

**FOR SALE**  
CITY LOTS AND LANDS

# 1000 YARDS

of earth a day is being moved by the big grader in Occidental Park.

Seventy horses and scores of men and wagons are busily engaged in making the dirt fly. Cement work is also in progress.

We are pushing the street work as rapidly as possible. Lots are selling rapidly and the demand is growing.

The broadening of the scope of Occidental College along non-sectarian lines will increase its size and prosperity far beyond former most sanguine expectations. Occidental Park will be benefited accordingly. Buy now and share the swiftly advancing values.

Reasonable prices, easy terms, discounts for cash. Special inducements to home-builders.

Call for folder with beautiful panoramic view of Eagle Rock valley.

Take Eagle Rock Valley car going north on Broadway to Occidental Park. (Don't take Eagle Rock Avenue car.)

**W. A. Roberts**  
**Realty Company**  
EXCLUSIVE AGENTS  
126 South Broadway  
Ground Floor Chamber of Commerce.

Highland Park Representative, GARTH REALTY OFFICE, Ave. 50 and Montic Vista st.

F6524 Main 459

**FOR SALE**  
CITY LOTS AND LANDS

# Floristan Heights

BEAUTIFUL EAGLE ROCK'S CHOICEST TRACT

## Opening Day Sunday, May 1

Eagle Rock has presented many attractive offerings, but none to compare with Floristan Heights.

Search wide and far and you will find no lots to compare with these in location, value and attractions.

Just at the end of the Eagle Rock valley car line; half way between the new site of Occidental college and the proposed superb Huntington park, and within ten minutes' walk of either.

### Big Lots

Large lots—from 50 feet wide to an acre and a half; level lots, sloping lots, magnificent hilltop sites; you cannot find anything anywhere to equal them.

### Finest Improvements

First class street work, building restrictions, gas at city rates, water, telephones. Why, people have begun to build in the tract in advance of the opening. They couldn't wait.

We challenge the world to produce the equal of these lots at the prices we ask. We are going to sell the tract out in short order. The prices will sell the lots.

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# Normandie Park Normandie Park

When we completed arrangements for the exclusive sales agency of the beautiful Normandie Park Tract we anticipated immediate and heavy demand for the lots. The results, however, have far exceeded our most optimistic expectations.

NORMANDIE PARK  
NORMANDIE PARK

THE FINEST AND MOST SELECT SUBDIVISION IN THE NORTH O' WILSHIRE DISTRICT

Twenty-two minutes from business on West Seventh street (Heliotrope Drive) cars. Streets 100 feet wide, paved with crushed rock and asphaltum. Gas and electricity. Wide parkways. Lots 50x150, two feet above walk. Proper residence restrictions, rigidly enforced (every lot restricted). This tract has been on the market three weeks—total sales \$68,000.

NORMANDIE PARK  
NORMANDIE PARK

The tract improvements of Normandie Park have been installed under our supervision, and we have taken a personal pride in seeing that every little detail was carefully worked out. In buying the trees for the wide parkways every camphor and palm was inspected and selected by our tree man from a large and exceptionally healthy stock. The proper care of these trees until thoroughly established and the trimming up of the beautiful parkways will be our business for some time to come.

NORMANDIE PARK  
NORMANDIE PARK

With such a superb location and with improvements of such expensive character as those of Normandie Park you would naturally think that the prices would be high; here is a seeming paradox—the prices are

40% LOWER THAN SURROUNDING PROPERTY

We have a sales contract with the eastern owners; they want to use their money elsewhere—the prices are eloquent of their desire for a quick settlement. Lots worth from \$1500 to \$2500 can be bought for \$900 to \$1250. The fact that we have purchased ten of the lots ourselves at the advertised prices, for building purposes, is an indication of what we think of the property. Don't wait too long. Go out today.

"It Pays to See Us"

## EDWARDS & WILDEY CO.

232 LAUGHLIN BUILDING, 315 SOUTH BROADWAY

Branch office at end of West Seventh (Heliotrope Drive) cars, in brick building.

**FOR SALE**  
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# EAGLE ROCK THE REWARD OF MERIT

For three years we have listened to comment something like this: "Yes, Eagle Rock is the prettiest place we have seen; we like everything about it, but we MUST HAVE GAS AND ELECTRICITY." Of course, some folks were willing to put up with temporary inconveniences—otherwise we wouldn't have sold over one and a half million dollars' worth of Eagle Rock real estate—but a good many have either waited or built elsewhere. Now, however, we have GOOD NEWS—GAS IN THE VALLEY NOW—and electricity is coming in right away.

THIS IS THE LOGICAL RESULT of the natural attractiveness of Eagle Rock—it has even charmed the gas man, and the electric light magnate. If it is good enough for them, how about YOU?

WHAT IS ENVIRONMENT WORTH as an asset to the lot buyer and the homebuilder? We have had some experience—let us tell you what it is worth. It is a REAL, TANGIBLE ASSET—THE WORTH OF WHICH IS HARD TO OVERESTIMATE.

OAK KNOLL—SOUTH PASADENA GLENDALE and EAGLE ROCK have the ASSET OF ENVIRONMENT. Don't fail to take that into account in buying your lot.

WHAT IS ALTITUDE WORTH as an asset to the lot buyer and homebuilder? Especially what is it worth in the immediate vicinity of Los Angeles? Well, we can tell you with authority. THE RIGHT ALTITUDE—provided it is reached by easy grades—is all important to many people and means warmer winters and cooler summers. Don't forget that.

WHAT IS PURE WATER WORTH as an asset to the lot buyer and homebuilder? Read what Pasadena, San Diego, Los Angeles and other progressive cities are doing to improve their water supply. EAGLE ROCK WATER is famous for its clearness and purity. For years it was sold in Los Angeles by the bottle; the supply is unlimited. The Eagle Rock Water company is now extending its system to supply MOUNT WASHINGTON—they have a reputation of wanting the best.

NOW, WE DO NOT CLAIM that Eagle Rock alone has these assets—but we DO CLAIM THAT EAGLE ROCK IS THE ONLY PLACE NOT CHARGING FOR THEM. You can buy magnificent building lots in Eagle Rock NOW for about one-half what is asked in the other popular suburbs.

WHY? Because Eagle Rock has not had the conveniences we started out to talk about. NOW SHE EITHER HAS THEM OR IS GETTING THEM. It is only a question of a few months at the most when you will have to pay what this property is really worth. DON'T WAIT TOO LONG. We are the largest dealers in Eagle Rock realty—and sell more of it than all other agents combined. We advise you to consult us concerning the following tracts, of which we are either the owners or exclusive Eagle Rock agents:

EAGLE ROCK TOWNSITE  
MAYFAIR PARK  
KENILWORTH  
SATSUMA PARK  
ARTESIAN HEIGHTS  
GLENWOOD PARK  
EAGLE ROCK ACRES  
WINDERMERE HEIGHTS  
EAGLE ROCK CENTRAL  
ELLENWOOD HEIGHTS  
OCCIDENTAL HEIGHTS  
WYLDWOOD GLEN (In Preparation)

OCCIDENTAL HEIGHTS ANNEX (In Preparation)

In addition to these subdivisions we have a complete listing of all the available houses and acreage in Eagle Rock, and maintain two automobiles at our Eagle Rock offices to show the property. See the other agents if you wish to, but see us some time before you buy—REGRETS ARE POOR CONSOLATION.

"IT PAYS TO SEE US."

## EDWARDS & WILDEY COMPANY

232 Laughlin Building, 315 S. Broadway.

HARRY S. BOURNE, Mgr. of Eagle Rock Dept.

TWO EAGLE ROCK OFFICES—S. W. corner Central and Colorado, at transfer point to Glendale, in charge of Mr. Bourne; and Bank Building at end of car line, in charge of John L. Wiley. Take Eagle Rock cars on Broadway, autos waiting.

# Inglewood

The City That Grows

INGLEWOOD WILL HAVE GAS FOR COOKING AND LIGHTING IN SIX WEEKS. BUY YOUR HOME NOW AND PROFIT BY CERTAIN ADVANCE

For Sale—\$3500—\$2000 cash, balance easy. 3 acres on county oiled road, east front, near Inglewood school and electric line. Finest sand loam, no alkali; domestic water piped to each acre, all under irrigation. Improved with 4-room house, barn, shed, corrals, fence, trees. See this and be convinced.

For Sale—No. 223—\$2200; \$1750 cash; 4½ acres, fine soil, in the City of Inglewood. This won't last long.

For Sale—\$1250; \$125 down, balance \$10 per month. Two-thirds acre of land; 3-room house; toilet, sink, French windows, brick foundation; six standard poultry houses and corrals; water piped and completely equipped for raising poultry. New.

WHY PAY RENT? We build to suit, 10 per cent down, balance like rent.

For Sale—\$1950; \$200 down, balance \$20 per month. New 4-room house; toilet, bath, lavatory and sink; 6 standard poultry houses with runs, piped for water; ¼ acre of ground; completely equipped for raising poultry. New.

- There are no saloons in Inglewood.
- PURE spring water piped everywhere, \$1 per month.
- The school facilities are the best; \$5000 high school. Seven acres of playground.
- Thirty minutes from Los Angeles court house.
- Car fare 8 cents, book rate.
- An ideal place for your home; good restrictions.

BUY two-thirds of an acre in the Poultry Colony, choice at \$350 to \$400; one-fourth down, balance one, two and three years; or will build to suit at \$125 down, balance \$15 per month. We buy your eggs at your door, cash; yearly contract at "selected prices," as quoted in the daily press. Start now.

For Sale—Only \$675, at \$200 cash, balance \$15 per month. One acre in alfalfa; two blocks from the car line, near Inglewood. Adjoins a five-thousand dollar residence and poultry farm. Beautiful location. Race restriction. Both domestic and irrigation water. Come early.

For Sale—\$3500; \$1000 cash, balance to suit. Two acres in Hawthorne Acres, three blocks from car line, improved with an A1 6-room house, well, pumping plant, outbuildings, 39 fruit trees; fine sandy soil. Snap for price.

For Sale—\$3000, 5 acres near Inglewood; \$1750 cash, balance \$1250 in one and two years; fine sandy loam under irrigation and domestic water. Good neighborhood; only two blocks from the Pacific Poultry farm of 40 acres where \$40,000 capital is invested. Very fine buy; will be worth \$1000 per acre very soon. Let us show you this rare bargain.

For Sale—All kinds of first-class property in Inglewood. We make a specialty of poultry ranches, both improved and unimproved.

We also do a general insurance business.

For Sale—\$1450; terms \$400 cash, balance \$15 per month. Two-thirds of an acre, 3-room house, 8 chicken houses; fenced; fine location in the Poultry Colony. Fine chance to start right in now.

For Sale—\$1950; new 4-room modern house; four lots 53x174, all east front; each with 7 large walnut trees. \$750 down, balance \$29 per month. A fine bargain. Lots are worth \$400 each.

IF YOU ARE INTERESTED IN POULTRY be sure to investigate market conditions in the Inglewood Poultry Colony, where exceptional facilities are offered to those who engage in poultry raising.

## INGLEWOOD LAND CO.

Corner Regent and Market streets, Inglewood, Cal.  
206 SO. SPRING STREET, LOS ANGELES, CAL.  
Main 6913. AS229.

Don't Wait for the Opening Day

GO OUT TODAY AND SELECT YOUR LOTS. SATISFY YOURSELF THAT FOR HOME BUILDING OR INVESTMENT FLORISTAN HEIGHTS PRESENTS THE LOWEST PRICES IN THE VALLEY, THE LARGEST VALUES AND THE GREATEST PROFIT-MAKING CERTAINTIES.

## Prices \$375 and Up

With Easy Monthly Payments

DON'T GO ELSEWHERE AND PAY MORE AND GET LESS

Take Eagle Rock valley car going north on Broadway to end of line. Step from the car and you are in the tract. Sole agent. City office 630 South Spring.

# \$300

UP ON EASY TERMS

Beautifully Situated. Right on the Venice Short Line, 25 Minutes from Broadway.

(With the subway completed it will be less than 15 minutes.)

Streets are graded and OILED, cement walks and curbs, street trees planted, abundance of water piped to every lot; fine, rich soil, easy to work; full bearing walnut trees on many lots.

Ideal Place for Suburban Home

where you can enjoy garden truck and chickens and still enjoy most city conveniences. Fine graded school on the tract. Cheap fare.

INVESTIGATE and satisfy yourself that these are the CHEAPEST DESIRABLE suburban lots and then BUY NOW. When the subway is completed you can double or treble your money.

FREE TRANSPORTATION

Call at our office any week day for free tickets, or GO OUT SUNDAY. Take Venice Short line car and get off at CLARIDALE. Agent on tract all day.

## E. BECKER

Sole Agent  
CITY OFFICE  
630 South Spring  
Telephones  
Home F 3038 Bdw. 5150

Office at End of Eagle Rock Valley Car Line  
Telephone East 2595

Read It Again Are You On?

TRACT NEAR PALMS BOUGHT FOR \$40,000 (Special to The Express)

OCEAN PARK, April 7.—Just before E. J. Vawter, an officer and director of the First National bank, left on a long eastern trip yesterday he sold to a syndicate of Los Angeles men 40 acres north of the Los Angeles-Pacific right of way between the Palms and Roseboro Heights for \$40,000. Although he left before details of the transaction could be obtained it is known that the property was bought by Mr. Vawter only one year ago for \$25,000.

The sale of another large tract at Roseboro Heights by David Evans and a third at Ocean Park Heights are taken in conjunction with the Vawter deal as sufficient demonstration that the beginning of work on the Los Angeles Pacific subway is near at hand.

One of the buyers of the Evans plot is said to be closely associated with the railroad interests. Among men of finance in the beach district the report is strong that subway operations are to be begun within a few weeks.

LOTS 50x150 To Half Acres Only.

# Lot Sales Now Exceed \$215,000

IN THE ARLINGTON HEIGHTS BOULEVARD TRACT

## Why?

BECAUSE discriminating home buyers appreciate the merits of the property, occupying as it does an elevated plateau, presenting a superb mountain and valley view, surrounded by local and suburban car lines, possessing every modern city convenience, situated in the direct line of the high class residential development, shrewd investors and home site seekers have been quick to appreciate the exceptional advantages of the tract.

The high mesa property at Arlington Heights will prove the bonanza buy during the next few months.

Prices have already advanced—look for another rise in lot prices soon. Choice lots for \$100; some for \$150; corner, \$150.

Take the Los Angeles Pacific company's cars (Sixteenth street line) to the Vineyard power house. Tract office at station, or any West Pico car to Sherman drive. The new West Washington street car line is operating its cars to the tract.

SELOVER & WHIPPLE  
Agents, with  
STRONG & DICKINSON  
Subdividers of Over 100 Big Tracts.  
147 South Broadway.  
Main 1273; 60195. 4-24-1

FOR SALE—WE MAKE A SPECIALTY OF choice apartment sites. If you contemplate building, see us immediately.

BLACK BROS., 268-9 H. W. Hellman Bldg. 4-24-1

PALMER & HAMMOND 613 Union Trust Building. F1752. 4-24-1

Good News TO HOLDERS OF OLD CONTRACTS IN Redondo Villa Tract

WE have been made the official agents for all the Redondo Villa tracts except the Cook tracts and the west half of 1E. Arrangements have been made with the original owners of the land whereby we are now in position to invite all the original buyers holding contracts for lots in any of these tracts to bring in their old contracts, no matter how long delinquent or how much or little you owe. We are giving everybody a square deal, restoring confidence and prosperity.

There has been a substantial advance in values and small raises in prices throughout the tracts. New contracts will be issued in which credit will be given for all payments made on the old contracts. The Title Guarantee and Trust company, trustee for the property, will execute the new contracts issued in this connection. Prompt attention, courteous treatment, and every detail done, will be done for your benefit. Come in at once and bring your old contract, or write and send it before a further advance in price.

GEO. H. PECK & CO.  
202 Lankershim Building.  
Corner Third and Spring Sts.  
Home Phone A4672. 4-22-21-21

START YOUR FORTUNE With \$100

\$100 Down and \$10 Per Month

During the late financial depression a prominent local bank acquired thirteen and a half acre lots on Occidental boulevard, Bryan street and Benton Way, between Marathon street and Bellevue avenue, ONLY 14 MINUTES FROM FOURTH AND HILL on the Hollywood or Colegrove car; also convenient to the Temple street car. To close these lots out quickly we offer them at remarkably low prices, ranging from \$500 to \$750. Positively the best moderate-priced close in lots in the city for the money.

HOMESTEAD LAND & BLDG. CO.  
511-512 L. W. Hellman Bldg., 411 S. Main.  
4-24-1

MRS. KALLIWOODA OF THE SUN REALTY CO., 969 Temple street (Main 942), offers following genuine bargains:  
Industrial site, Turner street, 50x150, and 5-room old cottage; spur track in rear; \$450; terms.  
Fine corner lot, Temple street, close in, 41x100, \$2400; one-third cash, bal. easy terms.  
Two 4-room cottage flats; rented \$28 a month. Price \$2800; Angeleno Heights.  
30 acres on Venice short line. Fine, high location, not far from Nadeau vineyard, near Benkert station; ¼ mile from Pico and ¼ mile from Washington; at a sacrifice; absolutely best and cheapest buy. 4-24-1

FOR SALE—ON LONG TIME. WELL IMPROVED lot, 308 E. FIRST ST. Inquire on premises. 4-10-20

Today's the Day Tomorrow Will Be Yesterday

BUY NOW AT THE CITY'S OUTER EDGE. AT OUTER EDGE PRICES. TOMORROW IT MAY BE THE INNER EDGE AT CITY PRICES.

BUY IN THE CLOSEST IN-SUBURBAN ACRES AND LOT SUBDIVISION ON THE MARKET, IN THE RIGHT LOCATION FOR RISING VALUES, AND UNDER RIGHT CONDITIONS.

ON THE LONG BEACH ELECTRIC LINE ONLY 15 MINUTES FROM PACIFIC ELECTRIC STATION; GAS SERVICE UNSURPASSED.

FREE WATER, PIPED TO EACH ACRE ON LOT. SOIL THAT WILL GROW ALMOST ANYTHING AND IDEAL FOR CHICKEN RAISING.

ACREAGE \$700 AND UP.  
LOTS 40x100 \$125 AND UP.

EASY TERMS

WE CAN CONVINC YOU THAT WE OFFER THE BEST VALUE OF THE DAY.

## GOLDEN STATE REALTY COMPANY

120 West Sixth Street  
Phones—Main 84; F588. 4-20-21-21

RITCHIE & LYON  
417-18 Mason Opera House

WE HAVE FOR SALE THE BEST BUNGALOWS, COTTAGES AND CALIFORNIA HOUSES IN BEAUTIFUL LOS ANGELES, WITH GAS AND ELECTRIC LIGHTS, AND ALL STREET IMPROVEMENTS; FINE LAWNS AND FRUIT TREES; SITUATED IN THE MOST LEVEL AND HEALTHY PART OF THE CITY. FREE FROM SMOKE AND NOISES, AND CLOSE TO SCHOOL HOUSES AND CHURCHES.

TWO ACRES OF LAND; CARS RUN PAST PROPERTY. NEAR EASTLAKE. PART IS SLIGHTLY ELEVATED; FINE VIEW OF PARK AND CITY IN DISTANCE. GOOD FOR CONTRACTORS BUILDING HOUSES.

RENTED; NEWLY REPAIRED DOUBLE FLAT; MODERN AND ALL CONVENIENCES; SITUATED ON MONETARY SPECIAL BARGAIN AS PEOPLE ARE GOING EAST.

WE ALSO HAVE RANCH PROPERTIES FROM 8 TO 50 ACRES, WITH WATER RIGHTS AND NEAR CAR LINES. ONE WALNUT RANCH WITH TREES; 11 YEARS OLD. OTHER SMALL RANCHES NEAR THE BEACH.

WE SOLICIT THE BUSINESS OF EVERY HOMESEEKER WHO IS LOOKING FOR A SQUARE DEAL. IT WILL PAY YOU TO LOOK OVER OUR LIST BEFORE BUYING.

## RITCHIE & LYON

417-18 Mason Opera House  
Home Phone A3822. 4-24-1

HIGHEST BARGAIN IN CITY—CLOSE IN lot, \$800; terms; right on car line and only vacant lot on street; must be sold this week; owner leaving city. See R. M. RUSSELL, 54 Douglas bldg. 4-24-1