

THE SAN FRANCISCO CALL, SATURDAY, OCTOBER 8, 1910.

NEW MANSIONS THAT WILL BE SAN FRANCISCO'S PRIDE

THIRD PRIZE AWARDED IN THE CALL'S LETTER WRITING COMPETITION ON "HOW I GOT MY HOME"

FINE HOMES ON PACIFIC HEIGHTS

Four New Residences Complete Block in City's Residence Section

The building of four handsome homes at the same time in the vicinity of Pacific avenue and Devisadero street constitutes a most notable improvement of San Francisco's finest residential district.

Of these large houses, those of Mrs. Eugene Lent and George L. Payne are on the north side of Pacific avenue west of Devisadero, and adjoining the Herman Shainwald place, Joseph Peltier's new house is almost directly opposite, on the south side of the avenue.

The fourth new mansion, for Mrs. Berthe Welsh, is at the corner of Broadway and Broderick street, with the key lot to be used as an ornamental garden, connecting with the property of her daughter, Mrs. Eugene Lent.

None of these residences cost less than \$50,000. The amount that will be spent on beautifying the lots and embellishing the houses will reach a large figure.

The Payne residence is situated on a 63 foot lot, with a driveway on either side, the width of the house being about 50 feet. The style of the house is plain and rectangular, but massive and imposing, like some of New York's Fifth avenue mansions.

The material used in construction is red pressed brick, with white Vermont marble for sills and lintels and ornaments.

All the wooden exterior finish is to be painted the marble color and details designed to give the effect produced by orange red brick and pure white.

WELL BUILT RESIDENCE
The brick walls are reinforced with steel rods imbedded in the masonry. The foundation is anchored and the floor beams are braced with steel rods and bolts.

The windows are all plate glass and the frames are of a finely molded character. The interior finish of the first floor is in hard woods. The upper story rooms are enameled in ivory color. Nathaniel Blaisdel is the architect of this house, as well as that of Mrs. Eugene Lent.

Mrs. Lent's house stands on a 43 foot 9 inch lot, the house being 37 1/2 feet wide. This gives a moderate amount of space on the west side, while the east side has the advantage of Herman Shainwald's gardens.

FINE SPECIMEN OF ARCHITECTURE

The style of Mrs. Lent's house is modern French. The material and trimmings will be similar to that of the adjoining George L. Payne house.

The rear of Mrs. Lent's lot will be highly cultivated as a formal garden extending back to her mother's place on the corner of Broadway and Broderick.

The two fine new homes form a very harmonious complement to the Shainwald place, considered one of the handsomest homes in the city. It is of Elizabethan architecture. Its ornamental lawn and finely kept gardens make it beautiful from every point of view. The measures within make it practically an art museum.

The house being built for Joseph Peltier stands on the opposite side of Pacific avenue stands on a 37 1/2 foot lot. This is part of the big vacant lot with a frontage of 212 1/2 feet on Pacific avenue extending west from Devisadero street, which the surrounding property owners thought some months ago to prevent it falling into the hands of any one who might possibly erect an apartment house or put up any building that would be out of harmony with the residence of the neighborhood. This property is being sold under strong restrictions to maintain its high character.

Since Joseph Peltier bought his lot and began building another adjoining 40 foot lot has been sold to Alexander Goldstein, who contemplates putting up a fine residence.

INNOVATION AMONG RESIDENCES

The Peltier house is being built after plans by Architect J. Eugene Freeman. It is in the Louis XIV, or modern French renaissance. An innovation will be introduced in the use of tapestry brick for all the exposed walls of the building. This is a kind of rough brick with a yellowish brown color and a face of giving variegated soft colors when seen at different angles, like a piece of watered silk. This is adapted to get away from the hard, cold glare of ordinary brick. It is the first time this brick has been used in San Francisco residences.

The house will have handsome terra cotta cornices and window trimmings. The entrance is on the east side, with a French renaissance. An innovation will be introduced in the use of tapestry brick for all the exposed walls of the building. This is a kind of rough brick with a yellowish brown color and a face of giving variegated soft colors when seen at different angles, like a piece of watered silk. This is adapted to get away from the hard, cold glare of ordinary brick. It is the first time this brick has been used in San Francisco residences.

The interior will be finished in hard woods. Circassian walnut will be used in the dining room, the hall in birch, the drawing room in San Domingo mahogany and the library in English oak. The bedrooms will be finished in white enamel.

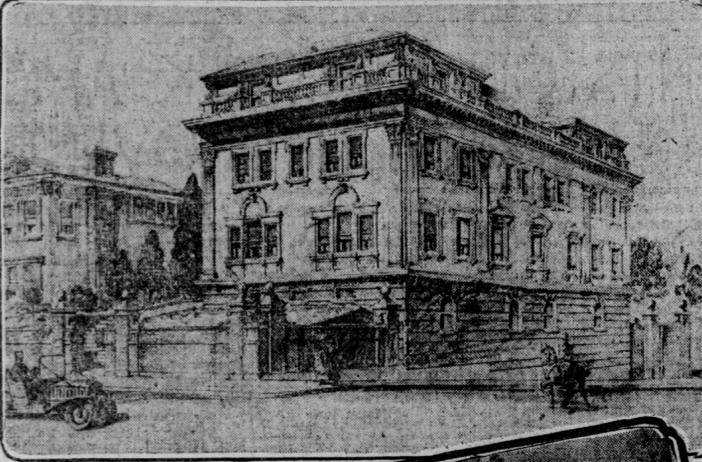
WELSH RESIDENCE

The house being built for Mrs. Berthe L. Welsh at Broderick street and Broadway is in colonial style. The basement is concrete, with red brick veneer. The upper stories are of wood painted white. The interior is finished in hard woods and in eastern gum resembling Circassian walnut. The electric fixtures will be of carved wood. It will be a very roomy house, consisting of three stories, attic and basement.

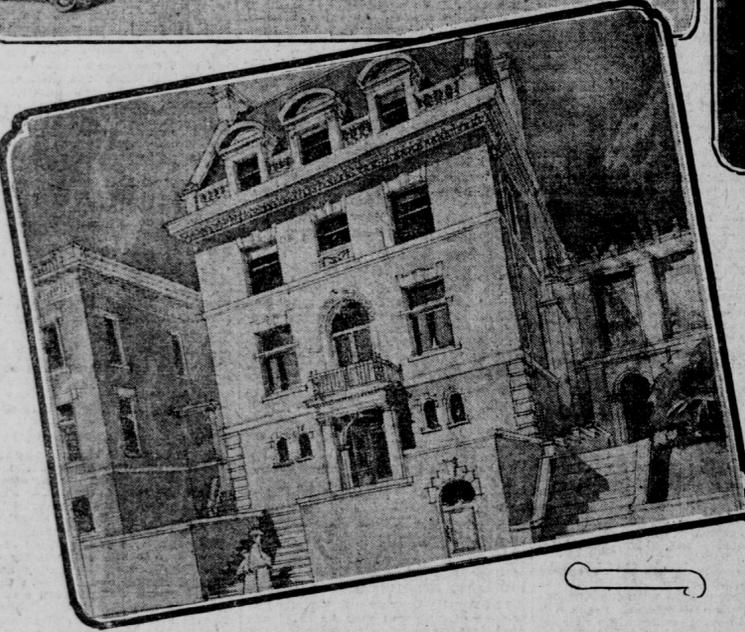
A distinctive feature of the place will be the massive brick walls in front and at the side and back of the lot, which will act as retaining walls for the terraced lawn. White cement knobs will adorn the walls and harmonize with the architecture of the house. The house will be completed about February 1. J. R. Miller is the architect.

These three new houses in the square bounded by Pacific avenue, Devisadero, Broadway and Broderick, will form, when completed, what may be considered the handsomest residence block in the city, both in its houses and grounds, its surroundings and its natural situation, commanding, as it does, a view of the entire city and the bay. Improvement of this kind is setting a high standard for the future development of San Francisco as a residential city.

Mrs. Berthe L. Welsh's new home at Broadway and Devisadero.



Residence being built for Joseph Peltier in Pacific avenue.



Mrs. Eugene Lent's house in Pacific avenue.



George L. Payne's new house in Pacific avenue.

TWO SISTERS WIN THE CALL'S REWARD

Popular and Skillful Postoffice Employee Among Successful Contestants

The third prize of \$5 in The Call's letter writing competition of "How I got my home" is awarded today.

The prize winners are the Misses Bertha and Martha Zimmerman, whose excellent letter was first printed in the Saturday real estate section of The Call, August 27. The letter is reprinted below on account of the helpful suggestions to others that it contains.

Miss Bertha Zimmerman is a post-office employee. She is in the city division and her work is searching out addresses for imperfectly or wrongly addressed letters. It is work that requires skill and ingenuity. Miss Zimmerman has held this position for several years and is popular among her associates and with those who come to her for information about lost or misdirected letters.

Miss Martha Zimmerman has a responsible position with Goldstein & Co., hair dressers in Market street, between Fifth and Sixth.

The Misses Zimmerman take great pleasure in their home, 1340 Twentieth avenue, Sunset. All their spare time is spent in making the house attractive inside and out. Their flower garden and lawn at the front and back of their pretty cottage show the diligence and taste of the young women.

The following letter has been received from Helen Finch of Berkeley, who received the second prize in The Call's contest:

Real Estate Editor, Call: I thank you for the prize and hope many women will benefit from my experience. It depends much on a woman, the desire for a home, as a man thinks rather of getting into business first. By a little self-denial almost any one can acquire a home. God gave us the privilege while on earth, why not try? Thinking you again for the appreciation of my simple letter, and the great pleasure I take in reading of home building in your good paper, I remain, yours sincerely,
HELEN FINCH
1512 Stuart street, Berkeley.

Hundreds of other admirable letters have been received in this competition. The object The Call had in starting this competition last August was to arouse interest in home buyers at this opportune time, when prices are low and many inducements are offered by reliable real estate firms in this city. There are many signs to show that this competition has had a good effect. The Call has had no real estate to sell, nor has it promoted any special interests. But it believed that something ought to be done to encourage people to secure homes with the shady yards, flower gardens, palms, fig trees, vines, and the wonderful wealth of verdure that can be cultivated in this climate. These things, The Call believed, would do more than anything else to advance right living, ally discontent, promote happiness and advance the city's best interests.

That the competition has been successful is evidenced in the commendations that have been received from thousands of all parts of the city and suburbs and even from distant parts of the state.

MANY BUILDING LOANS ARE MADE

Indicate Continuance of Building Activity in Many Parts of City

A considerable number of good sized building loans were made during the week by local banks.

The Hibernia savings loaned to Robert O'Hara Allen \$8,500 for the erection of small frame apartments on the southeast corner of Sacramento and Leavenworth streets.

The German savings loaned \$10,500 to Joseph Foley to put up a three story brick flat in Eddy street, 37 feet east of Hyde.

The Savings Union loaned to William Klein \$7,500 to put up flats in Clayton street north of Fillmore.

The \$10,000 loan of the German savings to George J. Marsly on Folsom street property 130 feet southwest of Fourth was a renewal.

The German savings loaned \$10,000 to Kate Marinovich for building a one story and basement brick at the southeast corner of Golden Gate avenue and Polk street on a 25x120 foot lot.

The Crocker estate company has loaned \$10,519 to Jennie C. Burnett on the 34x137 foot property in the north side of Broadway, 171 feet east of Laguna street.

The \$35,000 loan made by the Union trust company to Julius Finck was for the erection of a building on his 55x120 foot lot at the northeast corner of Haight and Gough streets.

The German savings has made a \$15,000 loan to William Edwards on property at Fifth and Clara streets as a renewal.

The Humboldt savings bank has loaned \$25,000 to William J. Gardner for the erection of a four story class C concrete building to consist of eight stores and 110 rooms at the northeast corner of Stockton and Sacramento streets.

The loan of \$62,500 to the Association Investment company was for the purpose of finishing the Y. M. C. A. building. The security given was the association's lot in Mason street, 87 feet north of Ellis.

EASTERN CONCERN LEASES ON MARKET

The B. F. Goodrich company of Akron, O., one of the largest rubber houses in the United States, has entered the local field by securing, through the office of Harrigan, Weidenmuller & Rosenstrin, a five story and basement brick building in the south line of Market street between Fremont and Beale, for a term of five years at an aggregate rental of \$45,000. An interesting feature of this lease is that it will tend to revolutionize the rubber industry in San Francisco. This lease is looked upon by owners of Market street property as one of special interest from the fact that it will centralize the rubber interest in that street.

LETTER THAT WON THIRD PRIZE

Enterprising Young Women, Holding Good Business Positions, Tell How They Got a Home

Real Estate Editor Call: We take pleasure in giving you facts and figures in our undertaking to acquire a home on the installment plan, by which the thousands in this city now paying rent could derive the same degree of satisfaction that we enjoy. We purchased a lot and a seven room and bath residence in Twentieth avenue between Irving (1) and Judah (1) streets, Sunset district, from a reliable real estate firm that advertises in The Call. That was in March, 1909, and the price was \$4,850, with a first payment of \$500. The balance we are paying in monthly installments of \$20 with monthly interest at 6 per cent per annum and the privilege of paying more than that amount whenever we choose, and any such payment reduces the interest at once. After 18 months' experience in this, our satisfactory enterprise, we find that our monthly payments of principal and interest do not amount to the rent of the flat we formerly occupied, and we regret very much not having tried to secure a home years ago.

Aside from the enjoyment of being in our own home, thereby avoiding the little bickerings between landlords and tenants, we have already been benefited by the increase in the value of real estate in our block, as a lot sold last week brought \$150 more than we paid only a short time ago.

Taking everything into consideration, we are fortunate that such a good opportunity was given us and it is our advice to all rent payers to do likewise. Respectfully yours,
BERTHA and MARTHA ZIMMERMAN,
1340 Twentieth Avenue.

San Francisco, August 25.

LARGE APARTMENT FOR POST STREET

Henry Black to Build Four Story Structure Just East of Leavenworth

A four story brick apartment house will be erected on the south line of Post street, 137-1/2 east of Leavenworth, for Henry Black.

The building will contain 38 apartment of two and three rooms each and will be provided with steam heat, hot and cold water, wall beds, elevator, telephones and all the latest modern improvements. The building will be of class C construction. The front will be finished with pressed brick and terra cotta dressings.

The interior will be artistically finished with wood wainscoting, cove ceilings, etc. There will be a handsome vestibule finished in marbles and terrazzo, and a large reception lobby finished in wood and ornamental plaster. The architects are Williamson & Winterburn.

And the only way to impress some people is to suppress them.

SANSOME STREET CORNER IS SOLD

Will Be Improved With Building That Will Bring Investment Up to \$50,000

Harrigan, Weidenmuller & Rosenstrin announce the sale of the southeast corner of Broadway and Sansome street, 49x59 feet, for the account of Mary Creegan, to Bert Schlessinger, the attorney.

Schlessinger, upon acquiring title to this property, will immediately start the erection of a four story and basement building which will bring his total investment up in the neighborhood of \$50,000.

This is a transfer corner and the building to be erected will have stores on the ground floor and a hotel on the upper floors.

POLICE SEEK HEIRLESS—The police received a letter from Washington, D. C. yesterday, requesting them to locate Josephine O'Connor, whose father, John O'Connor, a Washington politician, recently died and left her an interest in his estate. According to the letter, Josephine O'Connor was placed in the Academy of the Immaculate Conception in 1900 and lived there several years.

NEW HOSTELRY AT TURK AND MASON

St. Francis Realty Company Will Begin the Erection of \$150,000 Building

A class "A" hotel building at the northwest corner of Turk and Mason streets will be built for the St. Francis realty company. W. H. Weeks is the architect.

The building will be 42 feet 6 inches on Mason street and 75 feet on Turk street, and will be nine stories in height.

The lower floor will be divided into four stores and the hotel lobby. The eight upper floors will be divided into 34 first class rooms with 72 bathrooms. The bathrooms will be tiled on walls and floor.

The inside will be finished in mahogany and imitation mahogany. It will have electric elevators and steam heat. The exterior will be finished in enameled terra cotta and pressed brick and ornamental iron. It will all be strictly first class and up to date in all appointments, and is to cost \$150,000. Joseph H. Ruckler & Co. are the agents in charge of this work.

SAN JOSE CAPITALIST MAKES INVESTMENT

Joseph Kucher has sold the southwest corner of Turk and Steiner with a three story frame building containing three stories below and six flats of five and six rooms above.

The lot is 57x67 1/2 feet, and the price \$30,000. The rental income is \$225 a month. C. O. Beck is the seller. The buyer was Amos Lester of San Jose.

Joseph Kucher is inducing many San Jose capitalists to invest in San Francisco property.

Cut This Out and Mail It

If gummed or pasted onto a card it costs you one cent to mail. If enclosed in an envelope it costs you two cents to mail.

ONE CENT STAMP HERE

TO

H. L. HOLLISTER & CO.,
507 First National Bank Bldg.,
Post Street,
San Francisco.

POST CARD

This Side for Address

This Side for Message

Dear Sirs—Kindly mail me a copy of your new booklet, "Questions and Answers" (FREE), describing the great "Kuhn" irrigation project of the Sacramento Valley Irrigation Company. Also give me particulars of week-end excursion dates and tickets, and price of the land.

NAME

ADDRESS

24 MINUTES

You may doubt it—but we can PROVE IT.

DETAILS ON PAGE 11

Cut Round Dotted Line