

# HAPPY BOULEVARD CELEBRATION, HOLLYWOOD, "THE HEAVENLY CITY."

A MORE enthusiastic celebration than that which yesterday afternoon marked the formal opening of the now practically completed Sunset boulevard, connecting Los Angeles with the splendid boulevard system that has been perfected in and around Hollywood, is seldom to be seen, in any cause.

Hollywood, the "Heavenly City," as it was termed by one of the speakers in connection with the City of the Angels, never before presented such a lavish sight as when the grand parade of automobiles, carriages and tallyhos, with fluttering pennants, escorted over a dozen special electric cars crowded to the steps, poured through its gates, swept from Sunset boulevard up hand-

the carriage containing the principal speakers of the day.

With the wild mustard bloom clothing the uncultivated sweeps of the valley and lower slopes in a golden garment, the azure sky above, unclouded suddenly as if for the occasion, the profusion of flowers in decoration and in garden, and the throng of gaily dressed women and enthusiastic men, cheering and expectant, brought to the spot by the impulse of the pride of a good work accomplished—this was a scene so typical of the Southland of these people's pride that it held the fortunate spectator thereof fascinated.

**CAUSE OF IT ALL.**

The motive of the celebration was one well worthy of enthusiasm. The gayety marked the practical completion of the

between Fourth and Seventh streets, for a start scheduled for 1:30 p.m. The crowd that lacked conveyances of its own boarded the cars put at the disposal of the public by the Los Angeles Pacific Railroad, and joined the parade proper at Echo Park. The private cars Mermaid and "400" carried members of the Los Angeles City Council, Mayor Snyder, county officials and invited guests of H. J. Whitley, the Reception Committee and the railroad officials.

At Echo Park a car lavishly decorated in flowers by the ladies of that region met the caravan and a brief stop was made to view these beautiful decorations and to organize for the run into Hollywood.

**UNDER THE PALMS.**

The entire length of the boulevard was decorated with palm branches arching over from the telegraph poles, and with flags and bunting that streamed from almost every house along the way. Clear from the city into Hollywood the residents turned out along the curb and cheered the passing show. Children appeared with their heads wreathed in flowers and tooted tin horns, while young men and women waved little flags in jubilation.

Incomparable Hollywood, settled luxuriously among her brilliant gardens, was all aflutter under the Stars and Stripes, that floated profusely in great banners the length of Prospect avenue. Especially striking was the display of bunting from the Hotel Hollywood.

came had cause to go away unrefreshed.

The grand marshal of the parade was Col. J. W. Fife, who was accompanied by two mounted cadet buglers and the Soldiers' Home Band.

As Gen. Otis drove up three rousing cheers were given in his behalf, after which the crowd banked on the veranda and balcony, and on the surrounding grounds settled itself to hear the speakers, who turned a high tallyho into a rostrum, and spoke, standing on the seats.

Chairman A. G. Bartlett of the Hollywood Board of Trade presided, and after befitting words of welcome on behalf of the organization, presented H. J. Whitley, whom he introduced as the "Champion of Hollywood." Deafening applause greeted this indefatigable boulevard worker and progressive citizen. Mr. Whitley said:

**MR. WHITLEY'S SPEECH.**

"I think that we can hardly appreciate the importance of the event that we celebrate today both to Los Angeles and Hollywood. It will bring these two cities closer together; it will facilitate business between them; it will be a never-ending source of pleasure to the citizens; it should be an object-lesson to the citizens of other towns and cities to build good roads and boulevards."

Ten years ago one of our leading citizens, J. S. Maltman, took up the project of opening, straightening and

and I only wish he were here to see the results of his labors.

"Over five years ago when I moved to Hollywood, what is now Prospect boulevard was not open for travel west of Wilcox avenue. The dummy line ran westerly mostly through fields to Laurel Cañon. Hollywood had then very few buildings and was principally a fruit and vegetable farming country. In connection with our Supervisor and a few citizens we took up the boulevard work and from that time to this untiring labor has been required to make this system of boulevards and connect them with Los Angeles."

"After several years of persistent work we found that before the boulevard could be connected with the end of the city contract at Maltman avenue we were called upon to assist in securing a right of way and building by a new route from Maltman avenue to the corner of Prospect and Vermont avenue. In this we were greatly assisted by the Board of Supervisors. Much the largest part of the expense was borne by Sherman and Clark, who, with their characteristic energy and enterprise, pushed the work of building their railroad and this portion of the boulevard to completion. Let us also remember that Sherman and Clark have borne the largest share of expense and been the principal workers on this project whose completion we celebrate today."

"Thirty years ago Capt. Ivar A. Weld settled in the Calhoun Valley. During that time he was a most effective worker in all enterprises to develop the valley; at one time giving \$5000 as a bonus toward building the dummy railroad. He was always ready to give us help, encouragement and financial aid. He was a man of great ability, sterling worth, and general kindly nature. During my last trip to Europe Mr. Weld came from Copenhagen to Amsterdam, 1000 miles, to see and welcome me. Little did I think that it would be the last time I should see him on earth. He will ever live in the hearts of those who knew him. He has gone to his reward. Peace be to his memory."

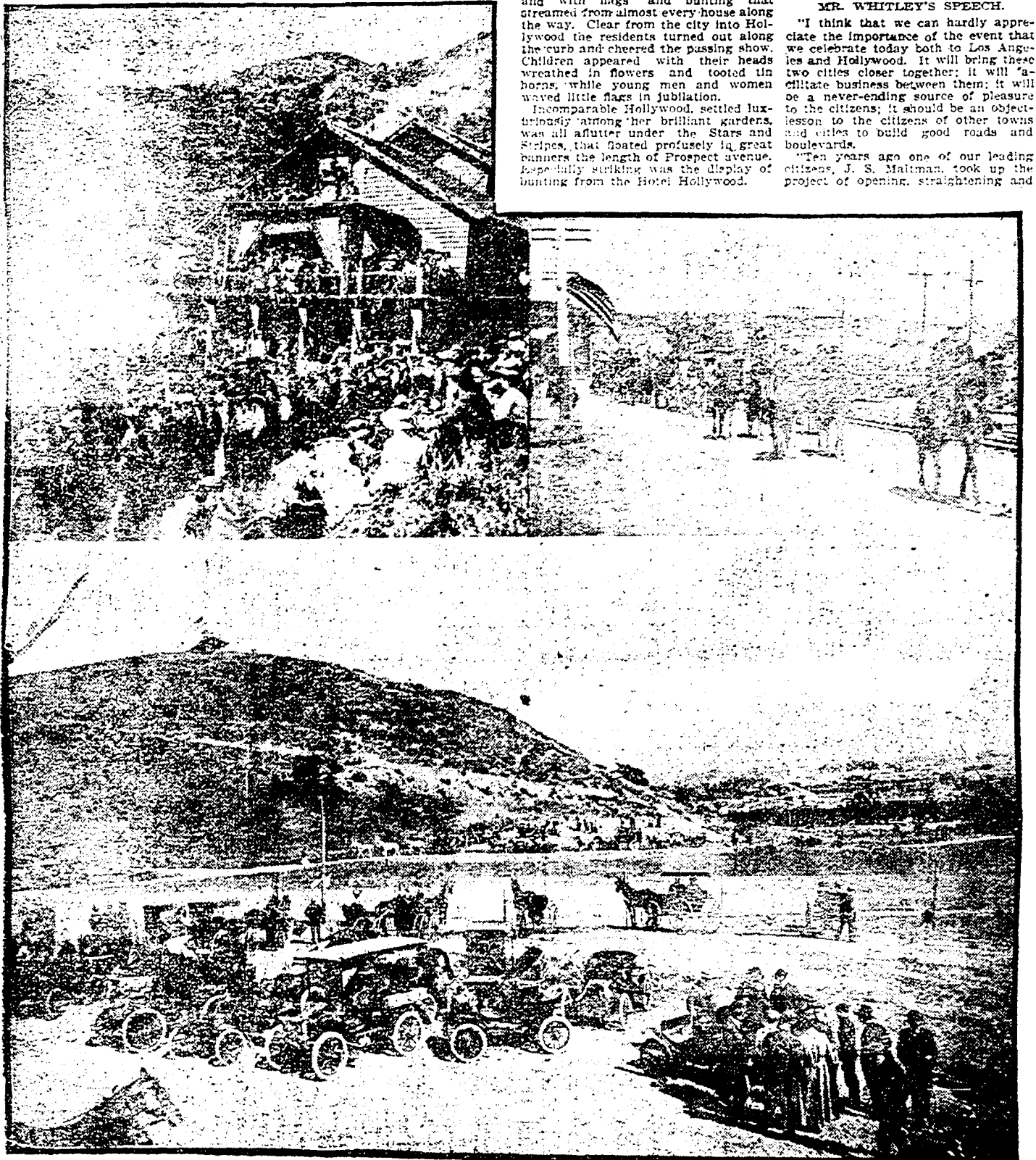
"I hope in the near future to see this boulevard lined with tropical shade trees, lighted with thousands of electric lights, a magnificent driveway from Santa Monica, via Soldiers' Home, Sherman, Hollywood, Prospect and Sunset boulevards, the Sisters' Hospital and the 'cut off' at the Plaza to our new \$1,000,000 postoffice, both the pride and joy of Los Angeles county."

ception committee—permission to let you carry off the furniture, nor promise them a deed to the land, but otherwise there are no restrictions. But whatever pleasure you may have here is due principally to Mr. Whitley, Gen. LaGrange and the others who have planned and are so ably carrying out this celebration. The importance of this enterprise can scarcely be realized. Money has been spent here like water. Especially are Sherman and Clark entitled to great praise for their liberality, enterprise and perseverance. With good roads, with great railroads and steamship lines centering here on the Coast, coupled with the enterprise of its citizens and industrial freedom, the future greatness of this region cannot now be conceived."

"America" by the band concluded the programme.

The committee representing the Sunset Boulevard Improvement Association consisted of M. L. Wicks, chairman, Dr. LeMoine Willis, Charles Andrews, Thomas Kelly, H. Deutsch, H. N. Elliott, George Willard and Harry Brook. The Reception Committee of the Hollywood Board of Trade was composed of P. B. Chase, chairman; William H. Hoegge, Arthur Lettis, G. H. Coffin, Daniel Penman, George Hanna, J. C. Kayes, Eugene Law, J. G. Warren, H. C. Draves, J. H. Spires, C. E. Boag, B. C. Edwards, William Freese, Thomas Hudson, B. J. Harper, J. B. Brokaw, Dr. O. E. Palmer, Robert Young, J. F. Stevenson, J. Jepson, Thomas F. Keefe, Paul de Longpre, John Hampton, J. B. Rapp, C. S. Glass, E. R. Walker, Dr. Alan Gardner, Angus Porter, P. J. Beveridge, Mayor Rich, Robert Hale, Dr. Jackson, Dr. Davidson, William Ferry, E. W. Elliott, C. F. Camdel, Roy Milner, P. S. Rishel, J. F. Grass, E. S. Fields, Henry Goodwin, W. F. Herndon, Wellington Clarke, Dr. W. Wylie, S. J. Beynon, J. D. Long, H. J. Whitley, Franklin Booth, Prof. Churchill, C. E. Bireley, Dr. E. S. Pillsbury, C. N. Whitaker, Otto Classen, William Fruhling, E. W. Sandison, Mr. McPherson, A. Gregory, J. B. Blackwood, J. C. Newitt, P. Vickroy.

The Decoration Committee consisted of E. W. Elliott, chairman; J. H. Spire, E. R. Walker, B. J. Harper, J. F. Grass, J. J. Steadman, William H. Hoegge.



HOLLYWOOD BOULEVARD OPENING.

At the bottom is shown the long parade arriving at "The Outpost;" above, Col. Fife leading the procession, and the crowd in front of the chalet at "The Outpost."

some Prospect avenue, and on to the mouth of the pretty cañon that shelters in its sunny depths the "Outpost," the Hollywood place of Gen. H. G. Otis, where the chief festivities of the afternoon took place.

The panorama from the chalet at the "Outpost," as the throng defiled into the opening among the hills was inspiring. Carriages and tallyhos, automobiles, equestrians and pedestrians from the unloading cars fairly choked the roads leading into the throat of the cañon, and streamed up the slope in solid ranks, the tallyho containing the Soldiers' Home band leading the tallyho of the Hollywood Board of Trade, and

last link in a system of boulevards of which a community—or two communities, as in this case—may well feel proud. It marked the fulfillment of a task years long—a task done in its hardest places by a few progressive, dauntless, generous citizens, to be enjoyed by and to benefit thousands who may never hear of them.

The particular and heretofore missing link in the fine highway which was the cause of the day's programme is the two-mile stretch of the city end. With the few strokes of surfacing yet to be done on this stretch, a boulevard system costing about \$350,000 so far will have been put into commission.

The automobiles and rigs formed for the parade in this city on Broadway,

The "Outpost" was a bower of beauty. Ladies of Hollywood had massed the entire front of the veranda and balcony in screens of red and white carnations. The pillars were wrapped in bunting and greenery, and flowers in vases were scattered profusely through the house, which was thrown wide open to one and all. The beautiful place was turned over to the Board of Trade and the Reception Committee by its owner for the entertainment of Hollywood's guests, and the people expressed their appreciation in a hearty manner before the close of the afternoon.

On the veranda were long tables groaning under huge bowls of luscious punch, dainty sandwiches and cakes served by young ladies, and no one who

widening to 100 feet Sunset boulevard to the northwest city limits. It took five years of persistent effort on his part to procure the deeds of right of way. Later a change of route caused an abandonment northwesterly from Maltman avenue, which is now the end of the city contract to the city limits. After five years the Sunset Boulevard Improvement Association, of which Mr. Maltman was a member, was formed, and by unceasing effort has brought about the result we see today. I cannot dismiss this subject without referring to the earnest labors of our esteemed fellow-citizen, Col. Shaut, a member of the Sunset Boulevard Improvement Association, whose last work on earth was on this project.

**MAYOR SNYDER.**

Mayor Snyder was the next speaker. "I bring the greetings of Los Angeles to Hollywood on this great day," he said. "Those men here whose every effort has been extended toward putting Hollywood in the van of California cities have been successful to the utmost. The citizens of this beautiful community, ably supported by the press of Los Angeles, have wrought the splendid achievement the celebration of which brings us together today. Hollywood's ideal, natural attractions, coupled with the hospitality of its people, make it incomparable among the cities of our knowledge. Again, on behalf of the citizens of Los Angeles, I felicitate you." The Mayor closed with a tribute to the veteran soldiers whom he saw gathered about him.

J. S. Maltman of the Sunset Boulevard Improvement Association, "the hard worker at the other end of the road," as he was introduced, next took the stand—or, rather, stood up on the seat. He described the route of the boulevard, the history of the movement, and the many discouragements of those who launched it, and advocated another great highway diverging from this one and penetrating into the San Fernando Valley through Tropic and Glendale. The suggestion was roundly applauded. In a tribute to H. J. Whitley, Mr. Maltman said: "Give me the land, the climate and Whitley, and I'll build you another Hollywood, or a dozen, wherever you will."

Gov. O. H. LaGrange of the Soldiers' Home, gifted speaker that he is, delivered an eloquent and well-directed eulogy of the wonders accomplished within the sweep of his eye as he stood, and of the men who accomplished them.

"Though I always believed that we belong to a race of empire builders, if I had doubted it, I would know it now since coming here. Such men as have built this community, as have built this boulevard, and will finish it to the sea, are the soldiers of civilization," declared the stalwart orator.

The introduction of Gen. M. H. Sherman of the Los Angeles Pacific brought forth a burst of applause and friendly greetings from the gathering. Gen. Sherman, in his good-natured and straightforward way, took up the subject of the day and thanked the people for their substantial confidence as well as for their friendly expressions. Many public tributes were spoken during the day on behalf of Gen. Sherman and E. P. Clark for their generous support of the boulevard movement.

Other speakers on the programme were W. C. Patterson, Judge P. S. Rishel of the Hollywood Board of Trustees, Francis Murphy, Col. Fife and T. W. Brotherton, who, after an eloquent talk on patriotism and the flag, formally presented the city of Hollywood with an immense national banner, the gift of William H. Hoegge, which is to be raised on the summit of Mt. Hollywood. Three cheers were given for the Stars and Stripes, and for Citizen Hoegge.

Gen. Otis was called upon for remarks, after thanks had been extended for the hospitality of his charming place.

**"PLACE IS YOURS."**

"In the language of the early Californians," said Gen. Otis, "the place is yours. I did not promise to see