

LOS ANGELES, CAL., SUNDAY MORNING, JANUARY 8, 1905.

REALTY VALUES REMAIN FIRM

DEALS AT LARGE FIGURES ARE CLOSED

Market is in an Active Condition and Sales Have Been Satisfactory.

Demand for Investment Remains Steady

This week has been one of acute attention among real estate operators.

Nothing has appeared to mar the activity that was apparent all during 1904, and the sales that have been reported, as this review shows, demonstrates that the demand is keen and that the investor is still in evidence.

Too much stress cannot be laid upon values, as uniformity does not appear in the most selected and valuable sections.

Demand now seems to be for property east of Main street, and the bulk of the larger transactions is in that direction.

Well-located residences have received considerable attention during the week, and also the better class of unimproved lots in available centers that prove popular residence sections.

The consensus among agents seems to be that the new year has opened well and that the outlook is full of promise.

As an indication of the trend of values the sale reported by Wright & Callender and the Pioneer Investment and Trust company is a case in point.

Another instance of the increasing values in property in the section east of Main street is the investment reported by O. A. Vickrey & Co., by which C. W. Bush has sold C. J. Goodenow the southeast corner of Wall and Eleventh streets, 80x100 feet, for a stated consideration of \$50,000.

C. W. Conway has effected a sale and exchange of property between E. R. Brainerd and Albert J. Brown by which Mr. Brown conveys to Mr. Brainerd the vacant property 75x130 feet on the northwest corner of Sixth and Flower streets for a consideration of \$35,000.

Strong & Dickinson report the following sales in the various tracts under their control:

In Crenshaw's Arlington Heights tract, to Marjorie N. Williams, lot 21, block 49, at \$1100, and Miss Katherine Page, lots 15 and 16, block 26, at \$1300.

In Strong & Dickinson's Main and Moneta avenue tract, to Margaret L. Manrer, lot 51, at \$475.

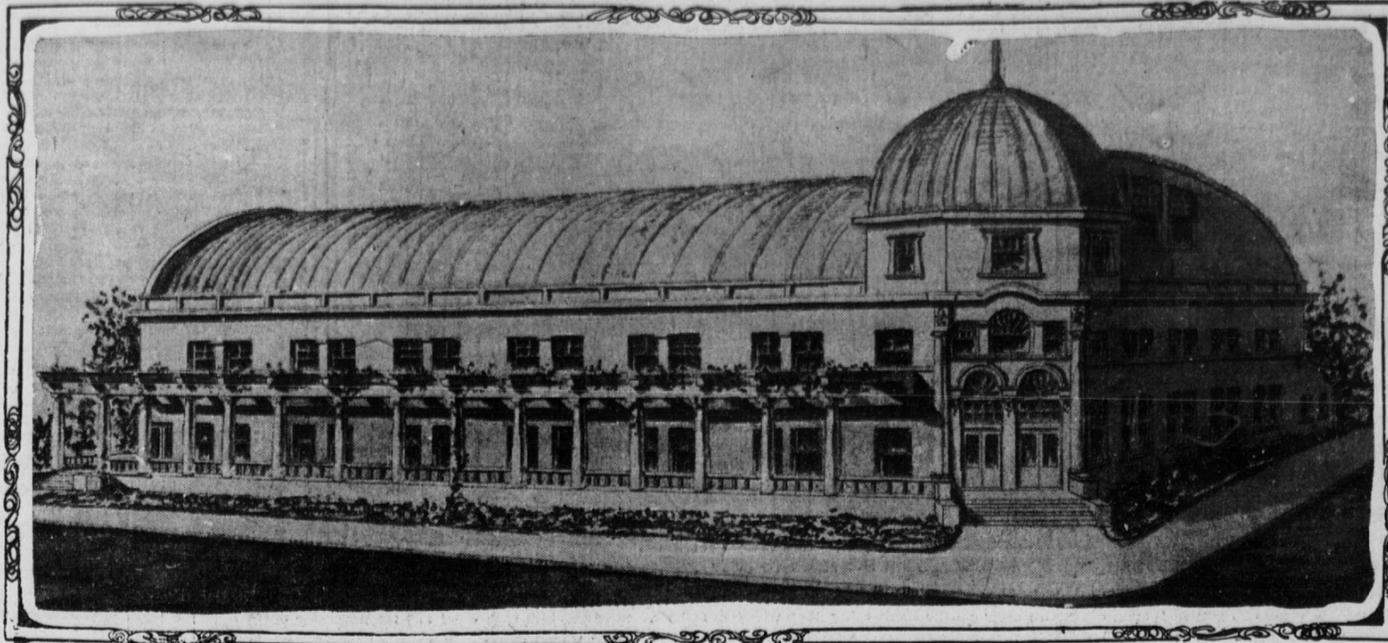
In Bellevue place, to John P. McGowan, lot 25, block A, at \$525, and in Khurt's subdivision, to A. I. Stewart, lot 84, at \$450.

In West Arlington Heights tract, to Arthur Veitch, lot 23, block 16, at \$725, and in Strong & Dickinson's Southwest tract, to S. Monte, lot 32, at \$600, and William Miller, lot 12, at \$500.

In Robert Marsh Central Avenue tract, to Martha Gans, lot 26, at \$300, and to Robert K. Nichols, lot 5, at \$350, and in Strong & Dickinson's Figueroa Street tract, to Susanna MacFarlane, lot 220, at \$550.

In Gus B. Hill's Independence tract Strong & Dickinson report \$35,000 worth of lots sold. The following list includes the week's buyers: J. A. Lavoie, lot 33 at \$450; Mrs. J. Nemos, lots 61 and 62 at \$800; Howard T. Waight, lot 44 at \$550; L. N. Davies, lot 31 at \$800; William Dorn, lot 34 at \$450; Anselm De G. Grieve, lot 13 at \$600; Evaline T. MacGruder, lot 28 at \$500; Estella F. Mudell, lot 20 at \$500; Ida A. Thiele, lot 35 at \$550; Lea A. Piske, part of lots 18 and 19 at \$575; Margaret J. Petty, lot 63 at \$400; Chester A. Bowman, lot 27 at \$550; Miss P. Kingery, lot 24 at \$500; Arthur Deets, lots 25 and 26 at \$1100; J. P. Tench, lot 29 at \$500; Ann N. Lane, lots 21 and 22 and part of lot 20 at \$1600, and Miss Meade, part of lots 19 and 20 at \$575.

LARGEST DANCING PAVILION IN SOUTHERN CALIFORNIA, PLANNED FOR USE OF LOS ANGELES PUBLIC AND VISITORS



BUILDING TO BE ERECTED NEAR BIMINI BATHS AT A COST OF ABOUT TWENTY-FIVE THOUSAND DOLLARS. FLOOR SPACE 130X160 FEET. W. P. TREAT, MANAGER

Within ninety days a large and handsome amusement hall will grace a high lot at the corner of West First street and Bimini avenue, about 400 feet north of the Bimini baths building, and facing the grounds soon to be improved by the California Amateur Athletic association.

The building, which will be of frame, with a high arched roof, will have an east frontage of 150 feet, and will be 196 feet long. The structure when finished will be easily the largest dancing hall in southern California, and

will be conducted on an exclusive scale by the members of the company who have taken stock to the amount of about \$25,000 in the enterprise.

Ample provision has been made for the pleasure and accommodation of the people who visit the hall. The floor of the dancing space will be of white maple and in the center of the room will be placed the band stand, with chairs for twenty musicians.

Provision will also be made for smoking and retiring rooms, parlor and

dressing rooms, refreshment rooms, soda fountains, check and other conveniences. On both sides of the building will be a promenade veranda ten feet in width and the grounds will be improved in an attractive manner.

The interior of the hall and reception rooms will be ornamental, as white and gold is the color scheme. Palms and potted plants will be placed in the rooms, and the novelty electric illumination will give the pleasure pavilion the appearance of a French palace.

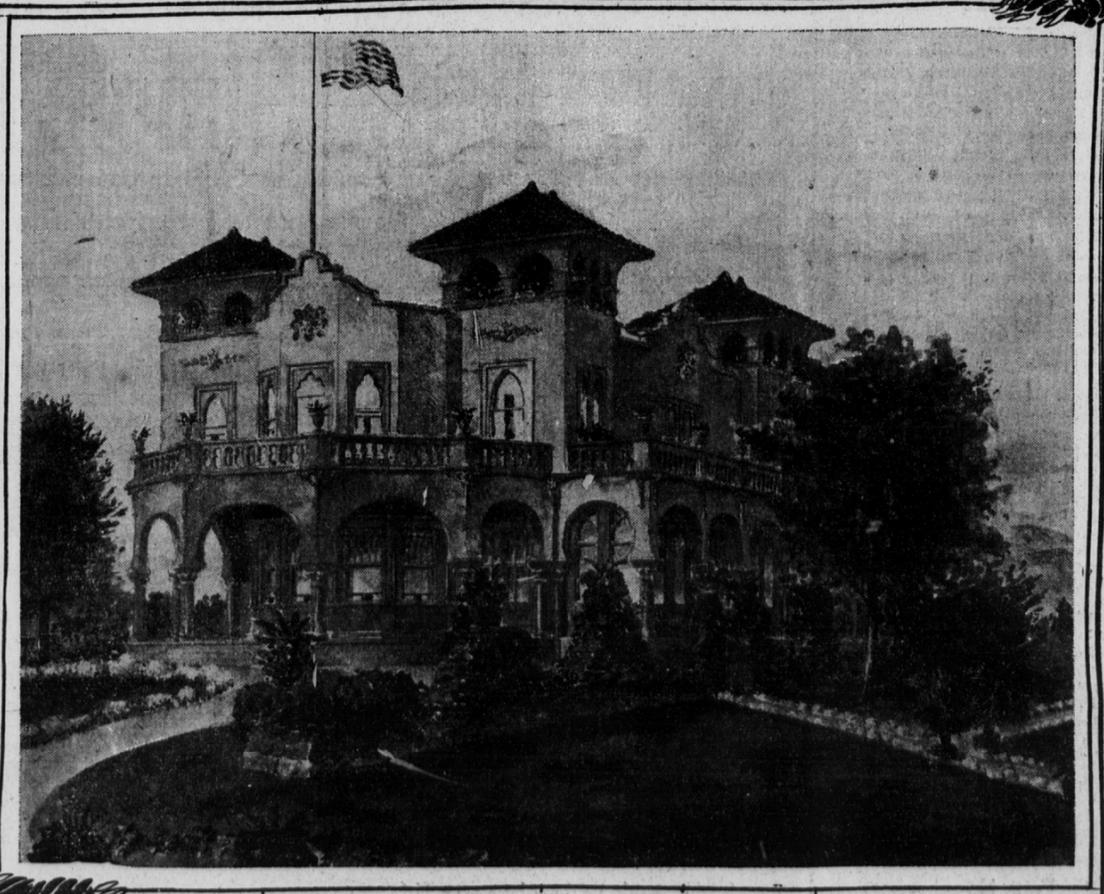
The construction work will begin within a short time under the direction of Architect Edelman, who states that the building will be ready for the dedicatory party about April 1.

The officers of the company are: President, C. H. Treat; vice president and business manager, W. P. Treat; secretary, R. E. Brinker. Other officers and members of the company are Angelenos of ample capital, who have gone into the enterprise enthusiastically, feeling that Los Angeles should be provided with a large and well conducted place of amusement, accessible

any night in the week, omitting Sunday evening.

The pavilion has not been named. One month before the formal opening of the hall the company will advertise for the suggestion of names. The young lady proposing a name that will be accepted by the company will be given a \$200 diamond ring as a prize. The picture of the pavilion and the ring will be displayed in the windows of some store on Broadway and every young lady in the city will be asked to give the hall a name.

MOORISH-MISSION HOME IN HOLLYWOOD CROWNING FOOTHILL IN CENTER OF PARK



SPLENDID RESIDENCE OF FIFTEEN ROOMS AND ROOF GARDEN, OCCUPIED BY W. H. HOEGEE AND FAMILY

The picturesque Hollywood section is famous for its peaceful valleys, its beautiful slopes, its numerous foothills of varied elevation, its romantic canyons, and the towering heights of the mountain range, while from the heights views of comfortable homes, Colegrove, Ocean Park, Santa Monica and the blue of the Pacific are in sight. Hollywood—well, Hollywood is Hollywood—as nearly an ideal home city of wealth and solid comfort as can be found in southern California.

In the city proper are scores of magnificent residences, nestling amid tall and spreading palms, eucalypti and oaks, many partly hidden by blooming roses and festoons of vines. On the foothills and far up on the mountain side are other homes equally as attractive, that give to the occupants the bracing air of the elevation and the full realization of exclusiveness.

Among the more attractive residences of the foothills is the new residence of William H. Hoegge, the wholesale dealer in sporting goods of Los Angeles. This beautiful home of the Moorish-Mission style of archi-

ture covers a sloping hill, and is located near Hollywood in a tract of fifteen acres, which Mr. Hoegge has converted into a park, adding rustic bridges, grottoes, shaded walks and winding drives. The house stands about two blocks east of Vermont street on the Los Feliz road and is easily one of the show residences of the section.

Across the west front and along the sides of the two-story residence is a wide veranda bordered with columns and arcade effects. The first floor has a wide reception hall, a large living-

room, a diningroom and breakfast-room, and at the rear of the living-room is the conservatory, also a den, a diningroom and the usual conveniences for home life.

On the second floor are six large bedrooms, with dressingrooms and baths. From the second floor a broad stairway leads to the roof garden. The residence is supplied with furnace heat and a private gas plant.

Mr. Hoegge has displayed commendable taste in the ornamentation of the grounds, which are greatly admired by his friends.

SPRING STREET LOT IS LEASED

PROPERTY TO BE IMPROVED AT EARLY DATE

Local Syndicate Pays the Top Price for Ground Rental Based on a Term of Fifty Years

Two weeks ago The Herald reported the sale of 60x165 feet on the east side of Spring street, between Sixth and Seventh streets, for a consideration of \$75,000. The purchaser is John Grosse, the Pasadena capitalist, who paid the Stimson estate cash for the frontage so soon as the court had confirmed the sale. The property is not improved and is regarded as a choice frontage.

As soon as Mr. Grosse had secured the property he leased the ground for fifty years to a local syndicate composed of W. M. Garland, J. F. Sartori and Maurice Hellman of the Security Savings bank. The lease is made at the rate of \$4500 a year. The syndicate will improve with a modern brick block, work to begin in a few weeks.

Central Avenue Deal Through W. B. Merwin, Theresa Von Breton has sold to Laura C. Lyon a lot on the east side of Central avenue, between Eighth and Ninth streets. The frontage on Central avenue is 26.4 feet, on Linden street 36 feet with a depth of 105 feet. There is a cottage on the lot. Price \$5600.

STEEL BUILDING ON MAIN STREET

EIGHT-STORY BLOCK TO COST ABOUT \$500,000

Lankershim Lot Is Leased for Fifty Years to the North American Trust Company—Plans for 280 Offices

One of the big things in the building line for the new year is the early erection of a modern eight-story brick and steel office structure on the southeast corner of Main and Fourth streets for the North American Trust company, of which Philip L. Wilson is president and J. A. Collins vice president.

The building will be 108x155 feet in extreme dimensions and will contain storerooms on the ground floor and 280 office rooms on the upper floors, all fitted up in fine style.

The North American Trust company has secured a lease on the lot, which is the property of J. B. Lankershim, for a period of fifty years. The estimated cost of the proposed improvement is \$500,000.

Twenty years ago the lot on which the eight-story building will stand was sold to Mr. Lankershim for \$24,000. It is now valued at about \$250,000.

Preliminary plans for the building have been completed, and while these call for suites and offices, it is said that sumptuous bachelor apartments will be provided on the upper floors. It is also said that a leading national bank may occupy one of the ground floor offices and that the Trust company will occupy the corner room of Fourth and Main streets.

All that is modern in design and construction will be employed and the experience gained in building will be drawn upon.

Handsome Home Sold One of the prettiest places at Altadena, which boasts so many beautiful homes, has just been sold. I. C. Goodridge, through the agency of L. M. Pratt, has bought "Sunnycroft," the home of Paul Hutchinson; consideration, \$15,000. Mr. Goodridge was until recently the owner of the "Spalding," and will now make Sunnycroft his home.

The property consists of seven and one-half acres, running from Calaveras street to Alameda street, on the east side of Santa Clara avenue, thus fronting several hundred feet on three good streets. The house was built a few years ago by Thaddeus Lowe and the grounds were planted at that time, and hence have fine large trees of almost every variety with beautiful drives and walks, large lawns, flower beds and handsome shrubbery, making it a place of unusual beauty. About five acres, the part not taken up by the residence and ornamental planting, are set to fine varieties of table grapes. There is a magnificent view from the veranda and one that can never be obstructed. This is one feature that Altadenans should take care to preserve. Some of the Altadena residents have allowed the trees and shrubbery to grow to such a height that it has obstructed not only their own view but that of their neighbors.

City Sales Reported Ben White reports the following sales:

Mrs. M. R. Pittenger to Mrs. J. Horrel, six-room cottage, 257 East Forty-second street, lot 30x35, \$2500; bought for a home.

A. C. Speck to W. L. Waugaman, a five-room modern cottage at Colegrove, lot 50x133, in El Centro tract, \$2500.

To Edmund Jarvis, a new five-room modern cottage, 1257 East Fifty-seventh street, in Central avenue tract, \$2550; bought for a home.

To R. Jones, a five-room modern cottage, 410 Cooper street, lot 60x140, \$2000; bought for a home.

To Thomas Hynes, a five-room cottage, 510 North Hoover street, lot 60x130, \$2000.

To W. W. Thomas, a six-room cottage, 2700 East Fourth street, \$3300.

To Milton Pittenger, the easterly fifty feet of lot 4, Los Angeles Homestead tract, \$3300. The purchaser will erect a building for flats to cost about \$5800.

And Now We Come The Event of the Season

Grand Opening Sunday, January 15

Edgewood Park

Directly on Long Beach Line, 12 Minutes from 6th and Main Go down today and reserve your lot. We pay your way. Lots \$100 up \$1.00 Down \$1.00 Per Week No interest, no taxes. 15% off for cash. 10% off for one-fourth cash.

Conservative Realty Co. Sole Agents (INC.)

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