

INVESTORS FOLLOW THE REALTY FLAG

HUSTLERS PLATTING INTO THE GREAT SUBURBS

Troubles of Dealers and Investors Are Only Self Made and Do Not Affect the Real Issue of Investments

My, how this town of ours is growing and spreading! One day you hear of a new addition over yonder and the next the cry is over there and the investors follow the flag and the new homes go up under the flag pole. Who ever dreamed that Lomita Park would be carved from the old Fairlie ranch that cost several Englishmen a pretty penny? Yet the 100 acres that slope the hills and valley are paced off and the sale is on, with the chance that the lots will all go this week. This is no advertisement for the firm, but I only take it as fair illustration of the marvelous expansion hereabouts.

Speaking of Lomita Park brings to mind what hustlers Grider & Hamilton are. While they are hustlers they are believers in printer's ink as the columns of The Herald testify. Did you ever go against Grider's persuasive attitude as he puts his fingers in his vest arm holes? If not, do it. I'll repay you. Stop him on the street and up go his arms and he reads your mind at a breath. He reads the public opinion and then he puts it all into type and his friends believe in him and his type rhetoric as much as they do when he gets those persuasive lips to unbuckle and shed their words.

Oh, Grider, he's a wonder, for he has made a success of the business of selling out additions. He has taken old additions that other fellows fell flat on and he pumped the printers' ink wads from his office galling into your faces until the lots were sold. As to ability, I don't think Grider has any more than the most of the brilliant bunch of hustlers possess, but I do think as a spender of money for publicity, in the coming of phrases and the presentation of his subject he has few equals on the coast. He doesn't even impress you by his talk, but, holy smoke, how he can charm the brain with his printing ink pen!

If you want to make money in the present market try and educate yourself up to the notion of picking out the properties that have the element of earning power and stability. These may not grow so rapidly in value as you would like, in the hope of getting rich too fast, but in the end I venture to say the frontage will prove more satisfactory. You know and I know that there is real estate and real estate, but we all know that the secret of success is knowing from actual knowledge and investigation what lots to purchase and then to stick to them. There is nothing to be gained by jumping all over creation. You can't play checkers that way, and neither can you buy land in such a fashion. Knowing "how" is half the battle, and after you get the "how" pounded into your system just stick to the locality and to the system.

The only way to be in the winning is not to be too anxious to get all there is, but to take a profit when you see it, and let the other fellows have a whack at the situation whether you buy or sell. And this reminds me of the howl that is going up among agents that owners persist in holding their noses so high when approached to fix a price. Some brokers tell me money is here in the thousands to invest but that the owners are stepping on ladders one rung at a time in order to get out of reach or to reach the top level that they are creating. I admit that this is not favorable for the commission side of the account, but I'm blown if I can see any remedy except to muzzle Los Angeles and keep 'er from growing. Values may be high but when we are 250,000 strong where will they be?

Don't hold on too long, but give the other fellow a chance in my advice, boys, in the first month of a year that is filled from appearances jam full of favorable outlooks for investors and for all others who are keen to see the handwriting on the wall. I contend that no one man or any set of men can stem the tide. Therefore you cannot stop the growth of Los Angeles. Therefore the earning power is a good basis to go from, for the reason that dividend paying capacity goes hand-in-hand and it's dollars to doughnuts that if you take the trouble to look up the good investments, and stick to them, no matter what the frenzied wise men of the east may say or do, you are bound to be able to wear white vests all the year 'round.

While you are at it, look pleasant. Take your olive oil without a grimace. If your face is an index of your feelings try and keep the headlights bright. Do not take things too seriously. If you have troubles of your own, remember the other fellow may have a bundle that he also is carrying. The best way to get rid of trouble is to dodge it. Don't go looking for Old Man Trouble. Cross on the other side of the street literally and mentally. If he should come up to you, face to face, give him the laugh. He doesn't thrive on smiles and laughter, because Old Man Trouble is looking for frowns, tears and whines. Take my tip—look at the bright side. It pays. The Los Angeles real estate market is filled with bright sides, and the trouble, if it has any complaint, comes from the anticipation and not the realization. A mental tooth pulling affair. So long.

TYPICAL SOUTHERN CALIFORNIA RESIDENCE



Los Angeles Architect Gives Details on Cost of a Home

Building the home in California for a certain amount of money is a far easier task and permits of greater outlays in connection with the comforts of the family than the same effort would be obtained in connection with a house in the middle west or far eastern states.

"How to get what I want for \$2500 or \$3000," is a problem which often confronts, no doubt, the minds of a great many persons when they get ready to put up a home.

Some advice along these lines may be of assistance to the readers of The Herald, and I will therefore endeavor in this article to give some of the principal points to be taken into consideration in connection with planning a house.

The lot having been selected, the first thing to be taken into consideration is the laying out of the rooms in such a manner as to afford sunlight in all of the rooms, at least during some portion of the day. Then on the other hand, if the lot be an inside one the broad front is most desirable on account of affording two rooms facing the street. The center hall plan of a \$2500 residence may have a ground dimension of say, not to exceed 40 feet frontage by 35 feet in depth. The hall may have a width of 8 or 9 feet, leaving space (after deductions for walls and partitions are taken out) of 14 feet clear on either side of the hall.

On the ground floor there can be a parlor 14x14 feet and directly opposite, or on the other side of the hall, a similar sized room 14x14 feet can be obtained, styled for instance, a living room or library.

The hall parlor, a living room, should be connected with sliding doors, or archways, set directly opposite each other, in order that the rooms may be opened or thrown together if the occasion requires, for the purpose of entertaining.

Back of the living room or library should be located the dining room and the balance of the space can be taken up with the kitchen, pantry, screen porch, back and cellar, stairs, etc.

The hall should extend well back beyond the center line of the depth of the house, thus affording a door leading into the dining room and this will also permit of the reception hall stairway being started back of the sliding doors affording ample space from the starting of the stairway to the front door—a mistake often permitted in planning a house by not leaving ample space in front of the stairway. If the hall be nine feet wide the writer would suggest not less than ten feet in front of the stairway to the front door.

On the second floor the ground plan will afford four splendid chambers, with large closets for each; a linen closet, bath room, landing for front and back stairs and a small balcony at the rear of the hall on the second floor for the purpose of airing bedding, etc. Thus it may be seen one is able to get a comfortable and conveniently arranged home of eight good sized rooms for \$2500 or \$3000 if proper care is taken in planning in such a manner as to save material and unnecessary labor.

Now for the exterior, which comes up naturally after the plan is laid out. Remember the plan must be laid out first and the elevations afterward. It may be possible that the designer may work both together, but in most cases the plan is laid out with the full knowledge as to what the elevation is going to be. The style at present in Los Angeles which seems to bring about the best results is the Elizabethan, with its broad, open cornices, low, sweeping roofs and irregular gables and general outline, and considerable saving can be had in using resawed redwood siding with the rough side out.



By A. L. Haley

A. L. Haley has been a resident of Los Angeles since 1888, with the exception of the time he was located in San Francisco during the Spanish-American war, in charge of the repair work on the United States transports Meade, Hancock and Sheridan.

Mr. Haley is a native of Malone, New York, and is regarded as one of the busiest architects in Los Angeles by his associates.

Coming from a family of architects, Mr. Haley resembles the famous Toppy as he "just grewed into it."

The Haley grandfather was an architect, and the Haley father and brothers are in the business in Minneapolis, Minn.

ifornia home, such as the writer has endeavored to describe.

This residence, while of the Southern California style, will be built in San Francisco suburbs for L. H. Bill.

Mr. Bill was attracted by our Los Angeles style of architecture and the house is now in course of construction.

It may be well to add in connection with this article that the same house built in a zero climate would cost at least 25 per cent in advance of our prices here in California.

HILMAR COLONY LANDS PLATTED FOR INVESTORS

Vast Acreage Has Been Subdivided Into Tracts for Commercial Purposes

One of the most important land deals made in California for some time was concluded during the past week where by L. R. Garrett, through the agency of The Realty Trust Company of Los Angeles, purchased all the lands known as the Hilmar colony in the Turlock irrigation district. This body of land comprises about 13,000 acres, and has been platted, staked and roads and ditches constructed to each forty acres.

GOSSIP WITHIN RANK AND FILE

NEW BLOOD ENTERS SOME ESTABLISHED FIRMS

Many of the Hustlers Reported on the Sick List—Changes of Location and Handsome Offices Follow Prosperity

The F. M. Phelps hustling force has been augmented by the addition of W. H. Anderson and E. G. Hart. Mr. Anderson was formerly connected with John D. Foster & Co.

Percy Clark company has moved to new quarters in the H. W. Hellman building, the office being handsomely appointed.

Crippen Investment company report business good and inquiry brisk during the past week and a number of deals pending to be closed.

W. M. Garland & Co. have moved to the new rooms in the Huntington building that are beautifully furnished and equipped for the real estate business.

Robert M. Allen of W. H. Allen & Son shakes your hand with care, as a pet boll has developed that is pestiferous, even if infernally small.

W. L. B. Jenny of the well known Chicago firm of architects, Jenny & Mungie, is visiting his son, Max Jenny, at his poultry ranch, El Nido, near Gardena. Mr. Jenny was the inventor of the steel skeleton construction in 1884, used first in the Home Insurance building and for which the Bessemer Steamship company named one of its steamers the W. B. Jenny. This is now in general use owing to the increased use of steel in the numerous tall buildings throughout the country.

Mr. Jenney was educated in the engineering school of the French government in Paris, and it is his record that there has never been any unfair settlement of any trouble due to the improper construction of any building for which he was architect. Mr. Jenney served during the rebellion as an officer two years on the staff of General Grant and three on the staff of General Sherman. After his resignation in 1865 he commenced the practice of architecture in Chicago.

He was the architect of the Home Insurance building, the great Fair building, the Siegel & Cooper building, the New York Life, the National Life, etc., etc.

S. R. Beidler has purchased E. G. Brown's interest in the Fidelity Real Estate company. Mr. Beidler is a native of Mt. Pulaski, Ill., and a son of the former mayor of Texarkana, Tex. He has traveled extensively, operating in real estate and other enterprises, and has finally decided that Los Angeles is good enough for him.

William P. Gronen of the Golden State Realty company has been confined to his room two weeks by illness. He may have to submit to a surgical operation.

W. E. Service is again at his desk after a period of illness.

Mrs. Nellie Kinney, accountant for the Golden State Realty company, is a victim of the grip. She hopes to be at her desk during the coming week.

Maule & Roberts, contractors, late of St. Louis, have located in the Herman W. Hellman building. The firm has secured the contract for the construction of the pavilion and auditorium at Venice at \$40,000.

SPRING STREET HOTEL

Additional Space for Blicke-Rowan Skyscraper

The Blicke-Rowan twelve-story hotel for the southwest corner of Spring and Fifth streets, continues to expand. The original plans provided for an eight-story hotel. Then the annex on the Fifth street side was provided for. Next the plans were changed to add four more stories on the main building. Now the company has gone a step further by securing a long lease of the

Hawthorne Tract

It Has Advantages That Will Appeal to You

It is only a short distance south of the new car barns. Recent news is to the effect that the Los Angeles Railway Company has made arrangements to manufacture their own cars where these extensive car barns are being built, and that 5000 men will be employed there. Read the papers of Sunday, January 15th, for full information.

.....It Is Not Far From a City Park. Fine Soil and Beautiful View. Hawthorne Tract Joins City Limits But Without City Taxes

The Hawthorne Water Company Contracts to Furnish Abundant Artesian Water

from its own independent water plant on this tract, which is equipped with new engine, pumping plant, tank and engine house, and from which water is piped through every street in the tract. When tract is sold water company will be transferred to lot owners if desired, or the company will continue to supply the water at low rate.

When You Buy Lots in New Subdivisions Depending on the City for Water, Do You Know WHEN You Will Get the Water?

\$300 Up Easy Terms, for Lots with Cement Walks and Curbs, and Graded and Oiled Streets

Take San Pedro Street or Slauson Avenue cars on Main Street to Slauson Avenue to our tract office.

Free Tickets at Our Office on and After Jan. 30

W. F. THORNE & CO., Owners

Home Phone 1684 Room 311, 218 South Broadway

Moneta Place

Only 15 Minutes From First and Spring

Located on Thorp and Bartol streets, between Main street and beautiful Moneta avenue; an ideal residential section.

A score of men and a dozen teams are toiling day in and day out, grading and graveling streets—in addition to the improvement work already completed, including cement curbs and sidewalks and water piped to each lot.

Many people are selecting lots with a view to building homes—while others recognize in Moneta Place an opportunity for profitable investment.

Lots in Moneta Place are now selling at \$650 and up; building restrictions, \$1700 to \$2250. Go out today and look over this excellent property.

Take Maple Avenue Electric Cars; get off at Forty-second street; walk one block west and one block south—office on the Tract.

The Realty Trust Co.

OF LOS ANGELES, OWNERS AND AGENTS Members Los Angeles Realty Board.

129 South Broadway

BOTH PHONES—EX. AND HOME—666

lot south of the hotel side, on the Spring street side. This lot has a frontage of 44 feet, and is 100 deep.

The acquisition of this additional frontage will afford space for fifty additional rooms, making a total of 350, each with bath. The main dining hall will be located in the portion of the building to cover the newly leased ground. The room will be 44 feet wide, 100 feet long and the ceiling will be 20 feet high.

In the basement, beneath the dining room, will be located the ice making and refrigerating plant. In the northeast corner of the basement will be the ladies' and gentlemen's cafe, which will be 70 feet wide and 90 feet long, and on the southeast corner will be the men's grill room, 50 by 60 feet. Leading to these will be a large marble stairway on Spring street.

The acquisition of additional ground will permit of the enlargement of the lobby, which will be 52 by 120 feet, with a 26-foot ceiling. There will be an entrance from both Spring street and Fifth street, with the main entrance on Fifth. The entire building will be of fireproof construction.

The total cost of the building will be over \$1,000,000.

RAPID DEVELOPMENT OF SOUTH PARK AVENUE

A Tract of Twenty Acres Cut Up Into One Hundred and Twenty Lots for Homes

The rapid development and improvement that has been noted on South Park avenue as far south as Fifty-fourth street is likely to be exceeded

during the coming year and to extend some distance south of the new car barns of the Los Angeles Railway company.

The arrangements made by Mr. Huntington for the manufacture of his own street cars at this place will insure increased activity in real estate in that vicinity. Several thousand men are to be employed in and about these shops. In that portion of the city is to be found some of the finest soil underlaid with excellent and abundant artesian water. A short distance south of these car works on Slauson avenue W. F. Thorne & Co. recently purchased from A. W. Brockmann a twenty-acre tract at a consideration of \$26,000. This is already surveyed and platted into 120 lots, and the contracts are let for immediate improvement with cement walks and curbs, graded and oiled streets, and artesian water piped all over the tract. There are two artesian wells on the property furnishing an abundance of water and a new engine is being installed with new tanks and engine house. This water plant will be turned over to the lot owners when the tract is sold out, thus giving plenty of water at nominal expense. Prices of lots \$300 and up. Prices seem reasonable for lots 29 minutes from center of city with a 5 cent fare.

Many Lots Sold

The Conservative Realty company report 198 lots sold since January 8 in their new tract, Edgewood Park, on the Long Beach car line, just south of the city limits. The sales aggregate \$30,000.

Sales of City Property

A. J. Daniels to H. J. Hawley, a two-story frame residence, 1519 West Eleventh street, bought for a home; lot 55 x150; consideration, \$5,500.

Strong & Dickinson to I. W. Gardner, an unimproved lot on the southwest corner of Wishire boulevard and Wiltshire place, lot 115x162. Mr. Gardner will improve with a fine residence for a home to cost \$15,000; consideration, \$6,000.

L. Ingersoll to C. A. Benway, an unimproved lot on the northeast corner of Normandie avenue and Twenty-seventh street, lot 50x150; Mr. Benway will improve with a fine residence; consideration, \$1,400.

A. Morris Fosdick to W. W. Powell, an unimproved lot on the west side of Harvard boulevard, 150 feet north of Thirtieth street, lot 50x150; Mr. Powell will improve with a two-story residence; cost \$3,000; consideration, \$820.

F. T. Sutherland to I. O. Corner, an unimproved lot on east side of Dalton avenue, 50 feet north of Jefferson street, lot 100x150; Mr. Corner will improve with two residences; consideration, \$1,350.

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To Meet ex-President

All former students and alumnae of the State University of Iowa are invited to meet ex-President J. T. Pickard on Wednesday evening, January 25, at 8 p. m. at the rooms of the board of education No. 445, in the chamber of commerce building. At this time steps will be taken to effect a permanent organization of the former students of whom there is a large number in Los Angeles and vicinity. Dr. Pickard was formerly superintendent of the public schools of Chicago, for many years president of the State University of Iowa and is well known as an educational author.