ADVANCES IN VALUES ARE MARVELOUS

Central Business Frontage $3500 to $5000 Foot

these lines and by means of judicious effort and investment succeeded in amassing a considerable fortune, probably upwards of one hundred thousand dollars. In addition to this he has various growing interests that will undoubtedly place him in due course of time among our millionaire property owners. Mr. Powers, notwithstanding his financial and social prominence is a genial, companionable everyday sort of man, not unduly complaisent on account of his winning qualities in the scramble of life, but on the contrary a good citizen, an honest friend, a thrifty man of business and a liberal creditor. He conducts a general real estate business, buying and selling on his own account, building houses and selling the same on small monthly installments at favorable terms to the purchaser. He handles city property, only, and is one of the notably upright and straightforward realty men of the city, and there are many such. Mr. Powers has within the last decade built a very large number of handsome homes in this city, nearly all of which are now owned by men who would perhaps have been still living in rented houses had it not been for his very generous conditions and terms.

PETERS & WEBSTER

The well known and enterprising real estate firm of Peters & Webster, occupying room 731 H. W. Hellman building, was established over two years ago, though the partners in the business are old and well-known prominent citizens, who have in their separate capacities and incidental to other interests, bought and sold city real estate for many years. They are successors to the Fuller-Peters company. E. C. Webster and D. L. Peters compose the firm. Both are individually large owners of property in the city and county. In their present associated capacity they do not undertake all the details of a regular real estate office business and, while they are occasionally buyers of property, they seldom sell. They make a specialty of exchanges. This plan of business was adopted by them to meet an urgent demand and a growing inquiry in that line. Conditions of our rise and progress as a state and a city have developed cases without number, and for which there can be no exact explanation, there being no two cases alike, wherein persons owning property in the east wish to dispose of their holdings there and acquire a home or other property in this state, particularly in Southern California; and, in transposition of the case, some owners of property here, but not in so large a number, desire to possess themselves of properties in the east. For the benefit of these two classes Messrs. Peters and Webster associated themselves together to organize a system of exchanges, whereby in one instance they bring the owners of the two sections together or into correspondence and thereby effect an exchange, and again where it is desirable they take the responsibility of negotiations upon themselves and transact all details of the trade to a satisfactory consummation. It can well be understood that it requires men of acquaintance, experience, wide and close information as to values in the several sections, and the best of judgment in trading. Messrs. Peters and Webster demonstrate these qualifications by their successful and satisfactory work, and in which they bestow a public benefit.

M. M. DAVISON & SON

One of the most experienced and prosperous concerns dealing in real estate in Los Angeles is the firm of M. M. Davison & Son, B. E. Davison being the partner. M. M. Davison, the senior, has been for so many years a prominent and well known citizen and business man of Los Angeles that his introduction by way of relating his experience as a successful real estate operator is unnecessary for the information of the local reader. Those at a distance, however, may be assured that Mr. Davison is one of the most worthy exemplars and one of the safest guides to real estate investments to be found anywhere in Southern California. He has bought and sold city properties through all of its stages of progression since it began to grow toward the status of a splendid metropolis, and is thoroughly familiar with locations, with the history and the present conditions of the trade. B. E. Davison has grown up in the midst of such transactions and is also well informed and alert to all advantages of the trade. The firm does a general real estate, loans, rents and insurance business. They are in a position to make the safest and highest interest bearing investments that the city of Los Angeles affords. The office is at rooms 204 and 206 Wilcox building. They only handle first-class property. They buy and sell on their own account mainly, and deal both in city and country property. They own or control many good bargains in city business and residence properties, whether for speculation or as a permanent investment, and have been the agency in the past of locating many people in good country homes, having now on hand some excellent locations for farm, orchard or garden purposes. They are liberal in making loans on good real estate.

W. I. HOLLINGSWORTH & CO.

The above firm was established in Los Angeles in 1890 and no other firm or individual in real estate is more competent to handle high-class business properties which they have made their specialty, although doing an extensive business in the various other branches. Mr. Hollingsworth has made it his policy to deal only in properties which he could recommend and has gained for himself a reputation for integrity and fair dealing to which his large clientage bears ample proof. The fact that the bulk of their business is transacted with Los Angeles people who have known the firm for years is the best criterion of their methods. The company occupies three well equipped offices in suite 314-316 Wilcox building. They deal in all classes of real estate, collect rents and care for property of resident and non-resident owners. They also do a considerable business in fire insurance, representing some of the best board companies on the coast. Their sound business policy has won them the confidence and patronage of the most conservative investors who have never had cause to regret their purchases, and has given the firm a prominent position among the best dealers in the city.

J. F. McPHERSON

Comparatively few people even yet realize the magnificent resources of the State of Nevada, yet it is true that what a few years ago seemed like the dream of an idealist has actually come to pass and Nevada, the beautiful, though neglected, is made to blossom like the rose, and homes, schools, churches, cities and towns are spreading their civilizing influences everywhere. J. F. McPherson, the prominent and well known land and mining broker, Stimson block, rooms 401 and 402, is greatly interested in the splendid lands along the line of the Salt Lake railway. He will undertake work in conjunction with this railway in the interest of their colonization plans, handling land along their lines and has already done effective work in helping to open up and settle many splendid tracts in various parts of the state. Mr. McPherson has been established ten years, works along entirely honorable and liberal lines and has the confidence of all who know him. He holds the important position of commissioner of deeds of the State of Nevada.

R. G. DOYLE & CO.

The business of real estate never had a more active and zealous representative than R. G. Doyle of the firm of R. G. Doyle & Co. Mr. Doyle has his office at 501 Frost Bldg., 145 South Broadway, and for the last ten years or more has been one of Los Angeles' most active and successful realty men. He carries on a general business, which is not only profitable to himself but equally so to the large number of people who constantly call upon him for assistance in buying or in disposing of property. He buys, sells, rents and exchanges properties of all

CLASSIC HOME OF JOHN PARKINSON, A LOS ANGELES ARCHITECT

kinds, both in and outside of the city, and it is a very rare thing for a client to seek his help in vain for he is at all times in possession of a very large and complete list of valuable properties of all grades to suit every kind of purchaser. If you have property to sell, rent or exchange you will find no dealer in the city who can handle your property to better advantage or will deal with you more considerately and honorably than Mr. Doyle. Promptness is also one of the specialties that has brought him many a patron. He does not keep his clients waiting months for results and finally inform them that he can make no sale for their property. He is a born "hustler" and probably few real estate men in the city do a more thoroughly satisfactory business all around than he, and the city owes a good deal to the energy and activity of such men as R. G. Doyle and his class.

CRIBB & SINCLAIR

Since their establishment in Los Angeles seven years ago the wel known and enterprising real estate firm of Cribb & Sinclair have been a power of good for the city, while incidentally improving their own fortunes, and they have put fortune in the way of many other people by their practical and public-spirited methods of business. In the handling of subdivision properties they have been the pioneers of urban settlement, while they have also been, as they now are, the builders of homes for the people. The partners are John Sinclair and J. C. Cribb. Their office is located at Nos. 304 and 306 Wilcox building. They form one of the wealthiest real estate organizations in the city, having large property holdings and other monetary interests in the city, and refer, by permission, to the State Bank & Trust company. The general features of their business are those of real estate, loans and insurance. They buy, sell and exchange vacant property. They do a large business in the way of laying out and platting good, desirable subdivisions for residence properties, selling them in lots and blocks at low prices, and are now engaged in placing a number of attractive subdivisions in the market. In such properties they offer excellent opportunities of investment, whether for speculation or permanent holding. One of their enterprises of great benefit to the people is that of building houses for them on the monthly payment plan, or build them and sell them by the same methods, thus enabling many people of moderate circumstances to obtain a home.

CARROLL J. DALY & CO., REAL ESTATE

The legitimate worker in the field of real estate is one of the most important factors in the permanent growth and building up of a city, as anyone can readily see, and the substantial growth and solid character of the improvements made in Los Angeles during recent years has been largely aided by the operations of our best class of real estate men. Among those who, though somewhat later in the field, are operating successfully for themselves and patrons, the firm of Carroll J. Daly & Co. is prominent. Messrs. Carroll J. and Henry F. Daly compose the personnel of the company, and that they are realty men of experience and wide information has been amply demonstrated. They have their offices in the Larronde building, 211 West First street, occupying rooms 5 and 6. They are members of the Los Angeles Realty Board, and are thorough representatives of their profession. Carroll J. Daly and Henry F. Daly were formerly from New York city, where they dealt extensively in real estate. These enterprising dealers handle realty all over the city, making a specialty, however, of Ocean Park properties. They have control of the famous Venice Park tract, facing "Venice of America," where they offer very desirable lots at $750 and upwards, terms ¼ cash and balance in six, twelve or eighteen months. These lots have cement walks, curbs and water. This firm also operated in Short Line Beach and handled it as selling agents, besides several tracts surrounding the city. Don't fail to see them.

CHARLES S. MANN

One of the most active and effective real estate operators in Los Angeles is Charles S. Mann, who in making his establishment here three years ago adopted the specialty of dealing in suburban tracts, making his selections in localities favorable to the growth of the city in that direction, and also for the purpose of affording homes on the borders of the city, such tracts being improved and the lots placed in the market at low prices, but where values are increasing. Mr. Mann has two assistants for this branch of his business. He also deals generally in real estate, buying and selling on commission and also on his own account. In this line as well as in his tract properties he has at all times a list of good bargains to present to investors, whether for speculation or income investment. At present he offers good opportunities of investment for home making or other purposes in two handsome tracts which have the advantages of electric cars, healthful location and beautiful view of city and country—a desirable home section in northwest Los Angeles. These are the Melrose avenue and the Lemonwood tracts. Both tracts adjoin the city limits on the northwest and lie between Melrose avenue and Hollywood. These lots are sold on easy payments and Mr. Mann maintains a branch office at the corner of Western avenue and Santa Monica avenue, reached by the Colgrove car line and the new Western avenue extension of the Westlake line.

E. I. BRYANT

Those that have capital to invest in real estate, farms, fruit or garden lands or mining properties and are contemplating a settlement in Los Angeles or Southern California will find it to their advantage to write or call upon E. I. Bryant, the well-known real estate dealer, at room 310 Byrne building, this city. Mr. Bryant established in the business at Los Angeles fifteen years ago. Mr. Bryant is well posted on the real estate market and his judgment as to location with reference to present and future values may be taken as reliable. He has on his books all kinds of city and suburban real estate. He has faith particularly in the suburban growth of the city, and in the course of his successful career has placed on the market several new additions, which have found ready sale by lots for home building. Mr. Bryant is a general real estate and loan broker, and makes mining brokerage a specialty. He handles close-in city property, suburban tracts, ranch lands and mining properties, so that the intending homeseeker or investor may make his choice of the property desired and Mr. Bryant will arrange for him a profitable investment. He is at present agent for a large suburban tract for subdivision called Del Monte Vista; also for the Anugusta Heights tract and the Scott tract; also for a large tract at Susal Redondo Rancho. He also handles close-in business and residence properties, and has some good bargains on his list in these lines. Mr. Bryant also makes or negotiates on commission liberal loans on good real estate security. He also appraises property for savings banks and prospective buyers, and has clients all over the east. He handles property and money for outside investors.

HARBERT & BUTTERWORTH

The above is one of the best known firms of real estate operators in Los Angeles, and they are known for their extensive and well placed enterprise throughout Southern California. Frank B. Harbert and E. S. Butterworth constitute the firm. They made their establishment here in 1885. Their office is No. 138 South Broadway. They do a general real estate business and have many specialties of the trade. They participated in the great real estate boom of nearly twenty years ago and were in their capacity as dealers and investment agents closely connected with the events of the splendid building era which followed the boom and made Los Angeles the magnificent city it is today. In the course of so notable a career they have become thoroughly informed and are among the best equipped and best posted real estate men in the city. Moreover they have been prosperous and are the owners of much valuable property, which, together with their experience and their enterprising energies, is devoted to the further extension of the city and to valuable improvements on the beach. They own or control the sale of three valuable suburban tracts. They have recently platted and offer for sale Prince's addition in East Los Angeles, on Downey avenue and Morrison boulevard, where they are selling 25-foot lots at $75 to $200. In other subdivisions they are selling acreage property which they also subdivide into city lots. Messrs. Harbert & Butterworth are the owners of Willow brook at Long Beach and Hunt's Park annex; also San Gabriel Villa lots of one and two acres per lot. In all these places they offer splendid opportunities of investment and home making and make their sales on the best of terms to the buyers.

CONSERVATIVE REALTY CO.

Among the more important organizations growing out of the rapid and wide expansion of the city and the promising advancement made in the general real estate situation, is that of the Conservative Realty company, an incorporated concern, establishing its business a little over one year ago. This enterprising and progressive company is composed of W. C. Elderton, president; A. L. Cheney, vice president, and W. Pedder, secretary and general manager. The Conservative Realty company occupies suite 613 H. W. Hellman building, where they do a large general business in real estate and matters pertaining thereto, but their great specialty is that of handling subdivisions. In this line they are large dealers, and within the brief period of the company's existence it has laid out the land and paved the way to delightful suburban home-making for many people. In this respect they are conspicuously progressive and effectual, and their conservatism lies in the excellent judgment exercised by them as to the locations of greatest attraction for homes and for their success in a satisfactory disposition of the lands. In this respect they have added a large share of influence and material aid in promoting the growth of the city and increase in its population, and their enterprise is commendable in the highest degree. They have many of the best and most convenient home sites to offer, and among the properties now on hand they have placed on the market five separate tracts, which include the handsome Edgewood Park and the Nadeau Home tract and Burkhard Home tract, one of the largest subdivisions ever placed on the market and sold in this vicinity, containing about 900 lots, all of which are most desirable and charming localities for residence sites, and where lots can be obtained cheap for home building. This company has disposed of about 1600 lots in the past year.

RUFUS P. SPALDING

The above gentleman, dealer in real estate in this city, with office in the H. W. Hellman building, room 215, has a most desirable tract of land that he has just opened and is offering to the public upon most advantageous terms. Mr. Spalding has owned this property for some time and held it pending future developments, with the remarkable growth of the city in that direction and improvements extending to and beyond his property he finds himself daily besieged with calls for building lots. He has therefore decided to put this fine tract of land on the market; there are about 120 acres all told, bordering for three-fourths of a mile on the Long Beach electric line, and the land is level, sightly and in every way most desirable for home sites. Already forty acres have been laid off in a subdivision, known as the Miramonte tract and Mr. Spalding has spared no effort or expense on extensive improvements to bring his subdivision up to the general high standard of Los Angeles residential tracts. Mr. Spalding is recently from the island territory of Hawaii and is a gentleman of culture and wide information along general lines.

G. G. JOHNSON

It is only natural that a man who as G. G. Johnson has lived for a long time in Los Angeles and has in fact been in business here for eighteen years, should be looked upon as one of the most prominent and influential men in the city and one who should hold the entire respect and confidence of the community. Mr. Johnson has not only watched Los Angeles during its phenomenal growth of the last twenty years but by his own activity in the realty world has been an important factor himself in its advancement. He combines in his work many departments of public service. He is a fire and life insurance agent, real estate agent, notary public and financial agent. He handles everything in the realty line for this section of the country, making a specialty of property in its most improved conditions and gives some attention to farm and ranch lands and to mining properties. The insurance companies which he represents are among the strongest and best known of the country, well known for their promptness in settlements and substantial reliability, and whose policies are absolute guarantees of protection. Mr. Johnson's office, where his business is conducted, is at 204 Bryson block, at Second and Spring streets; telephone: Home, 180. He is highly regarded both in business and social circles.

W. A. JOHNSON & CO.

Five years ago W. A. Johnson, under the firm name of W. A. Johnson & Co., established an office at 109 South Broadway, where he has since conducted a real estate and investment business and by strict attention to details and properly looking after the interests of his clients he has built up a most influential business. He handles all kinds of properties, making a specialty, however, of handling tracts, and having at present some most desirable tracts on his hands for disposal. Two of these are known as the Jeffries tract and the Connell tract, close in and in most attractive localities. As residence tracts these are unsurpassed and building lots will soon be all sold as they are rapidly being taken by people of means and culture, who intend to build homes there so that from every standpoint of society advantage there is every reason for investing in building lots in either of these fine tracts. Mr. Johnson has successfully handled the Clanton tract, also the Philbin and Boettcher tracts, and these are now closed, having sold most advantageously. He is prepared to loan money in any reasonable amounts at low rates of interest. Mr. Johnson is very faithful and lenient in dealing with clients, never using any undue advantage and his success in business has been in large measure due to his generous and square methods of conducting all its branches. In mining investments he shows some excellent inducements which he can conscientiously recommend. In every way this energetic and progressive dealer is exerting his best efforts to promote the improvement of the section over which his operations extend.

SERVICE BROS.

A great many people come to Los Angeles every year—many come to reside here and buy homes, others to buy farms or ranches; while some want to buy property for investment. Most of these people are strangers, who need the services of some reliable and experienced real estate man or firm to give them information, to show their lists and maps and descriptions, and point out to them the kind of property they want, and where and how they can acquire the same at a fair price and make a good bargain. This brief item is written for the purpose of informing all such people, whether newcomers or not, that no firm can better serve this purpose than the firm of Service Brothers—W. E. and R. W. Service, agents for and dealers in all kinds of real estate, with an office at 302 Frost building. They have all kinds of real estate for sale, and in their large list are many good bargains for any one desiring city property of any kind, orange groves, alfalfa lands, walnut orchards or anything in the line of real estate. They are well known, reputable business men and citizens, who have been in this business here over five years. They make a specialty of exchanges. If you have anything in the real estate line that you wish to trade or exchange for something else they will help you to do this, to the mutual advantage, very likely, of both parties. They make loans, do a rental business and act in every capacity required of first-class and up-to-date real estate agents and brokers. They have been very successful, having handled the Workman tract and others, and they are selling agents here for "Lucky" Baldwin.

CHARLES F. ROARK

Charles F. Roark at 101½ South Broadway has been a well known and large real estate operator in Los Angeles for the past eight years. He deals in large acreage and improved country property as his specialty, and many transactions whereby large farms and orchards have been settled upon and made richly productive in Southern California are to be credited to his intelligent enterprise. Mr. Roark handles almost everything that is committed to his hands as a desirable investment and deserves especial credit for his prowess and good judgment in bringing to light the latent value of many proposition that otherwise would remain neglected. Such operations extend to the ranches of Mexico. Among his offerings at present are 160 acres of fine level grain land for $1400, 110 acres alfalfa, berries or vegetable land at $1500—a big bargain; lots of water. A fine Mexican offer is a ranch on an immense scale, 265,000 acres; one-half timber land; fifteen miles of fencing; 4000 head of stock, 600 sheep, 250 horses, 150 hogs; 1200 acres under cultivation; the cattle are worth $100,000 Mexican currency, or more than one-third the price of the ranch, the timber alone being worth the price. It can be purchased for fifty cents an acre in gold. Another good offer is 400 acres adjoining Forest Reserve stock farm in Kern county, twenty miles off railroad, near White river; thirty acres in alfalfa, five-room house, large barn; all fenced; can run stock on 200,000 acres free grass; 100 head cattle, forty horses, twenty mules; $6 per acre, half cash. These are samples of the large extent of Mr. Roark's operations and they show that he does business.

JOHN B. BUSHNELL & CO.

Among the large number of prominent people who are engaged in buying and selling Los Angeles and Southern California real estate is the firm of John B. Bushnell & Co., who are at offices 306-307 Bradbury block. Persons who are interested in planning or buying homes in the best residence districts of the city or of locating here in the most desirable business districts will find that Bushnell & Co. have more property of this kind to offer for their inspection than almost any other realty company in the city. Numbers of wealthy and aristocratic people from all parts of the United States every year are seeking homes in Southern California and in the past ten years, during which the Bushnell company have been in business, many persons have become interested in Los Angeles and have located here through their agency. The firm is one of the most reliable and best established in the city. Bushnell & Co. are making a specialty of handling stocks and bonds and in this line have taken their place in the first rank.

EDWIN ALDERSON

Edwin Alderson, one of Los Angeles' most enterprising young real estate, loan and insurance men, whose office is at 209 Laughlin building, 315 S. Broadway, has great faith in the future of the city. Yet in the prime of life, he has successfully established himself and now enjoys a large and profitable business through careful management of affairs and square dealing with patrons. Mr. Alderson commenced life by engaging in the business some years ago with his father, F. B. Alderson, now dead, who was well known and enjoyed a large and profitable realty business in Los Angeles for twenty-one years. The firm was known as Alderson & Son. This firm built and sold in conjunction with other lines some of the finest residences in the southwest, forty houses in all, giving Edwin Alderson a very valuable experience in his present loan capacity. Mr. Alderson has a loan department which he directs personally. As a result of a careful, conservative business plan of distributing funds he has gained a reputation for absolute confidence with clients for whom he loans their entire account, attending to collections, etc. The proposition of loaning on buildings to be erected has been simplified by him so that with perfect safety to both benefited parties this class of building loans is just as safe and satisfactory as improved property. Mr. Alderson is also resident agent for the Phoenix Insurance company of Brooklyn and his list of property includes some of the choicest residence and business holdings in Los Angeles. E. C. Hinkler, a thorough real estate dealer and one of the best hustlers in the city, is connected with Mr. Alderson. The 'phone connections are Sunset Main 1199 and Home 1165, and he being a notary public will always be on hand to all callers. Mr. Alderson is a member of the chamber of commerce and has done much for the advancement of Los Angeles during his twenty-five years' residence here.

R. A. BURTON REALTY COMPANY

R. A. Burton was formerly engaged in the real estate business in Michigan and came to Los Angeles, engaging in real estate and investments the first of the present year. Provided with ample means, he does a large part of his trading on his own account, and is proprietor of the business in the above company name. His office is suite 416-418 Laughlin building, South Broadway. Mr. Burton refers to the Commercial agencies or, by permission, to the Southern California Savings bank. He looks after all descriptions of good investments, makes and negotiates loans, does a brokerage business in insurance, and rents houses, collects rents and acts as general local agent for estates and non-resident property owners. Mr. Burton buys and sells city and country property on his own account and has a good list of bargains in houses, lots and tract properties; also farms, orchards and garden lands. Having an optimistic view concerning the growth of the city and the great development of the country that is to be, he is a courageous investor and sets an example worthy of emulation. He is interested in the German American Sugar company and the Bay City, Michigan Sugar company, of Bay City, Michigan.

RANDOLPH-WILLIAMS COMPANY

The Randolph-Williams company, occupying an elegantly furnished suite of rooms on the second floor of the Grant building, corner Fourth and Broadway, Los Angeles, have within the past year established themselves in the real estate circles of Los Angeles as being very reliable and successful business men. Their recent operations in business property in Los Angeles and also at Venice of America have indicated very conclusively their ability to handle the larger properties with satisfactory results. The firm is composed of Chas. N. Randolph and Alexander Williams, both young men coming from Chicago and full of the "push and energy" typical of that great city. Since coming to California Mr. Williams has resided in Pasadena, and his reputation in both cities has been of such nature that commands confidence and respect in all of his dealings in both the social and business world. In Los Angeles Mr. Randolph has made a host of friends both in business and musical circles. His ability as a thorough business man and hustler has been established upon practical results and honest dealings. Mr. Randolph is also secretary and treasurer of the Conservatory of Music, Los Angeles, which is without a doubt the best equipped college of music, dramatic and operatic art west of Chicago. The Randolph-Williams company are also half owners and managers of the Quaker Mining company, which owns and controls the "Quaker Group" gold mines, recently discovered through their efforts in the Goldfield regions of Southern Nevada. This company was responsible for the opening of an entirely new country in and about Death valley, which heretofore had not been under development of any kind. In talking with Mr. Randolph the other day he said in part as follows: "During my residence in Los Angeles the past year and a half the city has increased in population over 30,000 people, naturally there have been a great many opportunities to make money in real estate and we have enjoyed a few of these opportunities. We have also been fortunate in securing investments for our customers, which were very satisfactory. We cannot do impossible things but with a live up-to-date man there are few things that are really impossible. You have heard that old saying that 'money talks.' Well, it's not so. In these modern times it's ability that 'talks' and 'money' is the result. If you are familiar with our guarantee method you will notice that there is no 'blind' advertising about our business. We do everything open and above board. If we have a piece of property for sale we spare no expense to spread that fact broadcast, with description and price. If a buyer means business he will go and look at the place and if interested come to and see us. With our method we reach only those who mean business, and it naturally follows that we make quick sales because we don't waste a lot of time fooling around trying to get somebody's money before they see what we have and know just what we are going to do for them. Life is too short to work with an old horse or with wornout methods. Nowadays it is only results that count. It may be true that 'everything comes to him who waits,' but you have to hustle while you wait, and there is a great deal in understanding how to hustle. We talk this way because we mean absolute business and if you are not acquainted with our ability a good demonstration of same will no doubt be convincing. We are not the 'biggest' real estate men in town, neither do we swim with the little fish. We have a reputation and a way all our own and the people are beginning to recognize that we are alive and very much awake to the signs of the times and the opportunities in and about Los Angeles. If you want to drive a good bargain our 'steam' and everlasting 'hammer' will do it."

O. SASSAMAN

A real estate dealer and broker who has become well and favorably known and very successful in handling real estate, and especially lots with houses, or on which it was desired to build houses, is O. Sassaman, with offices at the corner of Jefferson and Main streets, and at 3399 South Main street; also at the southeast corner of Vernon and Moneta avenues, and, while doing a general real estate business, Mr. Sassaman makes a specialty of houses and lots in that vicinity, and no one in the same business is perhaps so competent to handle property in that part of the city for owners, or to advise intending purchasers, so clearly and wisely for their own interests. Mr. Sassaman has a large list of very desirable buys in different kinds of city property, particularly houses and lots, and lots on which, if desired, he will build houses to suit purchasers, who can pay for the same in easy monthly installments, thus gradually buying their homes and living in them instead of paying rent. He has done a large business in the real estate line, invariably to the satisfaction of his clients, and so has established an enviable reputation as a man of ability in his business, and of reliability in whatever representations he makes. He is thoroughly well posted, and it costs nothing to consult him or make inquiries if you have property to sell or are thinking of buying. His office 'phones are: Home 22668, and West 1968; and his residence 'phone is 22668. Mr. Sassaman is a notary public, has two employes and will attend to your business right.

FRED L. SEXTON

That there is as much experience, if not more, necessary in the dealing in real estate as in any other business or calling is a commonly acknowledged fact, and therefore it is not surprising to find that in every large and progressive city a man who has already for ten years exhibited his ability as an agent has all the business he can well handle and as a result of his long experience in watching the market, etc., is more apt to be successful in deals than one just beginning his work. In Los Angeles we have in Fred L. Sexton a leading and very successful real estate and financial agent and one who by force of merit has developed a very extensive business. Mr. Sexton is well posted in all classes of realty values, is prompt and honorable in all his dealings and is very generally esteemed both in business and social life. His office is at 508 Mason building, Fourth and Broadway. He buys, sells, rents and exchanges city, suburban, farm, mine and other properties, giving his special attention to farm and ranch lands in Southern California, having upon his lists some of the most promising of this class of investments to be found anywhere.

Commercial District Rapidly Expanding

WILL STANTON

One of the best known men in Los Angeles and vicinity, well known for his extraordinary enterprise in inducing proper investment in the best and most substantial interests in the state, is Will Stanton, 304 Mason building, southeast corner of Fourth and Broadway streets. He is a prominent real estate and insurance agent and also a recognized broker for the investment of private funds in mortgages on real estate. Mr. Stanton has a widely varied list of all sorts of business and city property and gives especial attention to exchanges, being very successful in this branch of the work. He is also the local agent in this section for the Aetna Life Insurance company, a company much too widely known to need any eulogy at our hands, and has thoroughly established his position among the life insurance men of the city, every detail of the business which passes through his office being managed with the same ability and conservatism which so characteristically mark all the dealings of this company. He also makes loans himself at easy terms. Mr. Stanton is known for his business activity and has been a strong agent in the upbuilding and progress of the city during the past three years in which he has been in this business.

O. A. VICKREY & CO.

The inquiry is for both city homes and farms on the part of the home seeker, and all kinds of property on the part of investors. Among those who are best able to meet these varied demands and give satisfaction to the applicant is the firm of O. A. Vickrey & Co., who occupy very spacious and handsomely appointed offices at 308 South Hill street. The Messrs. Vickrey made their establishment in Los Angeles in 1884, and from that time have been in the advance of all real estate movements. None are better informed or more able to grasp the situation. They thoroughly understand every phase of the market and anticipate its future. They are dealers on a large scale and have been connected with many of the important transactions through which the city has grown magnificent and spread out over the country. They buy and sell on their own account and on commission, and their prosperity in the business is sufficient evidence that they are safe guides and reliable agents for investors. Such is the extensive nature of their business that they operate with seven employes in their office. They buy sell and exchange city and country properties, and have many bargains on their lists in houses and lots, gardens, farms and orchards. They make a specialty of bringing owners together for exchanges of eastern for western properties for those who desire a settlement and a home in this city or elsewhere in Southern California.

F. L. & J. H. STEELE

A real estate and rental agency that has been coming into prominence during the past two years is that of F. L. and J. H. Steele, whose office is at the corner of Forty-seventh street and Central avenue. They have thoroughly established themselves in the public's confidence and being amiable gentlemen as well as wide-awake business men have done and are doing a large business in buying and selling and renting real estate and transacting a general real estate brokerage business. They have made many sales to the advantage of the buyers and have in hand a large list of good bargains in both city and country property that is well worth looking into by any intending purchasers. They are prepared to accommodate almost any kind of a buyer and have property to sell for cash or on easy terms of payment. They are also prepared to buy salable real estate or to handle it advantageously for owners and are confident of giving entire satisfaction in doing so. Messrs. Steele make a specialty of handling tracts of city property, in which they have been very successful and at the same time have benefited a great many buyers of lots for homes or business purposes. Phones: Home, 29,081; Sunset, South 365.

E. L. HOPPER & SON

Among the most extensive and substantial dealers in real estate in Los Angeles is the well known firm of E. L. Hopper and son, C. B. Hopper, whose office is located at 402-404 Laughlin building. The Messrs. Hopper, established their business in this city eight years ago as agents in real estate and for the Continental Fire Insurance company of New York. In both lines they have been enterprising, progressive and successful. Their announcement is that of builders, real estate and insurance, loans and collections. They attend to all of these interests with fidelity, on business principles and with unbounded faith in the wonderful development of this section of the country. They do a general real estate business, inviting real estate investments of all kinds, negotiate loans on commission, make loans on their own account, rent houses, make collections, etc. But their principal business is that of handling their own properties. They buy acreage properties in good home building localities, subdivide the same in lots, build houses on their own tracts and sell for cash or on easy payments. At present they have Hopper & Son's Western Avenue tract in the market and are selling lots there at $440 and up on easy terms. This tract adjoins the Victor Hall tract. It is situated on Jefferson, Thirty-second and Thirty-first streets, west of Western avenue, and is between two car lines. The Messrs. Hopper maintain an office on the tract for the convenience of visitors and buyers. Messrs. Hopper & Son have very recently placed on the market the Lawndale tract, where five acres may be had for the price of a single city lot. This beautiful tract is thirty-five minutes' ride from the business center of Los Angeles.

R. E. MUNCY & CO.

R. E. Muncy, the well-known proprietor of the influential real estate business in room No. 212 Frost building, is a man who incorporates in his business principles a sincere interest in other people's welfare and an honest desire that the man at the other end of the business deal shall profit, as well as himself. In this way he has gained the entire confidence of a large and steadily growing clientele. Mr. Muncy deals in real estate, making a specialty of exchanges. He handles all kinds of city and suburban properties and has on his books at present some most attractive bargains in residences, rooming houses and business blocks. For the past nine years his well-managed business in its various branches has met the needs of a very large class of people in this city, while as notary public he has still farther enlarged his usefulness. Mr. Muncy is widely known as a man of genuine public spirit and enterprise and is highly honored wherever his name is spoken.

GEORGE HARLAN

No western city is making more rapid progress in all directions than Los Angeles. In the matter of population alone Los Angeles has made, during the last four or five years, an increase of over seventy per cent above the last census figures. A leader in the real estate, loan and insurance business in Los Angeles is Geo. Harlan, who is also a notary public, with office in room 6, 143 South Broadway. Mr. Harlan is a man of fine ability and one who has always shown a thorough interest in the improvement of the city for its own sake aside from any personal motives. He conducts a general real estate business buying and selling on commission, handling both city and country properties and making a specialty of exchanges. Mr. Harlan also negotiates loans and borrowers of either large