

# SAN FRANCISCO REAL ESTATE

## SPECK SPEAKS OF THE CITY'S FUTURE

Says \$5,000,000 to \$10,000,000

Is Here Awaiting Investment in Real Estate

Trouble Is Neither Buyer Nor Seller Can Come to Reasonable Terms

"I know that from \$5,000,000 to \$10,000,000 is right here in the city awaiting investment in real estate, but the investors want property in the best locations, and at prices satisfactory to them."—John H. Speck in an interview.

The sums that are seeking investment, says Speck, range from \$25,000 to \$250,000, while there are three investors who want to put \$500,000 each in Francisco real estate.

"If this does not look as if we were in a highly prosperous condition," says Speck, "I would like some one to give me a slight reason to the contrary."

A visit to any of the leading architects will corroborate what Speck asserts. They say that there will be a great deal of building done this fall, and that many plans are being prepared now for business and apartment houses.

Men who come from the Atlantic seaboard say that we are much better off than any of the cities in the east; that we are doing more business than some of the most prosperous of their communities and that we have not the slightest reason to complain of the situation.

SALES CAN BE MADE

"In my opinion the town is in good shape," said Speck. "There are, of course, a great many people leaving the city for the holidays, but it is known that there are not so many vacant houses as there used to be, which, if true, is certainly a good sign."

"I have said already that there is from \$5,000,000 to \$10,000,000 in this city awaiting investment and that is sufficient proof of our prosperity. Lots of sales can be made today if we can get the seller and the buyer to agree on prices."

"In the amount I have quoted there are several men who will put into land \$25,000 up to \$250,000, while there are three men who will invest \$500,000 apiece, and the most satisfactory thing about this is that the majority of these investors are looking for unimproved property."

"That, of course, means that they will build. The majority of these prospective purchasers are San Francisco residents, and if not residing in California, they are not outside capital seeking city investment, but our own home people."

"There is some difficulty experienced in finding the kind of property the investor is seeking. The man who has built does not care to sell, and why should he? He has gone to all the trouble of building and probably has established his business in the new place. He probably is getting an income out of the building and sees no reason why he should sell and have that amount of money on his hands. He naturally wants to sell at a premium and the buyer thinks that he is playing a holdup game. This is what has happened in the past, and we can not find fault with either party."

"I wish to add, however, that the man who has improved his property with first class buildings will be able to sell at a premium."

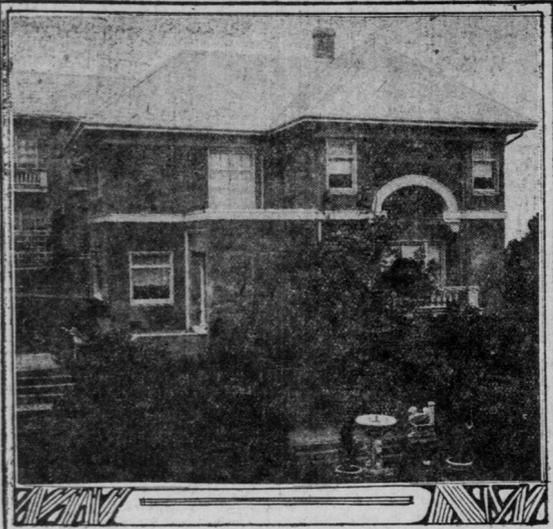
PROFITABLE INVESTMENTS

"The man who has money should not be afraid of investing in city realty. I believe that the man who buys and builds now will be the man who will make money within the next few years, for there will be probably 50 vacant properties that can be had to give me a good improved piece."

"I believe the market will be good in the fall. My reason for saying this is that many of our prominent merchants and capitalists, to use a vulgar expression, are now taking their second wind. They have been through the most harassing period of their lives. They have, in fact, lived 20 years in three, and are recuperating. Their businesses have been re-established; at last they are having time to look around them and see where they can make money by investing. I have spoken to several of our big men and they have agreed to give me a little time and then we will talk business. Let me get my business going first, and after that I will then see about investments."

OUTSIDE INVESTORS

"It must be considered also that within the last few years a new class of investors in San Francisco real estate has sprung up. A great deal of money has been made by people in the country and they are among our buyers. I am informed that there is every outlook for splendid crops this season and that our farmers will make good money this year. When this coin is put into circulation a great deal of it will find its way to the city. Every year, for the last two, there has been



Handsome dwelling at 1451 Masonic avenue, purchased by Donald McKay for \$17,000.

## HANDSOME HOUSE BRINGS \$17,000

Donald J. McKay Purchases Modern Dwelling From Mrs. Mary Fritz

Donald J. McKay has purchased from Mrs. Mary A. Fritz a handsome dwelling at 1451 Masonic avenue for \$17,000. It stands on a lot 40x100. The house is of the modern American type, of cement, and all unnecessary ornamentation has been avoided.

## BIG NEW BUILDING IN MISSION STREET

Institution Will Have 24 Stores on Ground Floor

For the account of the Sullivan estate company, Bonfield, Jeffress & Ryan have leased to Peter Ross the entire building to be built by the lessor on the property in the southeast line of Mission street between Sixth and Seventh.

## REAL ESTATE TRANSACTIONS

- Soletz & Sons to William Feehan company, lot in W line of Sixteenth avenue, 225 N of I street, N 25 by W 120; \$100.
Bayer & Stone company to Robert G. Kerr and wife, 108 23 and 32, block 23, Sunnyside; \$10.
George William Morgan to Mary A. Morgan, half interest in lot in W line of Jones street, 127 1/2 S of Geary, S 52 1/2 by W 137 1/2; \$10.
M. A. Kama to Nancy E. Egan et al., lot at NE corner of California and Buchanan streets, E 72 by N 137 1/2; \$10.
Charles A. Zinkand to Bank of California, lot in S line of Sutter street, 112 1/2 E of Hyde, E 25 by S 137 1/2; \$10.
Catherine Gregoire to Stuart F. Smith, lot in E line of Polson street, 150 N of Precita avenue, N 50 by E 100; \$10.
Lowell D. Dyer et al. to Equality Home Building and Loan Association, lot in S line of Filbert street, 112 1/2 E of Larkin, E 25 by S 82 1/2; \$10.
Alexander Stone to M. S. Cooper, lot in S line of Elizabeth street, 65 E of Bellevue, E 20 by S 84; \$10.
Eleanor D. Collins to Annie M. Donovan, lot in N line of Elliott street, 154 W of Steiner street, W 22 1/2 by N 70; \$10.
Martha Gertrude Bernal, deceased by executor, to Ocean Shore railroad company, lot in E line of Ocean avenue, 45 1/2 W of Mission, N 23 E 108 1/2, N 24 W 105, S 23 W 239 1/2, E 68 1/2 to place of beginning, and one other piece; \$300.
Edgar Painter to Haroline A. Painter, twenty-three twenty-fourths interest in lot at NW corner of Francisco and Mason streets, N 60 by W 28; \$10.
Edgar Painter to Walter Painter, one twenty-fourth of same; \$10.
Elaire P. Goucher to David Salfeld, lot in N line of Parnassus avenue, 123-134, W of Second avenue, N 118 1/2 by E 31 1/2, S 108 1/2 by W 38 1/2; \$10.
Martha A. Ellis to David Salfeld, lot at SW corner of California street and Seventh avenue, S 100 by W 22 1/2; \$10.
Louisa Rose Salfeld to Elaire P. Goucher, lot in W line of Seventh avenue, 50 S of California street, S 60 by W 22 1/2; \$10.
Anna M. Cooper to M. S. Cooper, lot in S line of Clement street, 20 W of Fifteenth, W 23 by E 100; \$10.
Michael J. Collins to Catherine Collins, lot 9, block V, Park Lane tract 2; gift.
Martha Gertrude Bernal, deceased by Frances Caroline Lunderback, lot in N line of Eddy street, 204 1/2 W of Laguna, W 27 1/2 by N 120.
Parkside Trust company to Hugh Keenan construction company, lot in N line of T street, 57 1/2 W of Twenty-fourth avenue, W 50 by N 100, and one other piece; \$10.
Harry Erma to Catherine Smith, lot in S line of Nineteenth street, 62 1/2 E of Eureka, E 25 by S 85; \$10.
Ferdinand Hesthal and wife to George F. Hufschmidt, lot at NE corner of Fulton 101 street and Forty-third avenue, E 120 by N 600; \$10.
Sarah J. Brown, deceased, by administrator, to B. Heskins, lot in N line of Bay street, 163 W of Leavenworth, W 25 by N 137 1/2; \$2,100.
B. Heskins and wife to Giovanni Donati, lot in N line of Bay street, 163 W of Leavenworth, W 25 by N 137 1/2; \$10.
A. Wallis, Alexander Wilson and wife to John B. Bunsford, lot at SW corner of First avenue and O street, S 50 by W 104; \$10.
Thomas Volden and wife to Thomas Roman et al., lot in S line of Oak street, 106 1/2 E of Shrader, E 25 by S 137 1/2; \$10.
Leon di Nola and wife to American Land and Trust company, block bounded by S and T streets and Forty-third and Forty-fourth avenues; \$10.
Dorothy B. Pierson to Maggie Pierson, lot in E line of Broderick street, 160 N of Jackson, N 27 1/2 by E 82 1/2; \$10.
Maggie B. Pierson to Katherine D. Burke, same; \$10.
Andrew J. Wood and wife to Patrick Sheridan et al., lots 37 and 40, block 6, Sunnyside; \$10.
Estate of Andrew Welch company, 180 1/2 E of Halloran, lot in W line of Fifth avenue, 75 S of A street, S 25 by W 95; \$10.
Margaret Midge to Margaret Grennan and wife, lot in E line of Thirty-fifth avenue, 250 S of Point Lobos, S 50 by E 120; \$10.
Max Schuener to Abram Solis and wife, half of lot in S line of Height street, 62 1/2 E of Derisadero, E 25 by N 100; \$10.
Robert Ash to Lillian F. Ash, lot in W line of Eureka street, 190 S of Seventeenth, S 24 by W 125; \$10.

## Building Contracts

- J. D. Feldbusch with J. L. Browne company and Watson & McSherry—To erect a two story and basement brick building in E line of Bush street, 80 W of Polk, E 30 by S 60; \$6,200.
Melville Furth with David R. Campbell—To erect a two story frame building in E line of Fifth avenue, 631 N of Lake street, N 50 1/2, NE 122 1/2 more or less, S 72 1/2, W 120; \$1,100.
Mrs. Dora B. Berrie with W. H. Jackson—To erect a two story frame dwelling in S line of Duncan street, 227 1/2 W of Church; \$4,000.
Augusta M. Hewitt with Kern Bros.—All work except plumbing, electric, wiring and inside painting for two story frame (two flats) at NW corner of Larkin and Lombard streets; \$11,550.
Michael and Alice Hannigan with Reinds & Pendry—All work except concrete floor in finished basement and yard space for three story and basement frame at 85, corner of Twenty-second and Church streets, E 75 by S 27; \$6,700.

## HOME IS SELECTED BY FIRST BAPTIST

Handsome Edifice Will Be Erected at Octavia, Waller and Market Streets

The First Baptist church, which for three years has occupied rented quarters in O'Farrell street, near Fillmore, is preparing to build at the junction of Octavia, Waller and Market streets a 50 vara corner lot.

Plans have been adopted by the church providing for a main edifice fronting 90 feet in Waller street and 102 feet in Octavia street. The architects, Wright, Rushford and Cahill, have designed a classic structure, which will be a notable addition to the group of larger church buildings in the city.

The interior arrangement of the auditorium provides for the pulpit platform directly opposite the main entrance, and behind it is the baptistery, with a choir gallery above with space for 75 singers. The main gallery extends around the sides and rear and is reached by wide stairs at each corner of the building.

The lower floor affords ample provision for the present educational and social needs of the church. Twelve rooms of various capacity have been planned, including a lecture hall, a reading room and a larger class room for young women, an office and headquarters room for Christian Endeavor societies and other rooms for boys and girls and for little folks.

In addition to the entrances to the lower floor from the auditorium, there are four approaches direct from the street. A separate steam heating plant will furnish heat for the lower rooms, to insure their being comfortable at all times independent of the main furnace.

The architects are preparing the complete plans and specifications and obtaining bids for the work which will be undertaken within a few weeks.

George H. Moore is chairman of the building committee and A. S. Weaver secretary. The new edifice when completed will be the finest and most substantial Baptist church building ever erected in the city.

The policy of the church includes a plan for a second building, to be erected later, to furnish extensive accommodations for various forms of Sunday school and parish work, and also for denominational headquarters for the missionary societies of the Baptist denomination on the coast. It is expected that a total investment of at least \$100,000 will ultimately be involved in the enterprise.

The new site, which is the third to be occupied by the church after 60 years of work in this city, is at the convergence of three great streams of traffic and transportation, and it is believed that the church is entering upon the most hopeful and successful period of its career.

G. Tolre with C. Barongo and C. Rosina—All work except foundation walls, piers, excavation, grading, concrete floors, sidewalk, gas and electric fixtures, masonry and shades for three story and basement frame in S line of Union street, 137 1/2 E of Taylor, 34 1/2 by S 25, \$5,000.
P. Geunans with Stockholm & Allyn—To erect a two story frame in W line of Broderick street, 90 S of Haight, S 30 by W 80; \$5,000.
Harriet Jolliffe with Mathies & Griffith—All work except heating, electric work and shades for four story residence in N line of Broadway, 77 1/2 E of Octavia street, S 125 by W 60; \$9,963.
Frank L. Rosenau with G. H. Wilson and George F. Beard—To erect a two story and basement frame in E line of South Broderick street, 76 1/2 S of Duboce avenue, S 40 by E 100; \$14,158.

## BIDS TO BE SOUGHT

The stores to small merchants and have as many separate lines of business on the property as possible, and the aggregate will form a veritable emporium. The impetus thus given to this part of Mission street as a thriving business location for retail trade will put it even ahead of the place it held before the fire.

In the center of the building an arcade is planned, with bituminized pavement, running through to Minna street, opposite the end of Russ street, thus affording an open passageway in the middle of the block from Mission to Howard street.



The new First Baptist church building which will be erected at Octavia, Waller and Market streets.

## Lakme's Unlucky Trip

EUREKA, Cal., June 18.—The steam schooner Lakme of the Charles Nelson steamship company broke her steering gear while crossing the Humboldt bar at daylight this morning and narrowly escaped hitting the jetty.

While rushing to repair the damage the first mate fell from the deck into the hatch and broke his leg. The tug Ranger, which was standing near by, offered to bring the injured man into port, but he requested to be taken to San Francisco.

## British Bark Ashore

Dispatches received last night by the Merchants' exchange state that work was begun yesterday to unload the British four masted bark Puritan, which went ashore in the Fraser river Thursday. Two government dredgers are working around her and several tugs are standing by. The vessel careened during the night. It is loaded with lumber.

France has 7,882 postal savings banks.

## SUTRO HEIGHTS TO BANQUET CITIZENS

Improvement Club Issues Invitation to All to Attend Affair

The regular meeting of the Sutro Heights Improvement club was held at the corner of Fulton street and Thirty-sixth avenue recently, at which about 100 interested property owners were present.

The following resolution was introduced and passed: Resolved, that thanks are hereby tendered to Edmond Godchaux, our worthy president, and to Charles Stoitz, our secretary, for their untiring work in bringing the grading of Fulton street and the construction of the outline to a successful completion. And be it further

Resolved, that the club extends its invitation to the mayor, the board of supervisors and the board of public works, who made it possible by their valuable assistance to open and improve Fulton street; to the officials of the United Railways company; to all members of the real estate board; the Richmond and Sunset Improvement clubs; the civic league, park commissioners and to all friends and the general public, to attend a collation to be given by the Sutro Heights Improvement club.

A committee of five was appointed to arrange for the festivities. The opening of railroad traffic from the ferries to the beach along Fulton street is one of the greatest achievements of the Sutro Heights Improvement club.

This Saturday beginning at 2 o'clock and all day Sunday we're going to continue that "back-to-last-year's-price sale" which started last week, and to prove our good faith we are going to agree to buy back any lot sold during this sale—and pay 6% on the money, if the lot has not advanced at least 25% in value within one year.

As a matter of fact, judged by the prices of surrounding unsold property, lots bought at this sale price will have doubled in value in less than two years. Here's the beginning of fortune within the grasp of any man or woman who can pay

Only \$5.00 Down

and who has the wisdom to decide quickly before the property is withdrawn at these prices. Remember that since last winter prices have gone up one hundred to five hundred dollars on every lot in Sunnyside.

The prices have gone up because of the completion of the street railway right into the heart of Sunnyside, so that no lot is more than two blocks from the cars—because new homes have added value dollars to every foot of this magnificent home center and because from the very first the property was greatly underpriced. There are many new homes springing up in every direction—count them. See how they boost values.

We're not putting the prices back down below the actual cash value for fun or philanthropy, but because the realty market is sluggish and we simply must finish selling out this tract because of other affairs demanding our attention. That's why.

We Will Give Away \$15,000

by this wholesale price reduction. Remember this is not Summer home grab bag property just beyond the jumping off place—not "lots" way off down the Peninsula beyond the cars and too far away for the busy man—but city property which the banks loan on.

# \$unnyside

IN THE CENTER OF SAN FRANCISCO

It's absolutely the only subdivision now on the market on which a bank will loan a dollar. This is because it's not suburban property sold at inflated prices, but solid, substantial San Francisco city property with

Police and Fire Protection—Schools—Cars

And is surrounded by prosperous, rapidly advancing sections which insure the future of this one.

Real Improvements—Not Promises

Everything is now there—either wholly done or nearing completion—stores, churches, schools, police and fire department, hundreds of happy, comfortable homes, gas, water, light, every thing needed.

Real Values—Not Guesses

If you buy a lot on Saturday or Sunday next we'll guarantee you that you'll have at least 25 per cent interest on your money in real value the minute you get your receipt, and there are more than even chances that if you want to do so you can sell out at almost any time for a big advance.

Read About Johnson

Johnson is an earnest, modest sort of fellow who sells cigars for a living—and has made a little money at it. His stand is downtown, where he hears a lot of business gossip, and he's bright enough to pick out the live tips from the dead ones. Two gentlemen—really men—one of them a big operator in country property, were discussing the realty market in his hearing a short time ago. "There's not a piece of property except Sunnyside about San Francisco that's moving. I wonder what in the world ails the market?" "It's easy," said his companion; "there've been so many people caught on installment lots way out in the country that folks are afraid to go and see anything that's outside the city—besides, Sunnyside is selling so darned low that anybody who goes there to see—stays to buy."

Johnson went to Sunnyside to see—and stayed to buy. The streetcars were not then running clear through the tract, yet he bought three lots in March and has since sold two of them at a profit so big that the third has cost him not a penny.

You can arrange to build your house and be in your own home rent free by paying the lumberman a little down and a little a month at the same time you are buying the lot the same way. We'll tell you how to do it.

You don't need to be rich or have money in the bank to own a piece of city property. Five dollars will get you a lot in Sunnyside, and what you can spare without feeling it will do the rest. The money you waste for rent will pay for both lot and home as easy to meet payments, and you will have a home of your own where you can snap your fingers at the landlord and which increases in value faster than any bank on earth will increase it. It's the only kind of life insurance which is sure to leave the wife and kiddies safe if you are called away.

25 Minutes from Down Town—18 Minutes from Fillmore

Stop and think what this means. Mrs. Multi-Millionaire on Pacific Heights with her automobile and regardless of speed laws takes longer to get to her shopping Mr. Bankowner from Berkeley takes twice as long. Mr. Couponclipper from the Richmond district isn't half way down town when you reach your work, and Mr. Behindthecounter from the Sunset district is still hanging to a strap when you are sitting down to a hot supper.

Come Early Saturday—Early Sunday

And pick out any unsold lot which tickles your fancy—reserve it if you have to until you can buy it—but get it on these prices.

Come whether you want to buy or just want to look around. The pure air and sunshine will do you a world of good, and if you can go back to a stuffy home in the crowded part of the city and be contented you're the gainer by the trip any way.

How to Get There

Take any Sunnyside car on Mission street or an Ocean View or Ingleside car via 14th and Guerrero. Any car from any part of the city transfers to Guerrero street. On Mission or Guerrero take any car marked 10 on the box on top of the car.

ROGERS & STONE CO., INC.

457-467 Monadnock Building Phone Douglas 4580

With an Office at Sunnyside.

## Place Your Want Ads

FOR THE

# Sunday Call

THIS MORNING

Send them to Main Office or through Branch Offices or telephone them.

## Cocoas in tins look pretty much alike; but in the cup, there is no mistaking the superiority of

# Ghirardelli's COCOA

### Exquisite in flavor. Perfect and pure.

Don't ask merely for cocoa—ask for Ghirardelli's.

### Cocoa Fact No. 26

The seeds in the cocoa pod (the cocoa beans) are embedded in a soft pinky white pulp which is of a sweetish acid taste. The beans and pulp are scooped out of the pods and then the beans are cured and dried by sun and air.