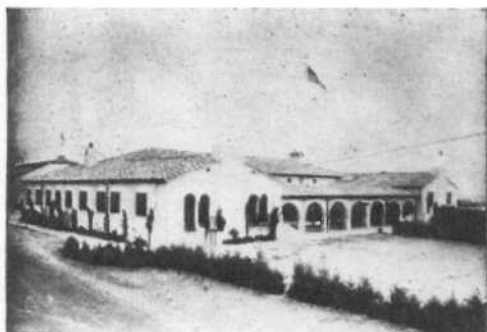
of the best in the Pacific Southwest. The field has an over-all width of 3000 feet and is 6100 feet in length. Negotiations soon to be consummated will increase these dimensions to a "mile square," where takeoffs and landings can be made over eight different runways in every direction. Offering complete ground accommodations to meet every demand, day and night landing and repair service, and storage facilities for 30 single-motored planes, the field is the port of call for two transport lines and the home of the Navy Air Reserve base and Regular Army Air base. Located a mile apart at opposite ends of the field, both the Army and Navy are established in especially constructed headquarters and hangars provided by the city at a cost of approximately \$205,000. Fully equipped for night flying, the field has an 8,000,000 candle power revolving beacon, visible from 20 to 80 miles. The total investment in grounds and flying equipment exceeds \$2,000,000. One of the strongest factors in favor of the Long Beach Airport is its freedom from dangerous fog banks, despite its proximity to the ocean. This element of safety has been a subject of comment among hundreds of flyers who have landed here.



NAVAL RESERVE HANGAR



ARMY AIR BASE



ARMY ADMINISTRATION BUILDING AND CLUBHOUSE



Municipal Airport

When Lindbergh Landed in Long Beach

Flying Off Long Beach Shoreline



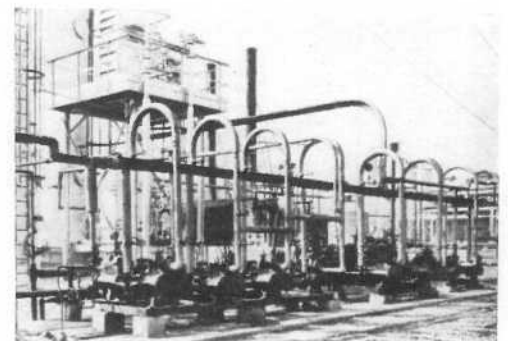
Once a strategic look-out point of the Indians and Spanish vaqueros and later widely known as a leading truck gardening district, the famous Signal Hill oil field, rising majestically almost in the geographical center of Long Beach, is one of the most phenomenal petroleum producing centers ever discovered. It was on June 24, 1921, that the Shell Oil Company brought in the first well. Since that time some 1200 wells have been drilled, and the field has produced approximately 700,000,000 barrels of "liquid gold." At the peak of its production the annual revenue was \$60,000,000 and from 7000 to 8000 workers were employed in the field, drawing a monthly payroll of approximately \$1,860,000. The maximum daily yield reached at any one time was 268,000 barrels. Under the present curtailment program the daily production is 82,000 barrels, about one-half the normal output. Including numerous allied industries, the total investment in the field is estimated at \$300,000,000. The City treasury of Long Beach today has been enriched \$9,528,119.77 by oil royalties from 171 acres of municipally owned lands in the field. Signal Hill boasts of the deepest well in the world, the largest absorption plant and the greatest variety of oil sands ever discovered. The field also produces 400,000,000 cubic feet of gas daily.

OIL INDUSTRY ▶

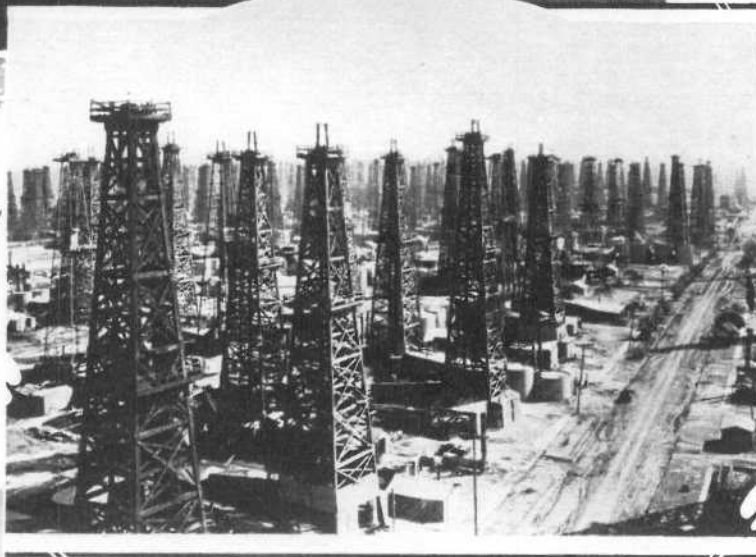
(C) SPENCE AIR PHOTO



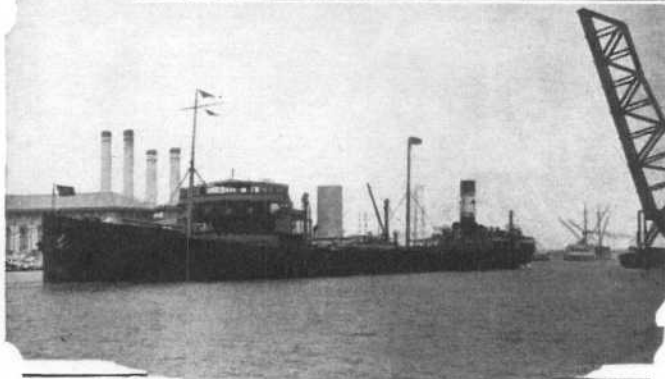
SIGNAL HILL FROM THE AIR



A LONG BEACH REFINERY



OIL STORAGE TANK FARM



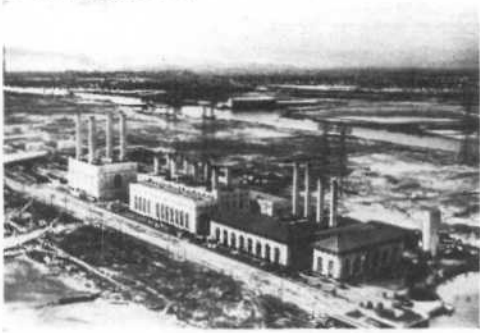
Like some illuminated forest, Signal Hill presents an inspiring picture at night.

Close-up View of the Derricks

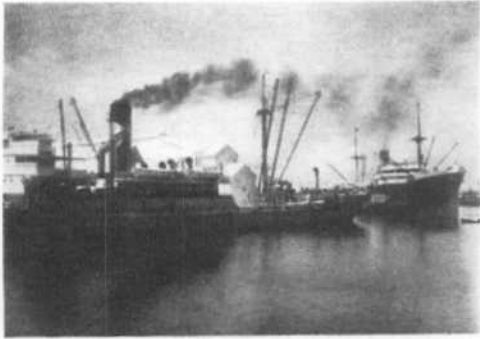
Oil Tanker Leaving Long Beach Harbor Entrance Channel



RICHFIELD MARINE TERMINAL



SOUTHERN CALIFORNIA EDISON COMPANY
(2nd Largest Steam Generating Plant in U. S.)



STANDARD GYPSUM COMPANY
(Plaster Products)



PIONEER PACIFIC WOOLEN MILLS



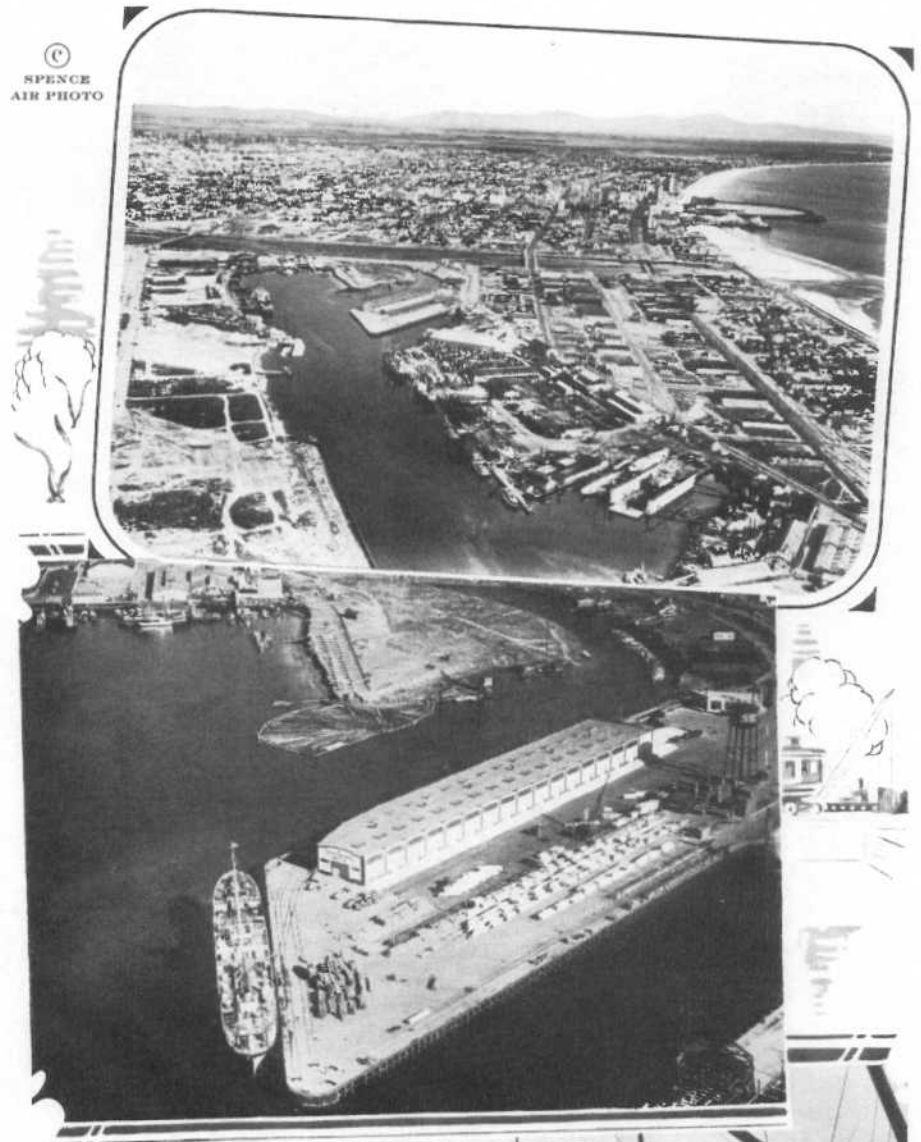
CADWALLADER-GIBSON COMPANY
(Philippine Hardwood)



GRAHAM BROS., INC.
(Rock, Sand and Gravel)

◀ HARBOR

Long Beach's greatest potential asset is its harbor. Although a part of the greater Los Angeles-Long Beach port, it is a separate entity, which unquestionably is destined to become one of the major waterways of the Pacific. The story of its remarkable growth during the past ten years, from a series of mud flats to its present status as a world port, cannot be told in a brief paragraph. Suffice to say here, \$9,000,000 already has been expended in its development. Perhaps its chief attraction to shipping is the fact that it is accessible to the open sea in five minutes. With its inner channels widened and deepened to a depth of 32 to 40 feet, at mean low tide, it is capable of accommodating the largest ocean liners. It contains nine miles of water frontage in the inner harbor and nineteen miles of water frontage in the outer harbor,



Airplane View
Long Beach
Inner Harbor

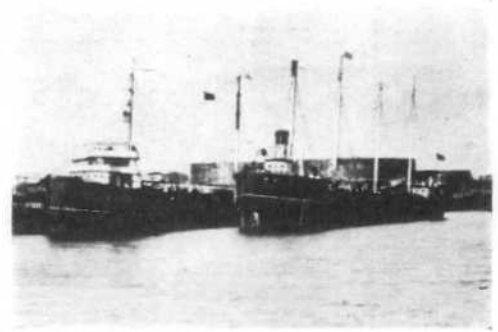
Municipal Docks
and
Transit Sheds

Loading Creosoted
Piling at Plant of
J. H. Baxter & Co.

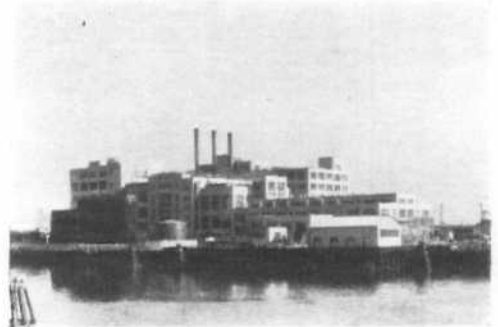


suitable for docks accommodating 162 ships. The entire harbor area covers 2744 acres, available for industrial purposes, inside the city limits, and located within a mile from deep water. No city in the United States can equal the industrial growth of Long Beach in recent years. According to the latest authentic figures of the U. S. Census Bureau, the value of products manufactured in Long Beach showed an astounding gain of 111.41 per cent in the two-year period from 1927 to 1929. This is in comparison with a gain of only 11.83 per cent in the entire country. There are approximately 197 strictly manufacturing plants operating in Long Beach, with a combined annual payroll of \$3,738,236. The value of products produced by these firms is estimated at \$54,676,737 annually.

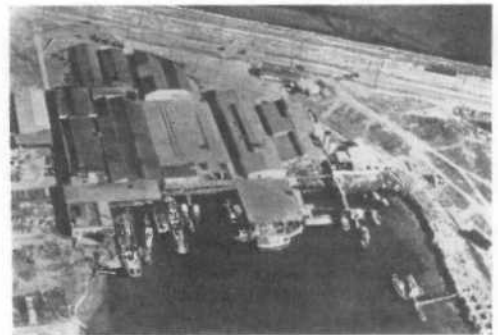
INDUSTRY ▶



RICHFIELD OIL COMPANY
(Marine Terminal)



PROCTER AND GAMBLE COMPANY
(Soap Manufacturing Plant)



HALFHILL PACKING CORPORATION
(Fish Cannery)



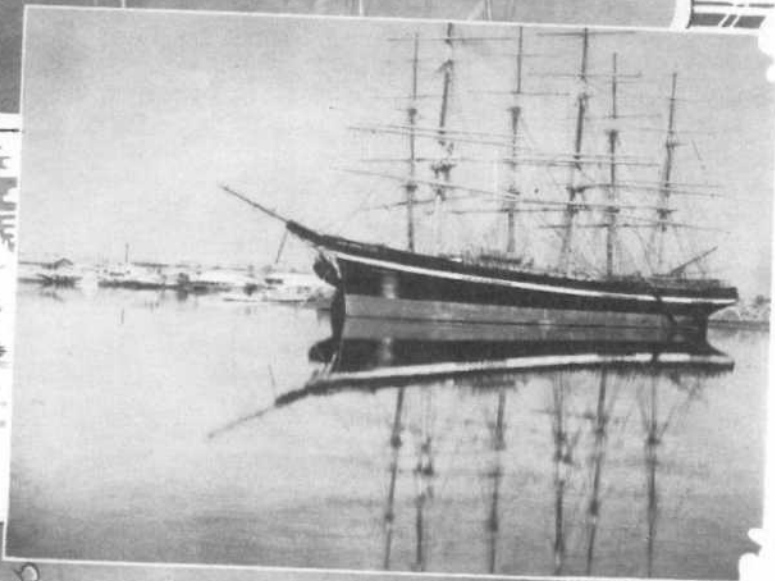
CRAIG SHIPBUILDING COMPANY
(Dry Docks)



LARGEST BASCILLE BRIDGE IN THE WORLD



Marine Terminal
of Rio Grande
Oil Company



"Yankee Clipper"
Movie Ship



\$8,500,000
Assembling Plant
of the
Ford Motor Co.

◀ CHURCH CITY

Long Beach is proud of its reputation as a "church city." It has been built upon a solid ecclesiastical foundation, and its high moral standing and comparative freedom from major crime are attributable in no small measure to

the influence of its religious institutions. There are 98 houses of worship in Long Beach—six Catholic churches and the balance Protestant. Obviously, only a few typical churches could be shown in a booklet of this character. The photos used were selected at random, without partiality, because of their suitability to the layout desired. There is scarcely a section of the city that is not served by at least one church. A turn of the radio dial brings a flood of church music and inspiring sermon every Sunday. The total value of church property in the city today is \$3,488,960, and architecturally the edifices, themselves are among the most imposing and attractive in Southern California. Long Beach is also the home of the world's largest men's bible class, and each Sunday morning upwards of 2500 men, representing all denominations, gather in the new Municipal Auditorium for devotional services. A complete directory showing the names and addresses of all Long Beach churches gladly will be mailed to you free. Send your request to the Municipal Convention and Publicity Bureau.



FIRST BAPTIST CHURCH



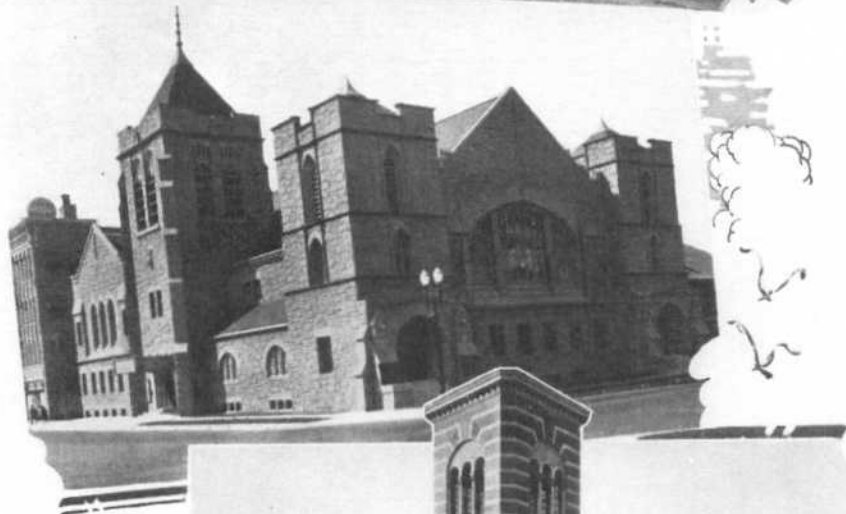
SECOND CHURCH CHRIST SCIENTIST



FIRST METHODIST CHURCH



FIRST CHRISTIAN CHURCH



*St. Anthony's
Catholic Church*

*First Presbyterian
Church*

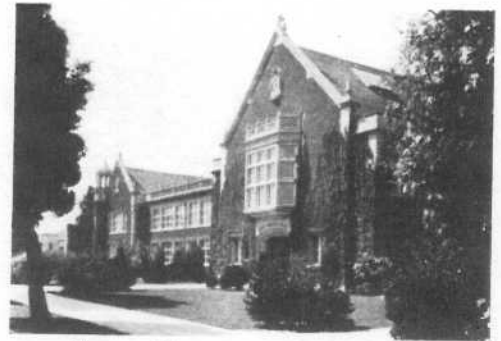
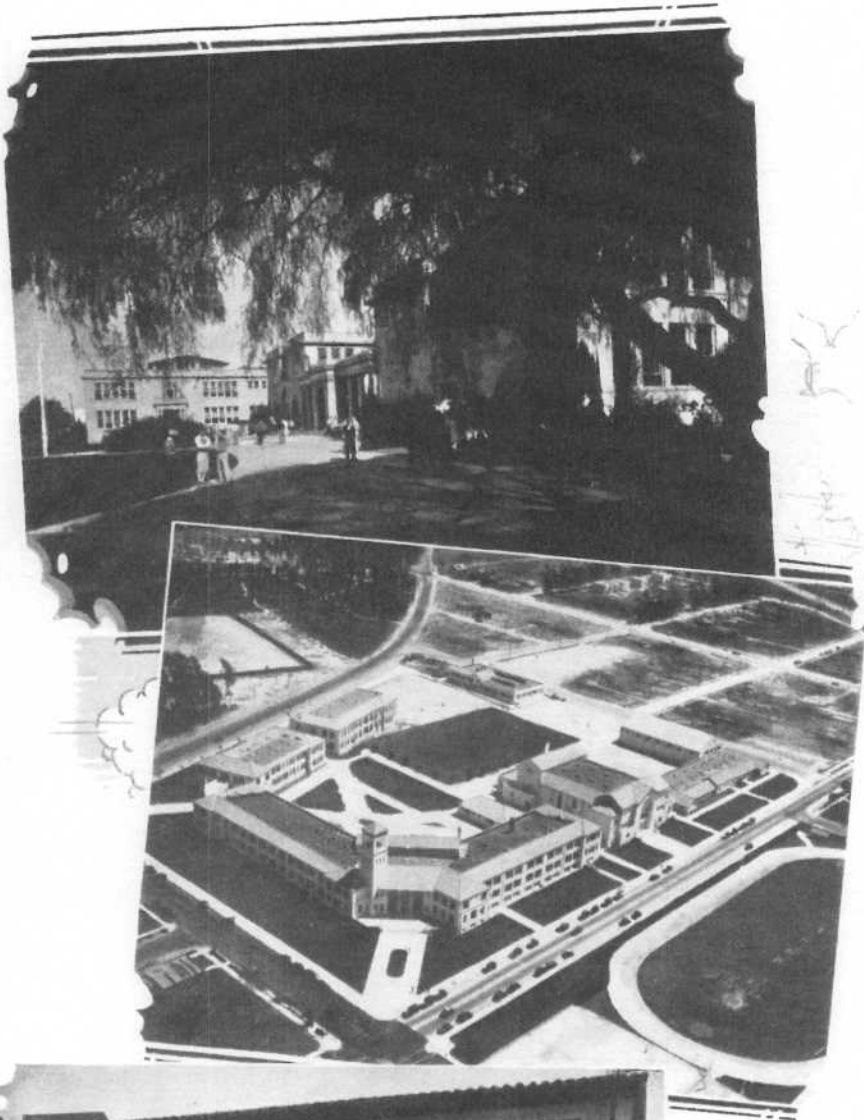
*First
Congregational
Church*



Educationally, Long Beach has achieved an enviable record. Its Public School System is one of the finest in the United States. Forty-seven years ago, when Long Beach was but a hamlet, the first school was started with a capital of \$75. Today, in addition to two Parochial and 40 other private institutions, there are 42 public schools in the City's educational system, including one Junior College, four high schools and seven junior high schools.

SCHOOL SYSTEM ▶

The total investment in land, buildings and equipment is \$14,343,186. Enrollment figures tell their own story of the steady growth of the school system: 1888, 120 pupils; 1898, 337 pupils; 1905, 3339 pupils; 1915, approximately 8000 pupils; 1921-22, 15,972 pupils; 1925-26, 25,158 pupils; and 1931-32, 39,809 pupils. The number of teachers and executives employed is 1,112. In a recent survey, embracing experience and qualification, made by the U. S. Chamber of Commerce, women teachers of the Polytechnic High School ranked first and the teachers of the elementary schools ranked third out of 71 cities of the same class as Long Beach. The Long Beach school tax rate is only \$1.90, nine other districts in Los Angeles County having a higher rate. There are 27 P.-T. A. groups in Long Beach, with a total membership of 5,000.



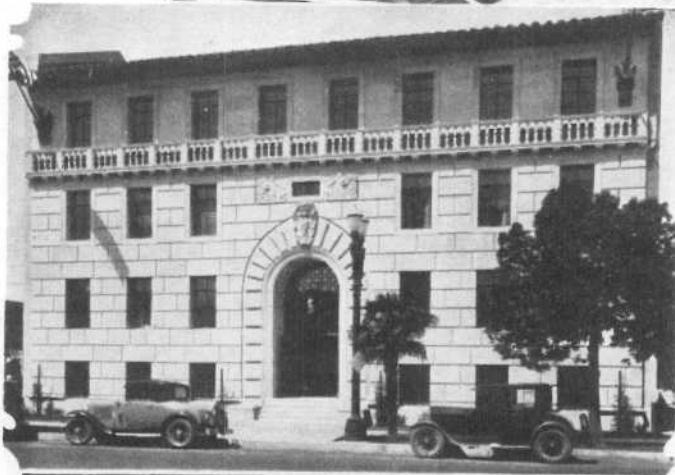
GEORGE WASHINGTON JUNIOR HIGH



BURNETT ELEMENTARY SCHOOL



HORACE MANN ELEMENTARY SCHOOL



Polytechnic High School
Woodrow Wilson High School and Long Beach Junior College
Board of Education Building



◀ PAGES of the PAST

Originally known as Willmore City, and named after its founder, William Erwin Willmore, Long Beach was established as a townsite in 1881 and incorporated as a sixth

class city in 1888. Land in what is now the business district sold at that time for \$25 per acre. Little interest was taken in the enterprise, and Willmore was forced to abandon his project without seeing his dreams come true. He died practically penniless January 16, 1901. Census figures, however, tell their own convincing story of the steady growth which followed later. In 1900, Long Beach had 2252 inhabitants. In the next ten years the population jumped to 17,809, a gain of 690.8 per cent—the largest in the United States. From 1910 to 1920 a gain of 212.2 per cent was recorded, giving the city a population of 55,593. The 1930 census showed a further gain of 155.5 per cent, or a population of 142,032, not including a floating population of approximately 15,000. Today, with a population variously estimated from 148,000 to 155,000, Long Beach continues its steady march forward to a still greater destiny and prosperity. Just compare the photos below with those on the other pages if you would realize the remarkable growth Long Beach has experienced in its short span of existence.

© SPENCE AIR PHOTO



MUD FLATS OF LONG BEACH HARBOR
TEN YEARS AGO



FIRST HOUSE IN LONG BEACH
(Broadway and American)



BIG DAY ON THE BEACH—1905



OCEAN BOULEVARD WHEN THE "GAS BUGGIES"



Municipal
Auditorium and
Pier—1895

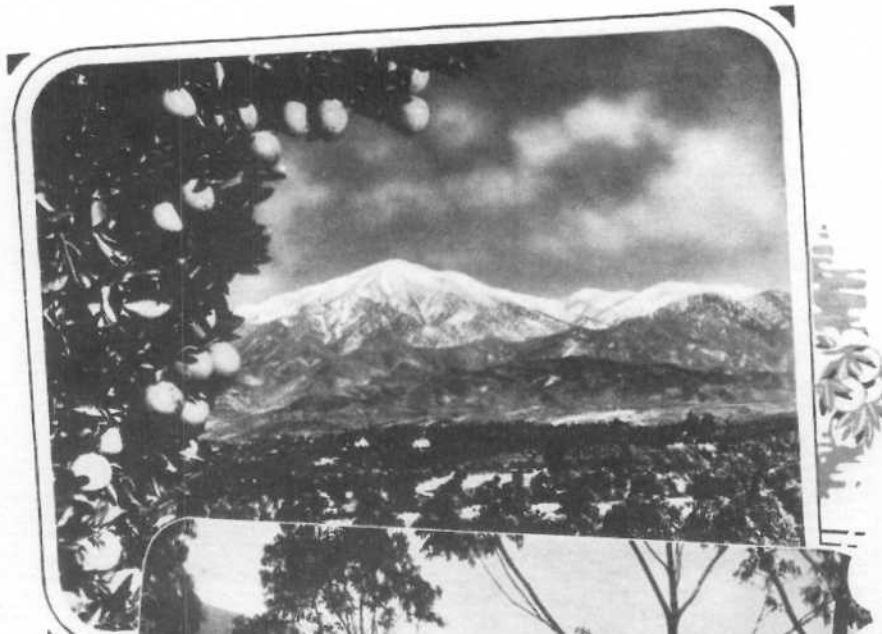
Amusement Zone
of Yesterday
1905

Pine Avenue, Main
Business Artery
1900



Southern California has long been known as the "Land of Heart's Desire." Where once the Franciscan Padres trod their weary way over the "Golden Trails" of yesterday, hundreds of miles of far-flung paved highways today provide a different sightseeing trip for every day in the year. Nowhere in the world are there more interesting places to visit, nowhere can there be found a wider variety of scenic beauty. Romantic old Spanish Missions, historic ghost towns from whence the West began, awe-inspiring vistas from majestic mountain peaks, fragrant valleys of the Orange Empire, the indescribable splendor of the desert in full bloom, miles of palm-lined drives and tropical verdure, the color and glamor of Hollywood and its movie studios, world renown centers of art, culture and science; picturesque coastline scenery with the tang of the brisk salt air in your nostrils and the ceaseless melody of the restless surf in your ears—all of these are immediately accessible over the 22 major traffic arteries which radiate in every direction from Long Beach. If you don't have your own car, the Pacific Electric with its net work of rails thruout Southern California, and six different motor stage lines operating out of Long Beach will carry you quickly, safely and economically to any point of interest.

GOLDEN TRAILS ▶



*Orange Groves
and Mountains*

*Avalon Bay
"The Magic Isle"
of Catalina*

*San Fernando
Mission*



OLYMPIC STADIUM, LOS ANGELES
(45 Minutes from Long Beach)



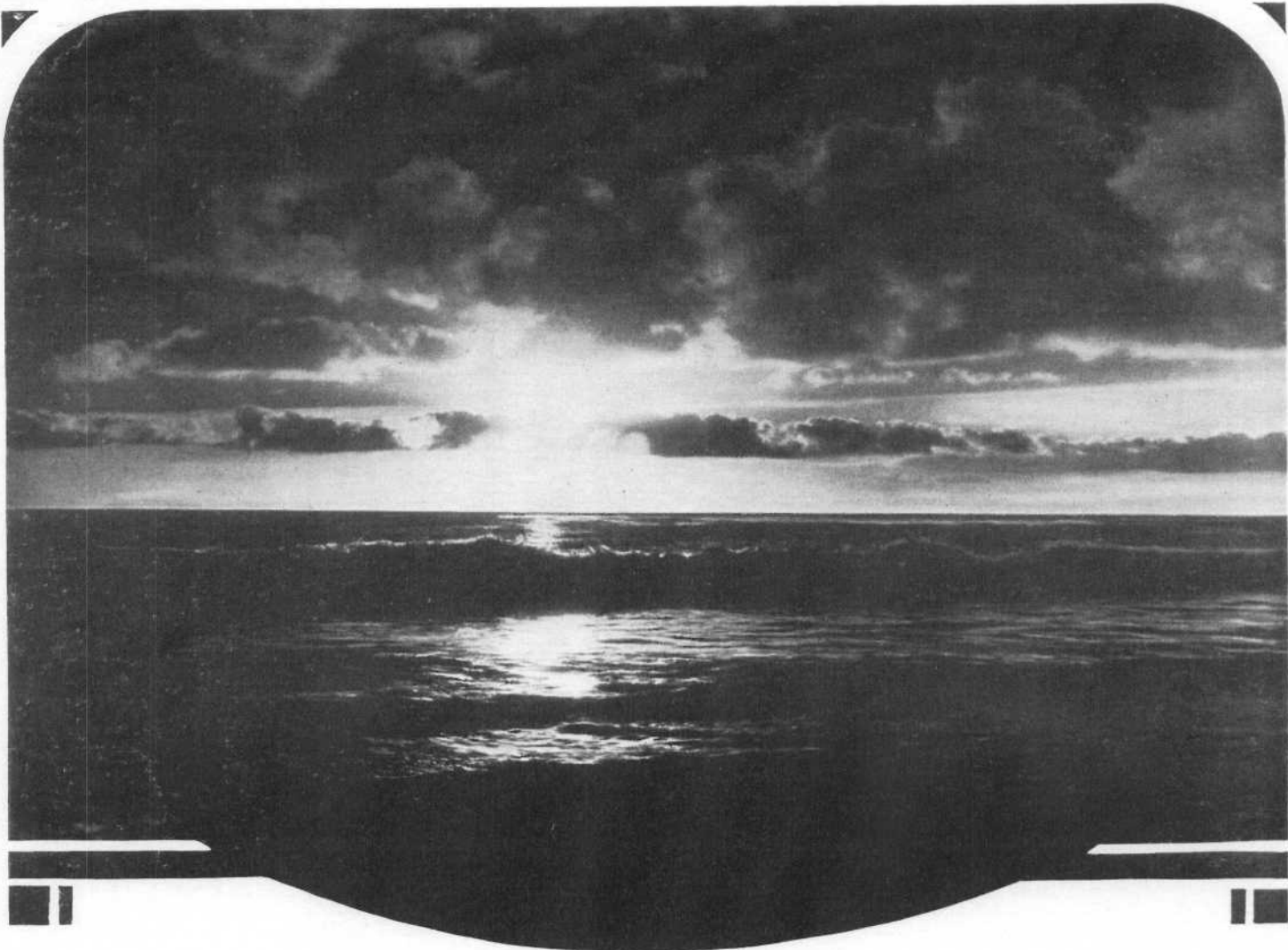
HOLLYWOOD MOVIE STUDIOS



HOLLYWOOD BOWL
("Symphony Under the Stars")



HUNTINGTON LIBRARY AND ART GALLERY
(Pasadena)



HERE'S the reason why early Spanish conquistadores in Southern California called the Pacific Ocean a "Sunset Sea." Always a source of every-changing moods, the sea is never more inspirational than during those fleeting moments when the lingering rays of the sinking sun splash the distant horizon with a brilliant hue of gold and magenta to proclaim the passing of another day. Gradually deepening shadows gather as the curtain of darkness—cool, soft and deep—is drawn across the picture. A thousand twinkling stars assume their sentinelship of the night. And all the while the foam-crested breakers continue their enchanting rhythm. To residents of Long Beach, California, where this view was taken, along the ocean bluff, under the shadows of a metropolitan skyline, such glorious beauty is an everyday occurrence.

FREE DESCRIPTIVE PAMPHLETS

This page brings to a close your "pictorial journey" to Long Beach. Necessarily, the descriptive matter has been limited to the briefest of facts. If you would like further and more detailed information on any of the subjects covered herein, it will be sent to you without obligation. Additional pamphlets giving complete and authentic data on the following separate subjects are available for the asking:

Municipal Auditorium, convention facilities, Long Beach as a business center, parks and playgrounds, amusement zone, U. S. Battle Fleet, fishing, golf, hotel and apartment rates, aquatic sports, yachting and boating, beach and bathing, points of interest, city of homes, building development, municipal airport and aviation, Signal Hill oil field, harbor and industry, churches, schools, transportation facilities, municipal band, Long Beach as a health center, municipal government, civic statistics, cultural attainments, fraternal life, and historical development of Long Beach. Send your request to the Convention and Publicity Bureau, Municipal Auditorium, Long Beach, California.

"A dog's life" might be the title of this camera study. As restless as the rolling surf, itself, the maid and her German police dog typify the exhilarating freedom which only a dip in the ocean at even' tide can provide.





CITY OF LONG BEACH

LONG BEACH, CALIFORNIA

July 6, 1932

TO ALL DEPARTMENT HEADS AND
MEMBERS OF MUNICIPAL COMMISSIONS:

Herewith is a copy, just off the press,
of a new Long Beach booklet, compiled and edited
by the Convention and Publicity Bureau. Due to
the limited funds available for this year, distri-
bution of the book is being limited to persons
residing outside of Long Beach, and thought you
would be interested in receiving a copy for your
personal perusal and use.

Very truly yours,

MUNICIPAL CONVENTION
AND PUBLICITY BUREAU

By *Jack Horner*
Jack Horner, Mgr.

JH:FK
Encl.
New Municipal Auditorium

COMPILED BY
MUNICIPAL CONVENTION AND
PUBLICITY BUREAU

DISTRIBUTED BY
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PUBLICITY DEPARTMENT

**It was obviously impossible to give individual credit lines on all the photographs used in this booklet, but persons desiring to secure copies of any of the pictures should address the Municipal Convention and Publicity Bureau, which will be happy to relay your order to the proper photographer.*

To all of the above, whose kindly assistance and painstaking co-operation contributed so materially to the success of its efforts, the Municipal Convention and Publicity Bureau acknowledges its grateful appreciation.