



Upper Right: Fairy Wood.
Upper Left: Community Playhouse.
Lower: A Sunken Garden.

Fairy Wood is one of California's most charming outdoor theatres.

Not commercial advertising but individual selection by residents of those they wish to be their neighbors has built Laguna Beach. Charmed with the friendliness, the beauty, and the equable climate, those who live here have painted such glowing pictures in letters and by personal contact that they have induced others to come, so that Laguna Beach can truthfully boast that hers is a "selected" population.

The cooling, temperate waves of the Pacific Ocean give Laguna Beach a delightfully even temperature, practically free from fogs. Its rim of hills keep the cold winds above Laguna Beach. It is the center of the strip where there is the least wind in the United States. A large number of lovely homes are a still further charm of appeal to visitors. The bathing is excellent, and annually attracts many thousands of people. On account of the equable climate, bathing may be enjoyed all the year round.

With perfect grandeur Laguna Beach unfolds the one spot of natural beauty still left on the coast without the usual tawdry amusements of other beach cities. Gorgeous sunsets, beautiful trees, long winding walks, romantic trails, and the ever murmuring of a restless sea, bring one closer to nature.

Laguna's jagged, rocky shore, with many caves and pebble strewn floors, holds adventurous charm for those who desire a recreational spot entirely out of the ordinary. No other coast community offers more charm and quaintness.

Numerous beautiful sunken gardens, with fish ponds, add to the charms of Laguna Beach. The Garden Club is urging the people to lay out their grounds and arrange trees, shrubbery, etc., in such a manner as to produce the most pleasing effect.

Laguna Beach has a splendid grammar school, and plans are under way for the early construction of a high school. Various churches provide for the religious need. The public library, moving picture theatre, dance hall, miniature golf, card, chess and checker clubs, horse-shoe courts, little symphony concerts, non-professional theatricals, and good fishing, enable the citizenry to enjoy recreational diversion.

The city is well supplied with restaurants and hotels, to suit all purses; and choice apartments and cottages at moderate rentals are to be found in all sections of the city. Laguna Beach also has a bank, weekly newspaper, hospital, and a large number of art and novelty shoppes, stores, and other business enterprises. An abundance of good water is provided, and auto parks and camps are available.

For detailed information, write to the Chamber of Commerce, Laguna Beach, Orange County, California.

LAGUNA BEACH LAGUNA BEACH



CALIFORNIA CALIFORNIA

CANYON ENTRANCE



MOONLIGHT AT LAGUNA BEACH



THREE AUCHES



LAGUNA BEACH

"The Beach that is Different"

LOCATED on the Coast Highway, fifty miles from Los Angeles, nineteen miles from Santa Ana, and eighty miles from San Diego, with paved highways in every direction, lies the mecca of Southern California,—quaint, beautiful Laguna Beach. It is reached from Los Angeles by Pacific Electric Railway, Pacific Greyhound lines, and Motor Transit busses, and from Santa Ana, Riverside, and valley points by Motor Transit busses; and is within 57% of all the population of California.

The artist colony of Laguna Beach is famous the world over. It has many resident artists, and is visited by many artists and art students who find it a picturesque place to work at all seasons of the year. The Laguna Beach Art Association, founded in 1918, has over six hundred members, and maintains an art gallery, open every afternoon, where the work of its artist members may be seen by the public. Painters, writers, and musicians select Laguna Beach as a place to live and work.



CASA DEL CAMINO



COAST INN



HOTEL LAGUNA



ARCH BEACH TAVERN



NORTH ENTRANCE COAST HIGHWAY



ART GALLERY AS COMPLETED
First Unit Now Open to Public



BUSINESS BLOCK