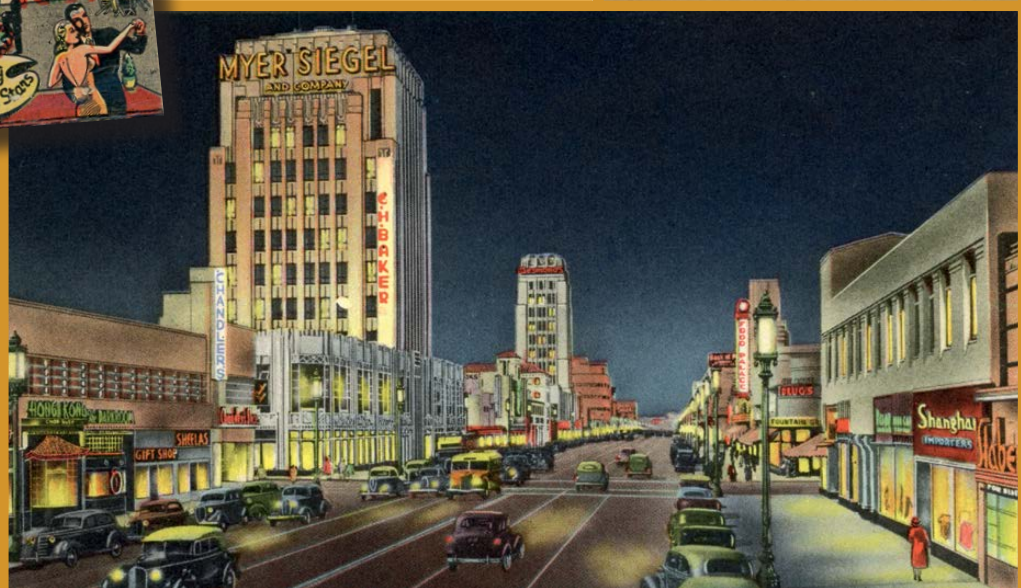
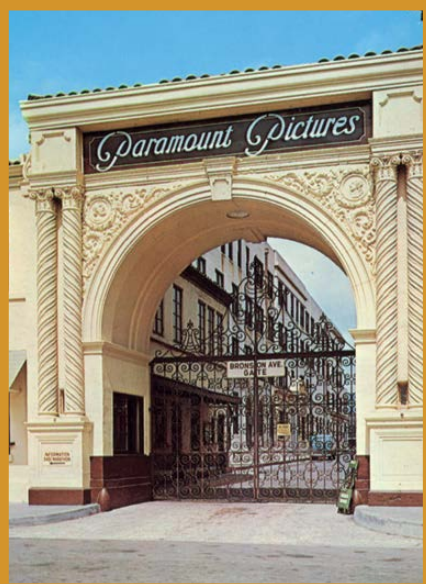


A unique pictorial history of early to mid-twentieth-century Los Angeles, as told primarily through a fun collection of old photos, postcards, brochures, matchbooks, and other vintage ephemera, accompanied by author Peter Moruzzi's illuminating and sometimes irreverent text.



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GREETINGS FROM
Los Angeles

MORUZZI



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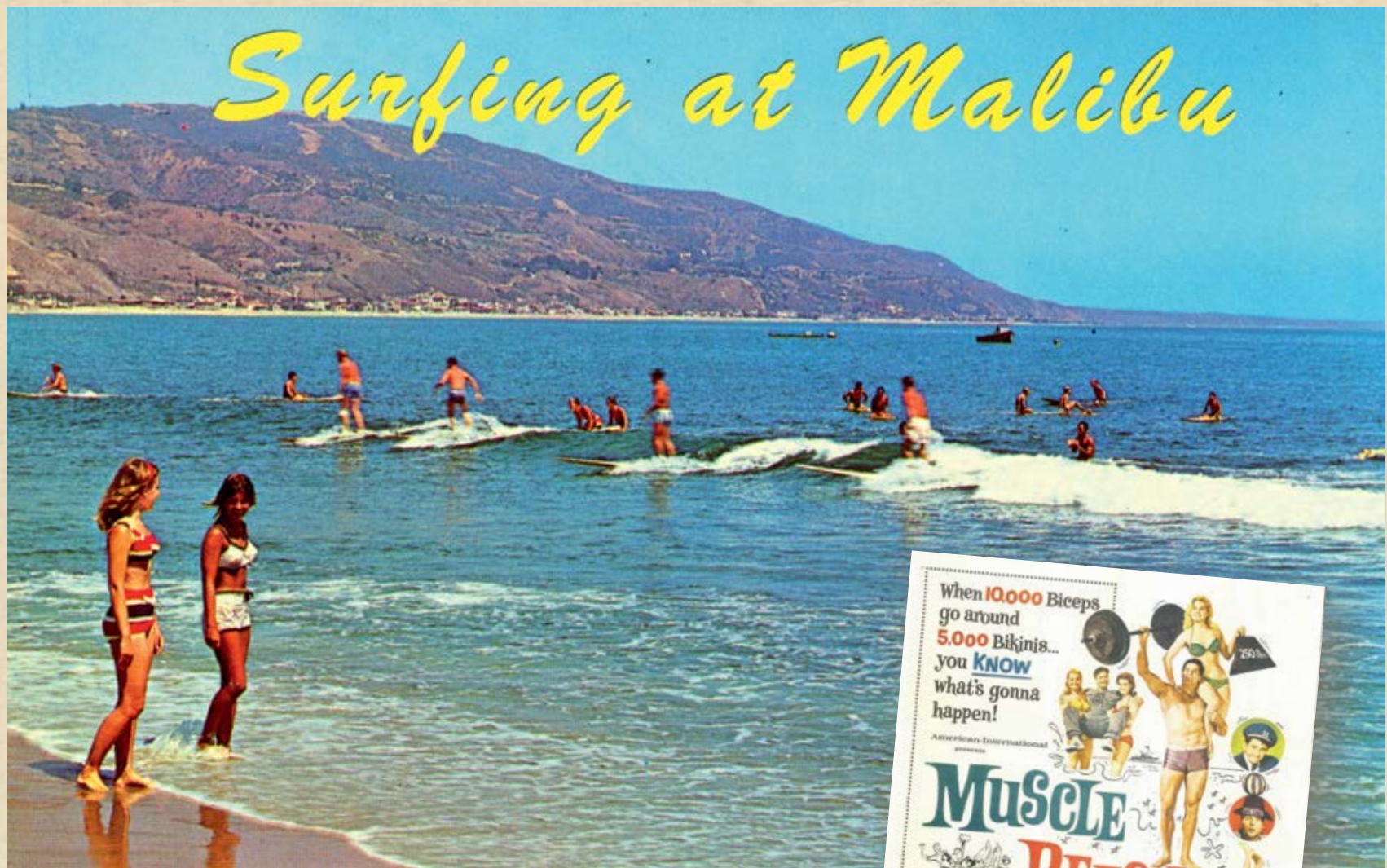
PETER MORUZZI

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Hollywood's Cinerama Dome at its opening in 1963.



Surf's Up!

Malibu, Santa Monica, Redondo, Hermosa, Huntington, Laguna, Venice. The Beach Boys, Dick Dale and the Del-Tones, Muscle Beach, Gidget. In the early 1960s, Southern California was fused in the popular imagination with surfing, beach parties, youth, and freedom.

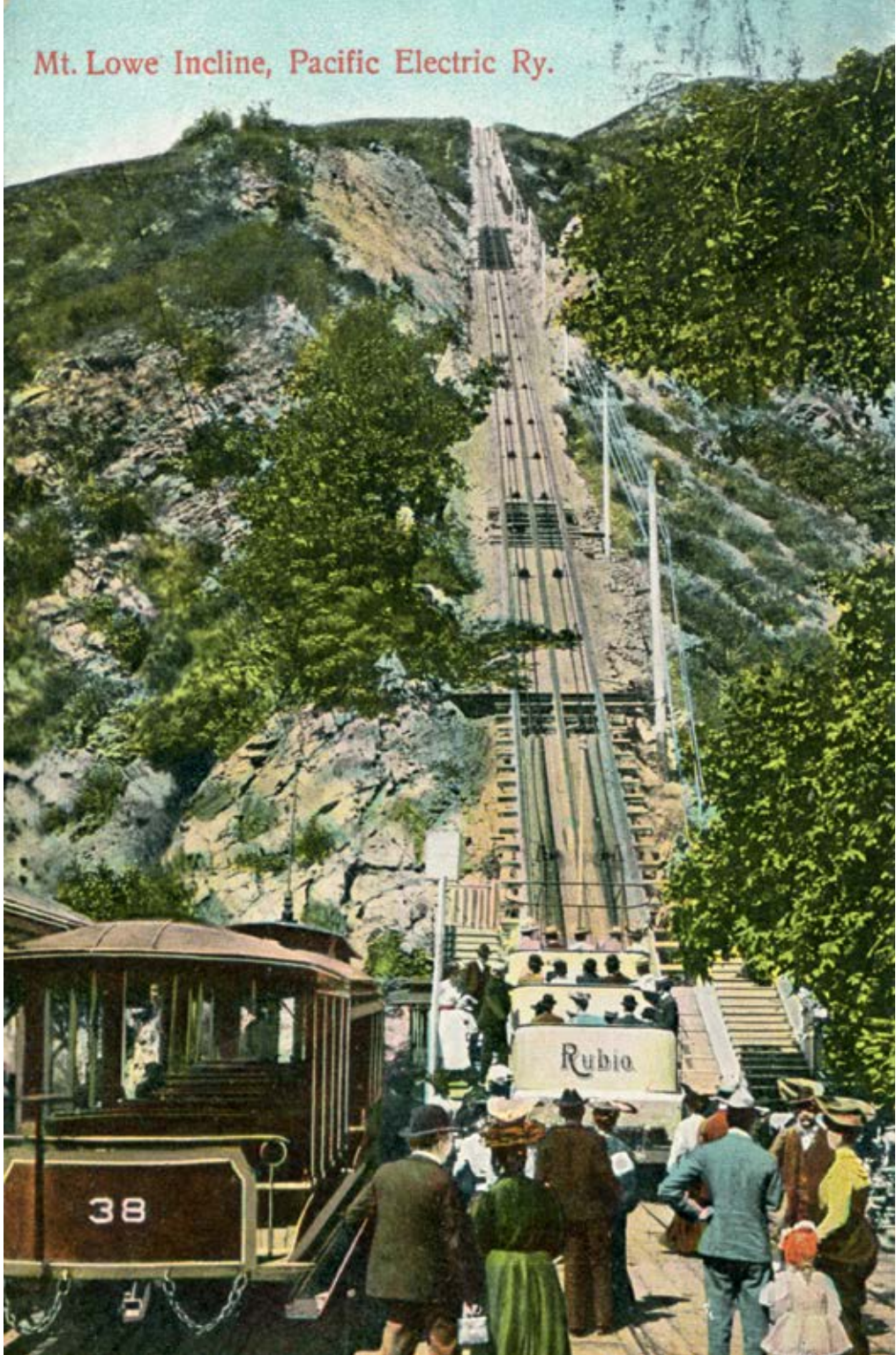


Santa Monica was a bit more crowded than Malibu.



ABOVE: Ivy Wall, the winter home of Adolphus Busch (of Budweiser fame) on Pasadena's Millionaire's Row.

BELOW: Last stop: Ye Alpine Tavern at 4,400 feet.



A scary curve on the Mount Lowe Railway.

Starting in the 1880s, wealthy midwesterners and easterners spent the winter season in cities such as Pasadena, just north of Los Angeles, to escape intolerable winters back home. The wealthiest lived on Orange Grove Boulevard, nicknamed Millionaire's Row. The region's sunshine and dry air also attracted those in search of relief from various respiratory ailments such as tuberculosis.

Just east of Pasadena in the San Gabriel Mountains was the Mount Lowe Railway, a scenic seven-mile electric trolley ride that rose to 4,420 feet above sea level. Opened in 1893, the railway route included the magnificent 70-room, Victorian-style Echo Mountain House, and at the end of the line, Ye Alpine Tavern, a 12-room chalet with views to the Pacific Ocean. Over three million visitors rode the trolley until the railway ceased operations in 1938.



ABOVE: Alligators on their way down the alligator slide at the California Alligator Farm.

Alligator and ostrich farms, amusement parks, pleasure piers, beaches, bathhouses, rail excursions, public parks, museums, vaudeville, nickelodeons. These were some of the year-round attractions available to Angelenos before 1920. An annual special event was the Pasadena Tournament of Roses parade held on New Year's Day beginning in 1890 as a way of showcasing the region's mild winter weather.



LEFT: Chutes Park was an amusement park with a roller coaster, miniature railroad, theater, baseball park, and a waterslide where riders in boats careened down tracks into the lake below.



ABOVE: “Joy riding” may not be the best description for this activity.

LEFT: This passed for entertainment in 1910.

RIGHT: The plunge in the festive Ocean Park Bath House (south Santa Monica) was fully enclosed despite being located on the beach. Note the rows of spectators ogling the virile bathers.





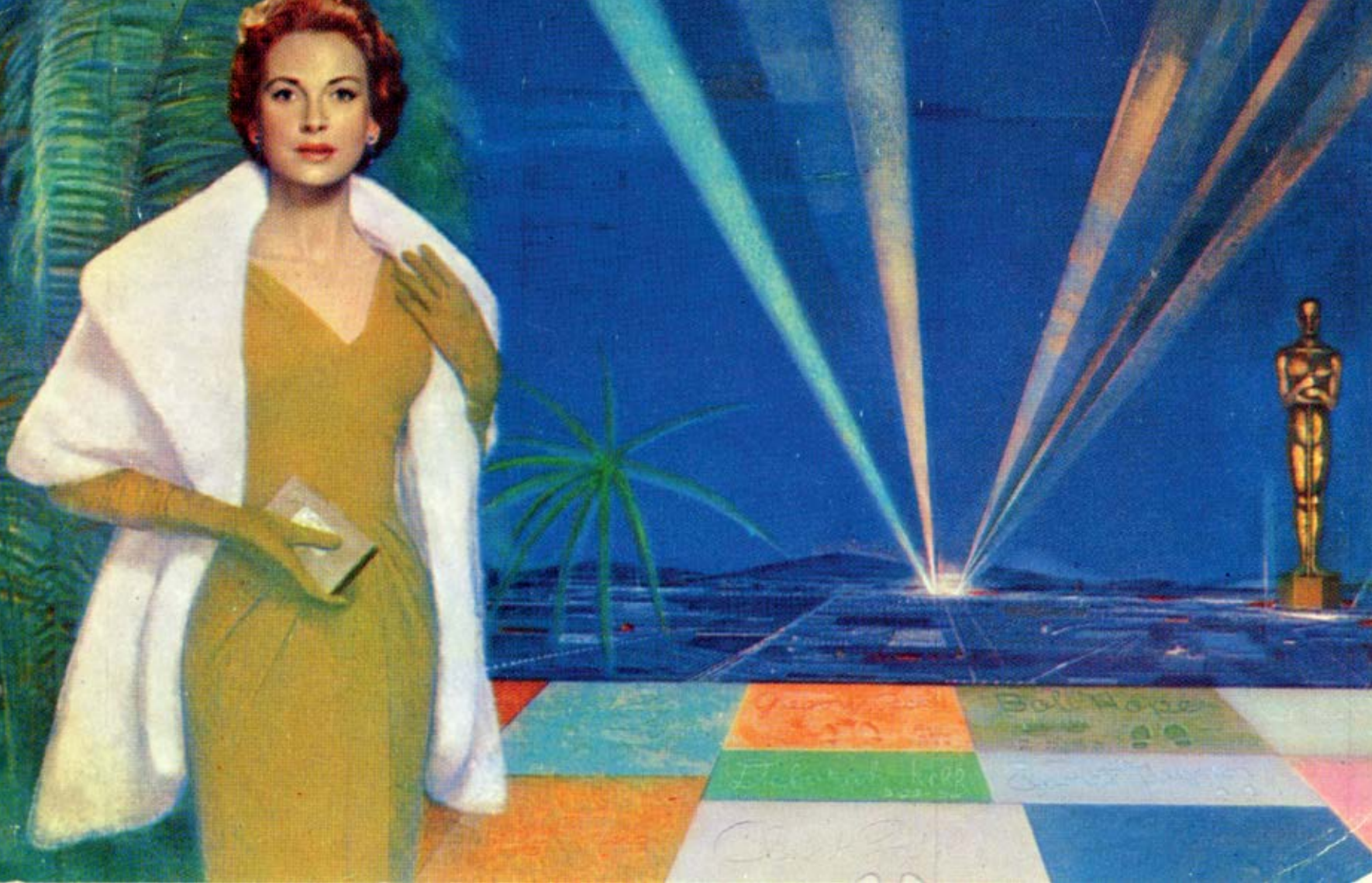
Lobby, Hotel Alexandria,
Los Angeles, Cal.

The Hotel Alexandria (above) on Spring Street was the city's most luxurious when it opened in 1906. The 1913 Million Dollar Rosslyn (right) had 800 fireproof rooms. Both hotels, which still exist, were designed by architect John Parkinson, who later codesigned City Hall, the Coliseum, and Union Station.

FACING: Downtown's Broadway was a very busy place, much of it photographed by Hollywood's picture makers.

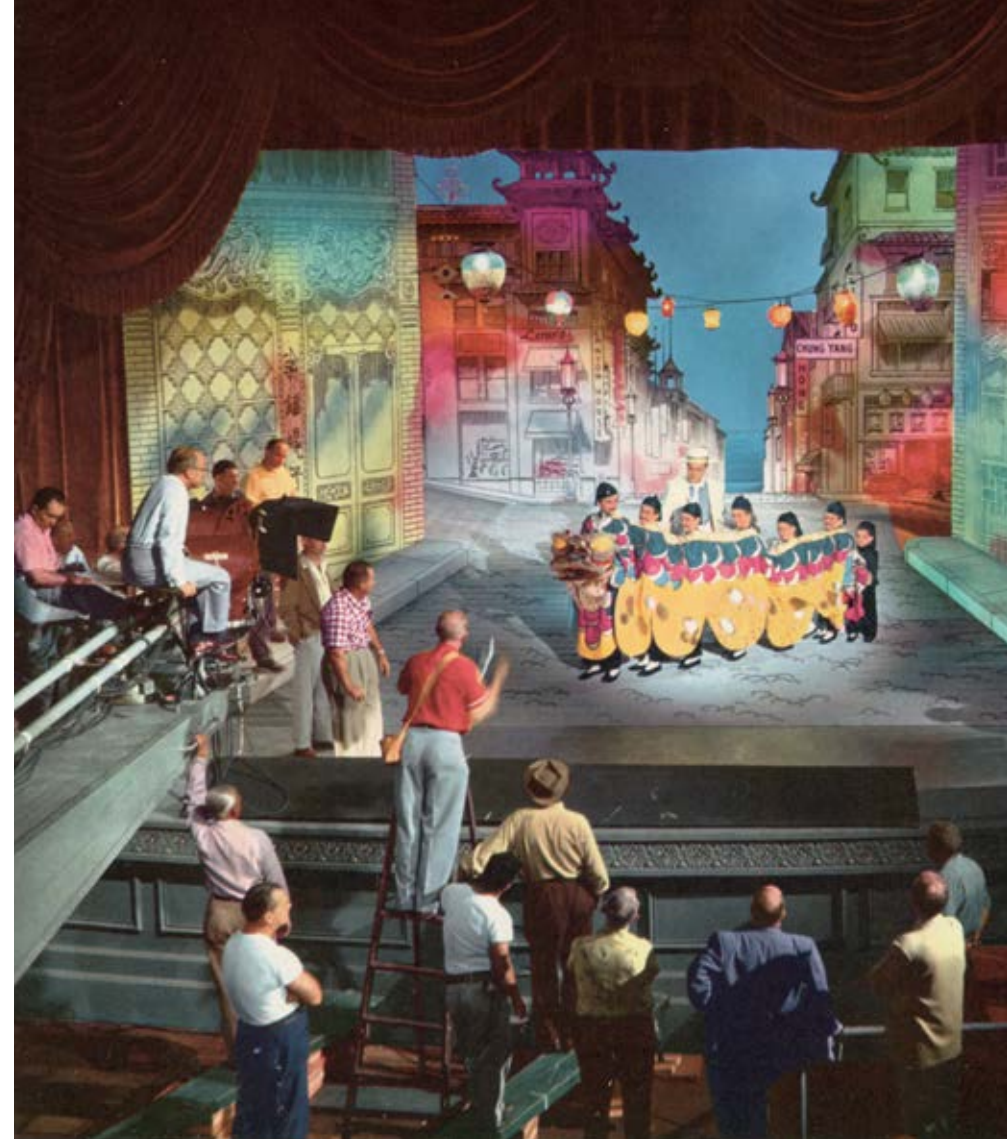


15060. Broadway on a
Busy Day, Los
Angeles, Calif.



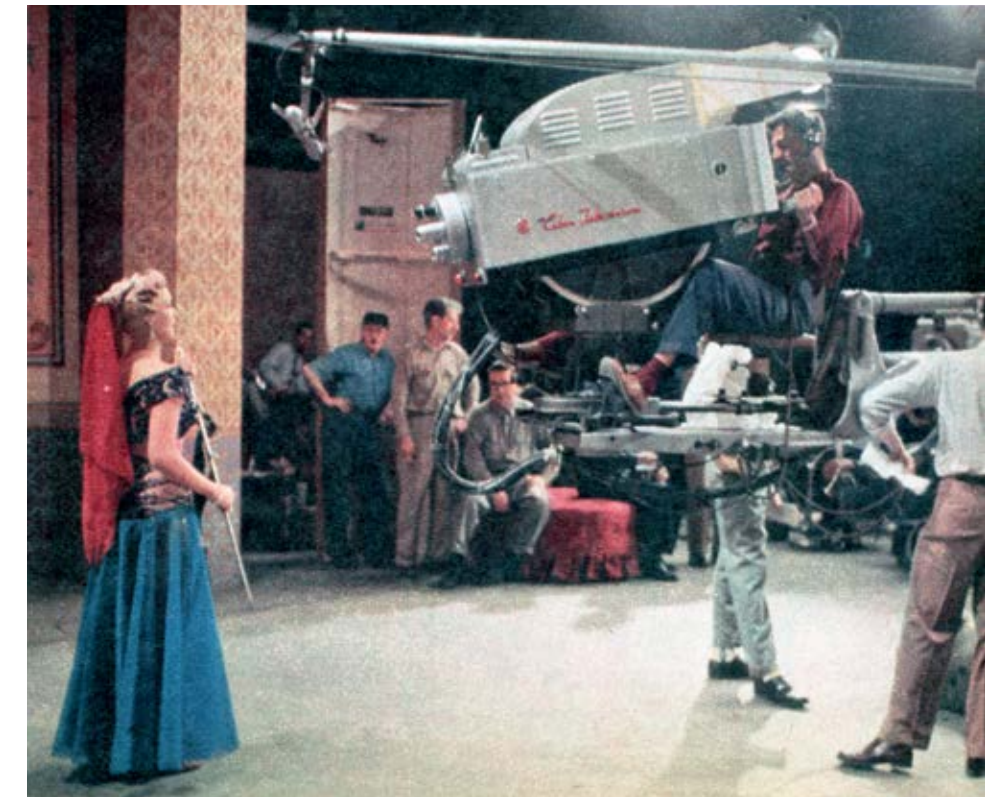
Hollywood by artist Maric Zamparelli.

By the mid-1950s, television challenged movies as the dominant form of mass entertainment. In response, motion picture studios produced extravagant epic films like *The Ten Commandments*, *Ben-Hur*, and *Cleopatra*, and gimmicks like 3-D films, Cinerama, CinemaScope, and VistaVision. Yet Hollywood continued to employ thousands as the home of both movie and television studios.



ABOVE: On set with Bob Hope and his Chinese friends.

ABOVE, RIGHT: Introducing color television!



BELOW, RIGHT: Bustling Hollywood and Vine in the early 1950s.

