



# Sunny Side

NUMBER TWO

JAMES A. KEENEY,  
OWNER



## FREE EXCURSION

Free Transportation Furnished at Our Office. Go Any Hour You Please

### Monday, Jan. 30, Our Opening Day at SUNNY SIDE

But Don't Wait for That!

Come Now! Come Today! We Pay Your Fares!

Need we say more? Will not observation and past experience demonstrate that this is the greatest and grandest opportunity ever offered to the public? We have been besieged by applicants for the past few weeks with requests to be allowed to purchase, but have been compelled to turn them away, on account of our improvements not being completed. With great difficulty we have reserved this section from speculators.

THE PROPITIOUS MOMENT HAS NOW ARRIVED. ALL WILL HAVE AN OPPORTUNITY. DON'T HESITATE, BUT GET IN LINE AND GRAB "TIME" BY THE FORELOCK. DON'T DELAY—"PROCRASTINATION IS THE THIEF OF TIME."

Our Prices and Terms Are Unequaled

Quarter-Acre Lots \$150. Half-Acre Lots \$300  
and Up. Two and One-Half Acre Lots \$1000

We lead; the imitator follows. Before buying see Sunny Side, and compare it with all other subdivisions. Don't go down in the low alkali grounds where you will be drowned out when the winter rains come; but have your own home on the high grounds—just a gentle slope to the east—then you can look down on your neighbors in the low grounds. We have wide avenues, all graded and oiled; purest of water is piped on each street and goes with your purchase; the streets are lined with beautiful palms and shade trees, with a pleasure park; the richest of garden loam soil. It is only a few minutes' ride in vestibule cars, either the Redondo (the Gardena branch) or the Pacific Electric to San Pedro. Both of these lines go through Sunny Side. Every advantage of the city without city taxes. We have arranged to carry to Sunny Side

1000 People Sunday In special vestibule cars from our office. You can go at any hour you please. Our office will be open Sunday all day to issue tickets.

JUST A WORD OF ADVICE—Our agents are not allowed to reserve any lots without a cash deposit, so come prepared, as you will want to buy when you see Sunny Side.

PHONES: HOME 1100 SUNSET MAIN 836

*Grider & Hamilton*

225 WEST 2<sup>ND</sup> ST. LOS ANGELES.

Get a home in a land where life is easy—where there is never a snowstorm nor a sunstroke. Bring your family out to Sunny Side and see their cheeks grow rosy with the flush of health and their eyes sparkle with the happiness of open-air freedom—EVERY DAY.

### AS AN INVESTMENT

We believe this to be one of the safest, surest and most profitable that could be entered into. It is safer than a Savings Bank, as it is not subject to a panic, while the prospective profits are infinitely greater. No safer opportunity than this can be found in the neighborhood of Los Angeles. The city is steadily growing south. The tract fronts for a mile on Figueroa street, on which street less than three miles to the north, lots are worth \$100 a front foot. Come to Sunny Side, the coming suburb. Within a few years it will be built up as solid as South Los Angeles is today.

### COUNTRY LIFE

The poet Cowper said: "God made the country and man made the town." Many Americans, who are worn out and disgusted with the everlasting struggle for supremacy in our cities, and tired of life in flats and apartments, often feel the truth of this saying. They know that they would be better off in every way in homes of their own, but do not see exactly how they are to bring it about. Here is your chance. What others have done, through us, you may do. Come and see us and let us tell you about the possibilities of beautiful Sunny Side.

### POULTRY

Notwithstanding the fact that chickens are by no means scarce in Southern California, a very large quantity of eggs are imported from the east. The price of eggs ranges high in this section—high enough to make poultry raisers of the western states wish they were here. Eggs retail during the year at from 15 to 40 cents a dozen, the price seldom running so low as the former figure, and probably averaging 25 cents per dozen all the year 'round. At this price there is certainly a good profit in poultry, when the fowls are given proper attention. Besides this, many make a handsome income by raising fine birds and selling the eggs for setting.

### VEGETABLES

San Francisco and the northern part of the state depend largely on Southern California for winter vegetables, which are raised here for the market on a large scale. The principal vegetables grown in this way are peas, string beans and tomatoes, also chile peppers. A resident of Hollywood, near Los Angeles, has several acres in chile peppers, which he ships green to San Francisco. He has received as high as \$800 from the product of one acre. There is also a good opening for the culture of fine asparagus. All these vegetables do well at Sunny Side.

Remember, in taking advantage of these trips you are in no way obliged to buy. We simply desire to show you the property and allow your own good judgment to decide whether you purchase or not.

### SUNNY SIDE

Sunny Side consists of 380 acres of level land, two miles south of the city limits of Los Angeles. We have one mile of frontage on Figueroa street, the most fashionable residence street of the city. It is bounded on the east by Main street, and on the west by Vermont avenue, 120 feet wide. The principal buildings of Los Angeles may be plainly seen from the tract, and there is a magnificent view of the long Sierra Madre and San Bernardino ranges of mountains, the higher peaks snow-capped in winter. Every day in the year there is a mild breeze from the ocean, making a perfect climate.

Two lines of electric cars furnish transportation from Los Angeles to the tract, only a few minutes' ride from the business center.

The soil is a rich loam. It has been largely used for cattle grazing and some of it was only recently plowed for the first time. It is especially adapted to the culture of berries, flowers and vegetables.

### WATER SUPPLY

"How about water?" is the first question asked by the wise purchaser of land in Southern California, where water comes first, and land second. In this respect, there is perhaps no tract in the state with better water facilities. Much of the land is naturally moist, alfalfa having been raised without irrigation. It is underlaid by an apparently inexhaustible supply of water, within eight feet of the surface. A well has been sunk 300 feet deep, which, by means of a powerful pump, furnishes sufficient water for five times as much land as the tract contains. This water will be piped on each street.

### BERRIES

It is astonishing what a remarkably large yield of berries may be gathered from a small piece of land in the rich, sandy loam soil around Sunny Side. The chief berries raised around here are strawberries, blackberries, raspberries, dewberries and loganberries. Instances are not infrequent where a crop of berries to the value of nearly a thousand dollars has been harvested from less than an acre of land. Strawberries may be marketed almost every month in the year. At Gardena, about six miles from Sunny Side, there are hundreds of acres in strawberries. The strawberry guava is also a profitable crop. This berry makes a fine jelly. There is no choicer location for berry culture than at Sunny Side.

## LOTS IN TRACTS STILL POPULAR

### EAGER INQUIRY FOR SITES FOR SUBURBAN HOMES

Agencies Dispose of Large Additions in Short Order—Sunnyside is the Latest, Embracing 380 Acres

The large and eager inquiry for suburban lots, as exemplified in the astonishingly quick sale of desirable tracts within the past two years proves conclusively that the popular demand is keeping well up with the real estate supply, for in no case have really well located tracts offered on reasonable terms gone begging. In more than one instance such tracts have been practically sold out before the actual opening day, and notwithstanding the large number of tracts placed on the market, there has been up to the present time no diminution in the demand. A significant fact is that very many purchasers are people who already own homes in Los Angeles, and who have been quick to seize the opportunities afforded by quick electric transit combined with large lots offered at reasonable prices. It is another confirmation of the assertion that Los Angeles capital, both in large and in small amounts, has abiding faith in the future of Los Angeles.

### Free Trips to Sunnyside

Sunnyside is a word to conjure with in the real estate business, and it will cause no surprise to learn that Sunnyside tract number two is to be placed on the market by Grider & Hamilton, Monday, January 30, is the opening day, but in the meantime those who wish to look over the ground may secure free transportation at 225 West Second street, and go out at any time to look over the property.

Sunnyside number two consists of 380 acres of level land with rich loam soil, located two miles south of the Los Angeles city limits. It is bounded on the east by Main street and on the west by Vermont avenue, and is reached directly by two lines of electric cars. There is said to be no tract in the state with better water facilities, there being an apparently inexhaustible supply which rises to within eight feet of the surface. The soil is stated to be especially well adapted to the raising of small fruits and vegetables; and the size of the lots—quarter acre, half acre and two and one-half acre lots, gives the purchaser liberal opportunities in this direction, and also for poultry raising, etc. Preparations have been made to carry at least 1000 people to Sunnyside to-

day, and it is expected that the story of other tract excursions conducted by this firm will be repeated. Incidentally it may be said that the Lomita park tract is entirely sold out, and all that the agents have now to do is to complete the contracted and guaranteed street improvements.

The popularity of the easy payment plan is being most convincingly proven by the success of the Conservative Realty company in the sale of their new tract, Edgewood Park, just south of the city on the Long Beach Electric line. Since their opening sale January 8 the company report 245 lots sold; about one-half of the entire tract.

The property is a part of the old Nadeau homestead and contains 521 lots, being about equally divided by the electric line which runs directly through it. Artesian water has been piped to every lot, affording an abundant supply of water for both domestic and irrigating purposes. The lots range in price from \$100 to \$300 per lot. Moderate building restrictions are enforced.

Strong & Dickinson report the sale of thirty lots in various tracts at prices ranging from \$400 to \$1200 each; and aggregating \$20,000. All lots are choice and slightly and average 50x150 feet in size. Sales were as follows:

In Gus B. Hill's Independence tract: To Anna E. Tupper, lot 27, \$500; Frank W. Thornton, lot 33, \$500; Maye Wallenstein, lot 49, \$575; Peter Hansen and wife, lot 36, \$500; B. Y. Mendoza, lot 45, at \$575; G. W. Morehouse, lot 56, \$500; Mrs. Lillian Walker, lot 48, \$575.

In Robert Marsh's Central avenue tract: V. R. Fuller, lots 58 and 59, \$700; Mrs. James E. Laidlaw, lot 27, \$300; Gerald Lloyd, lot 63, \$350.

In Salt Lake railroad tract—To Dan Pletzel, lots 1 and 2, block F, \$1300.

In Figueroa street tract: To Fred J. Schumacher, lots 258, 259, 260, \$1050; Richard Raasch, lots 245 and 246, \$550.

In Crenshaw's Arlington Heights tract: To D. F. Orman, lot 22, block 36, \$650; Mrs. Nellie F. Crawford, lots 20 and 21, block 28, at \$1300.

In Strong & Dickinson's Southwest tract: Mrs. A. Solem, lot 13, \$500; Anton Hunrichs, lot 26, \$500; Peter Arndt, lot 25, \$500.

Central Arlington Heights tract: To Catesby C. Thom, lot 17, block 45, \$750.

### Three New Tracts

T. Wiesendanger has invested \$43,700 in close-in tracts for subdivision purposes. He has paid Andrew Stoll \$9500 for nine acres at the corner of Fifty-fifth and Figueroa streets. The land extends west to the electric car track. Street, water, sidewalk and other improvements will be contracted for at once.

Mr. Wiesendanger has purchased from Charles Lennox a tract of nine acres at the corner of Fifty-fifth and Figueroa streets, for \$9500. Both tracts are covered with full-bearing fruit trees.

## MODERN BANK BUILDING FOR "VENICE OF AMERICA"



### Contract Let for Handsome Structure at the Coast City

The new city of Venice by the sea promises to be one of the most attractive resorts on the Pacific coast.

Electric road and the Long Beach and Central avenue lines will give home builders excellent transportation facilities.

Rufus J. Stukeby has subdivided a fine tract for home-seekers at the corner of Fifty-second street and Compton

Millions of dollars are now being expended for the most elaborate improvements, which when completed, it is claimed, will win the enthusiastic admiration of all beholders. While the promoters of the Venice of America are busy designing palaces and a pavilion, arrangements are being perfected for the commercial interests of the place. Various business houses of

more or less importance have been planned.

The contract has just been let for the Venice bank building, for which Marsh & Russell, architects, drew the plans. It will be a structure of two stories as shown in the illustration. The bank and three large stores will occupy the first floor, and the upper floor will be divided into attractive apart-

ments for bachelors. The building will be 94x42 feet in dimensions. The Pioneer Building company of Los Angeles will be in charge of the construction work, and the owner, Alexander Belford, states that operations will begin immediately.

All interested in Venice are elated over the fact that the bank building is to be erected without delay.

Below is the list of permits in detail issued by the building superintendent for the week ending January 28:

Structures—	Permits.	Value.
Three-story brick bldgs.	2	\$ 55,700
Two-story brick bldgs.	5	53,450
One-story brick bldgs.	10	8,500
Three-story frame bldg.	1	63,700
Two-story frame bldgs.	57	183,985
One and a half-story frame bldgs.	23	46,200
One-story frame bldgs.	233	259,843
Frame flats	12	42,580
Sheds	59	7,823
Brick alterations	14	74,325
Frame alterations	72	24,490
Apartments and tenements	1	12,270
Churches	2	14,820
Grand totals	595	\$950,523

### Building in Wards

Ward—	Permits.	Value.
One	12	\$ 9,275
Two	10	8,500
Three	10	43,000
Four	18	43,385
Five	17	22,363
Six	44	43,478
Seven	9	4,050
Eight	2	375
Nine	23	65,727
Totals	145	\$240,215

### Important Building Permits

Below are the more important building permits issued during the past week:

Mrs. C. M. McClood, 1602 Reid street, a story and a half frame at 1032 West Bonnie Brae street; \$2000. B. H. Parsons, builder.

H. W. Stanley, 2001 Magnolia avenue, a one-story frame at 2916 Roxbury street; \$2725. C. W. Brett, builder.

R. F. Dawes, a story and a half frame on north side of El Molino, between Ninth and San Marino street; \$2500. W. Thompson, builder.

Frank P. Winne, 1926 Santee street, a story and a half frame at 1521 Ar-

## BUILDING BOOM STILL SOARING

### PERMITS FOR WEEK SHOW GREAT ACTIVITY

Many New Homes in Course of Construction—Improvements Planned Aggregate Nearly One Million Dollars in Value

The aggregate expenditure for new structures in Los Angeles for the month of January, 1905, as indicated by the permits issued by J. J. Backus, superintendent of public buildings, will equal the high mark of a year ago, and serve as a good starter for the months of activity to follow. During the past week 593 permits were issued, of which 417 were for new homes, 12 for flats and 86 for brick and frame alterations. The total value of improvements started last week was \$950,523.

### Story in Detail

Below is the list of permits in detail issued by the building superintendent for the week ending January 28:

Structures—	Permits.	Value.
Three-story brick bldgs.	2	\$ 55,700
Two-story brick bldgs.	5	53,450
One-story brick bldgs.	10	8,500
Three-story frame bldg.	1	63,700
Two-story frame bldgs.	57	183,985
One and a half-story frame bldgs.	23	46,200
One-story frame bldgs.	233	259,843
Frame flats	12	42,580
Sheds	59	7,823
Brick alterations	14	74,325
Frame alterations	72	24,490
Apartments and tenements	1	12,270
Churches	2	14,820
Grand totals	595	\$950,523

### Building in Wards

Following is the showing for building activity in the several wards of the city:

Ward—	Permits.	Value.
One	12	\$ 9,275
Two	10	8,500
Three	10	43,000
Four	18	43,385
Five	17	22,363
Six	44	43,478
Seven	9	4,050
Eight	2	375
Nine	23	65,727
Totals	145	\$240,215

### Important Building Permits

Below are the more important building permits issued during the past week:

Mrs. C. M. McClood, 1602 Reid street, a story and a half frame at 1032 West Bonnie Brae street; \$2000. B. H. Parsons, builder.

H. W. Stanley, 2001 Magnolia avenue, a one-story frame at 2916 Roxbury street; \$2725. C. W. Brett, builder.

R. F. Dawes, a story and a half frame on north side of El Molino, between Ninth and San Marino street; \$2500. W. Thompson, builder.

Frank P. Winne, 1926 Santee street, a story and a half frame at 1521 Ar-

(Continued on Page Eight)