

# Miracle Mile Mural Key

*The Wells Fargo Community Mural Program is dedicated to creating unique, custom-designed, historical artwork that respects the community's legacy, celebrates its diversity, and honors the past upon which the community was founded.*

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May Co. department store on the corner of Fairfax and Wilshire at the beginning of Miracle Mile, 1947. Visionary developer A.W. Ross designed the commercial area to attract automobile traffic in the 1930s. The "linear downtown" became a huge commercial success throughout the U.S.



Four women sitting on a bench on Wilshire Boulevard, c. 1937. Wilshire Boulevard was known for several innovations, including the country's first dedicated left-turn lanes and timed traffic lights.



Out for a drive, c. 1930s. The rise of the personal automobile played a significant role in the development of Miracle Mile. Developer A.W. Ross encouraged store owners to build parking lots behind their buildings to provide ample parking for their customers.



Myer Siegel occupied the first floor of the Dominguez-Wilshire Building on Wilshire Boulevard, and was one of the area's major retailers, c. 1930s.



A young woman with her car, c. 1936. Miracle Mile was one of the first automobile-oriented retail districts, designed to attract and serve automobile traffic rather than pedestrian shoppers.



Korean students in Los Angeles County, c. 1907. Korean American history dates back the early 1900s, when many began to arrive as diplomats, political exiles, merchants, farmers and students.



View from Fairfax towards the Miracle Mile section of Wilshire Boulevard, 1972. The large-scale buildings were designed to be seen through a windshield, and included larger, bolder, simpler signage.



Wells Fargo's diamond sign signaled express wagons to stop for parcels and identified company offices worldwide.



In 1886, Wells Fargo published this commercial guidebook for Spanish-speaking customers.



Money package labels used by Wells Fargo to safely transfer money.



Section of map showing automobile routes in Los Angeles, including Wilshire Boulevard, c. 1940.

**Together we'll go far**



 **Questions? Comments?**  
We would like to hear from you!  
Please contact [communitymurals@wellsfargo.com](mailto:communitymurals@wellsfargo.com)