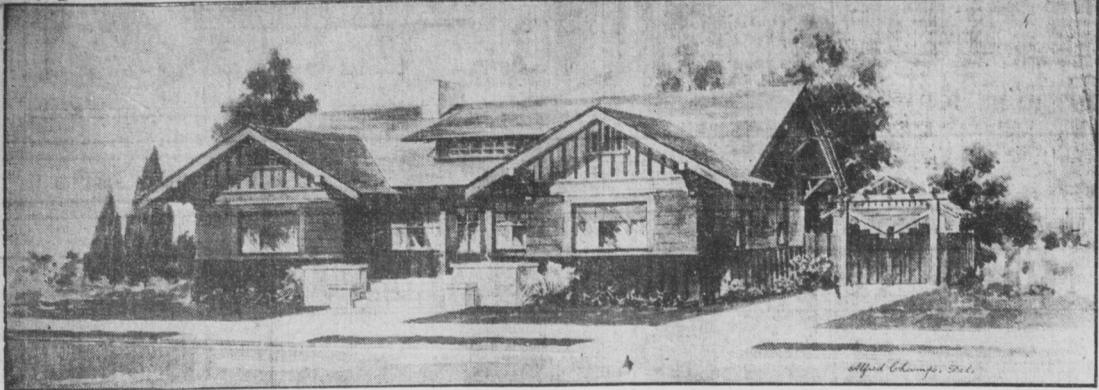


Type of Homes Designed for Arlington Heights Boulevard



ALFRED E. GWYNN COMPANY BUILDING UP SECTION BETWEEN SIXTEENTH STREET AND SPRAGUE BOULEVARD

SANTA MONICA RIVAL OF PASADENA NABOBS

Millionaire Resort on Elaborate Scale Close to the Sea Is Planned

The impression prevails at Santa Monica, according to the Outlook, that the Wright & Callender company has made elaborate plans for the development of the holdings at Santa Monica by laying out an immense plan to put private parks or estates of say from twelve to twenty acres in extent, and to make it a place of wonderful possibilities for beautiful homes which would in time rival the most ambitious parts of aristocratic Pasadena.

SALE DAY FOR NEW TRACT

Saturday was opening sales day for the Occidental Annex tract, a new Eagle Rock residential subdivision placed upon the market by the Edwards & Wilsey company. The tract contains forty acres of beautiful sloping land, fronting on the electric carline from Glendale to Eagle Rock, and having 1000 feet frontage on the good roads boulevard from Pasadena to the sea, now under construction.

PALACE MARKET DEALER PAYS \$120,000 FOR LEASE

The storeroom and basement at 620-622 South Broadway has been leased for a term of ten years from September 1 to the Palace Market, Meat and Provision company for \$120,000. Matt Everhardy is the president of the corporation, which is already in business at Third and Spring and at Fourth and Central. H. W. Lamb is the secretary. The company will expend \$20,000 in new fixtures, including a modern cold storage plant. Dan Miller negotiated the lease, through the Blankin Bros.

FIRST NATIONAL BANK IS LOOKING SOUTH

(Continued from Page One)

that the First National Bank of Los Angeles, at present located in the Wilcox building, corner of Spring and Second street, has been solicited to occupy one of the new buildings to be erected on South Spring street. The officials of the institution have received propositions to lease first floor and larger quarters at the corner of Fifth and Spring and at the corner of Seventh and Spring, but no decision has yet been reached by the bank. Directors look with special favor, it is said, on possible quarters at the corner of Sixth and Spring, while a number of the gentlemen look upon either the corner of Fifth or Seventh as desirable locations.

The fact that the Los Angeles Savings Bank and Trust company, which is an auxiliary institution of the First National, is soon to occupy an eleven-story modern building on the northwest corner of Sixth and Spring may influence the First National to get as close to the savings bank as possible, and it is probable that the bank will eventually secure desirable quarters either on an adjoining corner or at Fifth and Spring.

ANAHEIM SUGAR COMPANY OFFICERS ARE ELECTED

Beet Sugar Factory with Capital of \$750,000 Is Now Assured

H. S. Hadsall of Santa Ana, who promoted the establishment of the huge beet sugar factory at Anaheim, has filed articles of incorporation for the Anaheim Sugar company, whose capitalization is \$750,000, with \$700 actually subscribed. The organization has been effected by the election of the following directors: C. M. Warner, owner of the Warner Sugar Refinery and an importer and refiner of raw cane sugar; Arthur R. Peck, capitalist, of Newark, N. J.; C. H. Perkins of Newark, N. J., prominent nurseryman and capitalist; W. H. McLaughlin of Anaheim, director of the German-American Bank of Anaheim and director of the Anaheim Union Water company; Hon. Richard Melrose, well known attorney, also of Anaheim; I. S. Richards, manager Pacific Coast Biscuit company, Los Angeles; Charles Otto Rust, prominent land owner and president of the Anaheim city council. The location of the factory is a fifty-acre tract just north of Anaheim, on the road to Fullerton.

The factory will be a 600-ton plant with pulp drying plant and osmose process.

The factory's waste water will be cared for by the Anaheim Union Water company, and the factory will be ready for operation for the 1911 campaign.

TWO SALES CLOSED

The George C. Peckham company report the sale of the property at the corner of Magnolia place and Menlo avenue to Mr. Morrison for the sum of \$400. Mr. Peckham also reports the sale of a lot in Arlington Heights terrace to Mary C. Fowler for \$500. And two lots in the same tract to Florence C. Powers for \$500 each.

\$12,000 RESIDENCE FOR MCCARTHY CO. MEMBER

Improvements in the McCarthy company's new Wilshire boulevard district tract, Van Ness avenue square, are progressing rapidly. A beautiful residence for C. H. Baker, the shoe man, is now under way and E. Avery McCarthy, junior member of the McCarthy company, is completing his plans for a \$12,000 residence for himself to be started July 1. It will be located on Norton avenue near Linden. Grading and cement work is progressing rapidly and the tract is now looking very fine.

RADICAL INNOVATIONS PLANNED IN EAGLE ROCK

The term "village" which some of the residents of that pretty little suburb apply to Eagle Rock will soon become a misnomer, the way new buildings are being planned and constructed. Among other transactions, the Edwards & Wilsey company have just sold to John I. Wiley of Eagle Rock forty-one lots in the Townsite tract for \$21,800.

The lots, which are located on Townsend and Virginia avenue, at the end of the Eagle Rock valley carline, are already improved with cement walks, curbs, petrolethic streets and growing parkways, with water and gas mains laid.

The purchaser contemplates some radical innovations in the planning, grouping and selling of thirty-five or more houses on which construction will be started when designs now in progress are completed.

All plans will be made with reference to a general architectural and landscape effect, and structures that do not harmonize with the artistic scheme will not be permitted, regardless of their cost.

High building restrictions on the best located lots in Eagle Rock have debarred many desirable people from acquiring homes in this charming suburb. Mr. Wiley claims that under proper censorship cottages and bungalows may be so cleverly designed and so artistically grouped as to create a restful, homelike atmosphere, and that they can be built at a cost and sold on terms within reach of anyone who can pay rent.

The proposition is an experiment in Eagle Rock that will probably be watched with considerable interest.

SALES OF RESIDENCE LOTS FOR EARLY IMPROVEMENT

Total for the Week Somewhat in Excess of \$21,300

Croake & McCann report the following sales: Lot 60x155 feet, southwest corner Seventh and Hoover streets, J. Fulmer estate to Jeanette M. Campbell, \$5700. Investment.

Lot 100x150, north side Adams street, between Congress and Normandie, Rosana Lecouvreur to E. Cohen, \$4500. Will build apartments.

Lot 100x125, south side Thirty-fifth street, between Main and Maple avenue, T. McD. Potter to Auguste Knickrehn, \$3000. Will erect residence.

Lot 50x150, north side West Adams street, between Congress and Normandie, Rosana Lecouvreur to A. Ginsburg, \$2250. Investment.

Lot 60x175, west side Normandie avenue, between Franklin and Hollywood boulevard, E. J. Mundy to S. J. Paul, \$1300. Owner is now erecting a home on the lot.

Lot 50x141, east side Crown avenue, between Hollywood and Sunset boulevard, Croake & McCann to D. S. Kinney, \$1200. Owner will erect residence.

Lot 40x125, south side East Fifty-eighth street, between Hooper and Ascot avenue, improved with three-room California house, William Campbell to Mary A. Burke, \$800. Bought as an investment.

Lot 40x125, southeast corner Fifty-sixth and Naomi avenue, Harnett & Barron to Grace Maul, \$900. Will improve.

Lot 50x150, in Sierra Madre, being lot 40 of Sierra Madre Heights tract, with four-room California house, Selma Lord to William J. Hyatt, \$350. Bought for a home. Also a lot 50x140, west side Baldwin avenue, 200 feet south of Esperanza avenue, in Sierra Madre, Nash Simons to Frances W. Perry, \$900. Will improve.

NEFF RANCH TO BECOME SITE FOR MANY HOMES

\$40,000 Paid for Tract to Be Placed on the Market

One of the important deals closed last week was the purchase by Patton & Longley of the Neff ranch from W. F. Botsford for \$40,000.

The Neff ranch is situated on the Inglewood-Redondo car line and adjoins Inglewood rancho. The rancho, which consists of over 600 acres, was entirely sold out in acre lots in sixteen months, and now there are nearly 200 families on the tract. The new tract just purchased by Patton & Longley will be improved with streets, shade trees and a complete irrigating system, and will be placed on the market in about two weeks, subdivided into half-acre and acre lots at prices ranging

Hollywood Park Terrace

"The Scenic Subdivision of Hollywood"

Ideal Location No Frost, No Fog Just a Few Minutes' Ride from the Big, Busy Business Center of Los Angeles

\$700 3 Car Lines Through the Tract \$700 Unequaled Rich, Loose \$950 Decomposed Granite Soil \$950

Easy Terms Large Lots Easy Terms 50 to 125 Feet Wide, 130 to 160 Feet Deep

HOLLYWOOD PARK TERRACE

Bertha Corbett's Sunbonnet Baby Letters

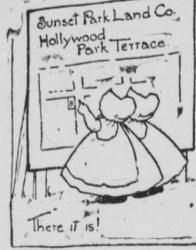
Los Angeles, Cal. June 11, 1910.

Dear Madge, Yours received, and I am glad to see you are at last getting the right idea in regard to breaking home ties and coming out here where life is worth living every blessed minute, and where the only drawback that can possibly be mentioned is that there are only 365 days in the year.

In reply to your question Is Bertha Corbett going to remain in California indefinitely I can cheerfully say she is! and furthermore she has just purchased a magnificent lot in West Hollywood from the Sunset Park Land Company.

She came into their office to ask if you plant a twig the size of a lead pencil and the next year gather roses from it, why cant I plant a pot of earth with a daisy in it and grow a house and lot? Right there I foresaw a "prospect" for a lot. I've been in the city nearly nine years, have heard nothing but real-estate deals and choice locations discussed, and knowing that at last the Sunset Park Land Company were just putting their beautiful tract on the market I took Bertha over to see Wilbur O. Dow, Manager of the Company. He took her to West Hollywood, showed her a lot and she bought it at once! It certainly is a gem for location, fine neighborhood, climate - absolute freedom from frost - and electric cars two blocks distant. She is charmed with her purchase, and sent me this sketch.

Cute, isn't it? Yours for California! Toos.



Buy a Lot Do It Now Get a Home

HOW TO GET THERE

On Hollywood and Laurel Canyon Cars GET OFF at Gardner's Junction. On Colegrove and Santa Monica Cars GET OFF at Gardner Street.

Prices, Maps and Particulars See

Dow-Smith Co., 418 Mason Building

A Matter Of History

"HOME BUILDERS" ninth quarterly dividend has passed into history and now our thoughts are turned toward the tenth dividend period, which will soon be upon us. "HOME BUILDERS" pays these quarterly cash dividends just as regularly as the quarters come and go. The recipients of these frequent evidences of the real worth of "HOME BUILDERS" stock as a safe investment number more than 1500—they are satisfied with the earnings of their money and with the deeds and first mortgages back of their money. One stockholder who was away when the last dividend was payable came in a few days ago and received \$210.00 for his quarterly share—naturally his face wore a happy smile. He was only one of the 1500 pleased men and women who are participating in "HOME BUILDERS" prosperity.

You are missing one of the best investment opportunities in Los Angeles if you are not a "HOME BUILDER." You should have been a participant in the last big dividend check distribution.

Buy now and let your money commence earning dividends from May 1st. July 31st the next dividend will be declared. Stock selling for \$1.90 and earning 16% on par.

"Home Builders"

Ground Floor—Mason Opera House Building

Home 10963 129 S. Broadway Main 496

A postal request or telephone will bring you the new edition of the "New Way" and the "Three Ways."

The original Wilson Bungalow is worth more than \$1.00 to you, if you think of building.

LOMITA FARMS

Only \$425 an Acre Now

You can buy a Lomita Farm Acre now at \$425 and up, and by paying \$10 down you can take immediate possession of your acre and begin farming it at once if you want to. The balance can be paid in small monthly payments—\$10 per month. Lomita Farm Acres are situated in a high-sheltered valley adjoining the Shoestring strip, only 4 1/2 miles from San Pedro, 3 miles from Redondo and 2 1/2 miles from Wilmington. The water which goes with the land is piped right to your door, and it is the very best soft water for both domestic and irrigation purposes.

For Investment. Or for a Home

You cannot invest your money in anything where it will be safer or bring better returns than at Lomita, for its close proximity to a great seaport is bound to make values rise rapidly. If you want to buy for a home you cannot do better, because the elevation is high, you have a beautiful view and the air is fresh and pure. Some sightly pieces can be had now at very moderate prices. Don't wait. Step in and get maps and literature, or telephone us when you can go down.

W. I. Hollingsworth & Co.

123 West Sixth Street Telephones: Main 3361; F1638

NOTE—Carriages meet all cars at Weston street on Sunday forenoons. Take Gardena-San Pedro car on Hill street. Leaves Third and Main streets on the even hour.

SALES OF LOMITA ACRES Following are those who have purchased property in this popular and rapidly settling up subdivision, near San Pedro: Miss Mina Bryan, one acre, \$625; W. L. Schrifelo, four acres, \$2000; Robert Bird, one and one-half acres, \$837.50; Florence Pearce, one acre, \$3700; Mrs. Viola Lake, one acre, \$625; William Lake, one-half acre, \$312.50; Mrs. Grace Uren, one lot, \$22; and H. Gerlach, two acres \$550. Total, \$8000.