

"HOUSE AND LOT"—The Times' Weekly Review of Real Estate and Building.

FACT AND COMMENT.

AS THE winter approaches, there is continued evidence of the coming of an unprecedented crowd of visitors, whom we shall be called upon to entertain between now and spring. Many of these will come with the intention of making their permanent residence in this section, and not a few of them will be in the market for property. Let us endeavor to see that these new comers are treated "white," so that they may not wake up soon after their arrival here with a bad taste in their mouths, and write back unfavorable news about Los Angeles and its people to their homes, where many others are waiting to hear from these advance couriers before they make up their minds to follow them. We have before us the promise of a long series of prosperous years for Los Angeles and Southern California. Let us see that we do not kill the goose that is going to lay us all these golden eggs. The most effective way of doing this would be to tell lies about the value of property to newcomers, to charge them exorbitant prices for property, and in short, to treat them as if they were amiable cows, sent to us for the purpose of milking. The Times will lend its best efforts to the discouragement of this sort of thing, and will not hesitate about publishing the facts in regard to any specially raw case of extortion that may be brought to its notice, provided, of course, that the facts are thoroughly well authenticated.

The Northwestern Hills.

At length the local real estate boom has begun to slop over a little into the northwestern hill section, which has been so long and so strangely neglected. One factor that has brought this about is the construction of the new belt line through Angeles Heights, with an improvement of the service on the Los Angeles Pacific line, and the improvement and the placing on the market of a large block of lots in that section formerly belonging to Maj.—now Gen.—Kimball, and yet another is the certainty that Sunset boulevard will soon be graded from Douglas to the western city limits, there to connect with the excellent system of boulevards already completed at Hollywood. Within a few weeks this section will also be supplied with electric lights, the poles having already been erected along Sunset boulevard for carrying electricity for lighting to Hollywood. Several cottages are in course of erection on the boulevard, and now that a beginning has been made, it may be expected that a number of investors and homeseekers will "discover" this long-neglected section of charming residence sites and delightful climate, which is not more than two miles, in an air line, from the City Hall.

Ninth Street.

Some months ago The Times drew attention to the importance of Ninth street, as one of the three leading thoroughfares of the city, which run clear through from east to west, a street which is undoubtedly destined to become a leading artery of commerce in the near future. Those who took advantage of this suggestion have cause to congratulate themselves, as profits of more than 50 per cent. have been realized in several investments on this thoroughfare, during the past six months. The completion of the Big Huntington shops and the opening of the Long Beach electric line have created something like a boom on East Ninth street, where a number of cottages and small stores have been erected, and are now in course of construction, the demand for cottages by renters being ahead of the supply. It is reported that the new electric line to Whittier will come into the city on Ninth street, in which case a further advance in values may be expected. Shrewd investors are beginning to note that prices of property in the factory section bounded by Third, Alameda, the river and the south city limits are unreasonably low, in comparison with those prevailing in other parts of the city, and that consequently this section offers an attractive field for investment.

Nominal Considerations Objectionable.

Now that the choosing of new members of the Legislature is before the people of the State it might be well to call the attention of aspirants and of the public, to certain matters of needed legislation. The practice of permitting the insertion of nominal considerations in deeds is to be deplored and should be prohibited by law. The actual consideration should be stated in each case, and a failure to give the true consideration should be properly punished. The public has a right to know the actual considerations which pass for real properties. They should be a part of the public records as a part of the local history of each community. The hardship that would be worked is small compared with the good that would follow the enactment of such a statute. The idea that the matter of the consideration is one which concerns only the parties to the transaction, or their immediate agents, is altogether wrong. The agents have a right to know the true considerations, because they have a pecuniary interest; and each property-holder of the community has a right to know the true consideration for a similar reason. His interest may be an indirect interest, but it is nevertheless an actual pecuniary interest. The price that one piece of property brings affects the price of all similar properties in the same neighborhood. The schemes by which designing and unscrupulous agents, and others, seek to mislead the newspapers, and the public, as to the prices which pass for real-estate properties, show that they recognize this fact. The public has rights. Investors have rights, and those rights should be protected.

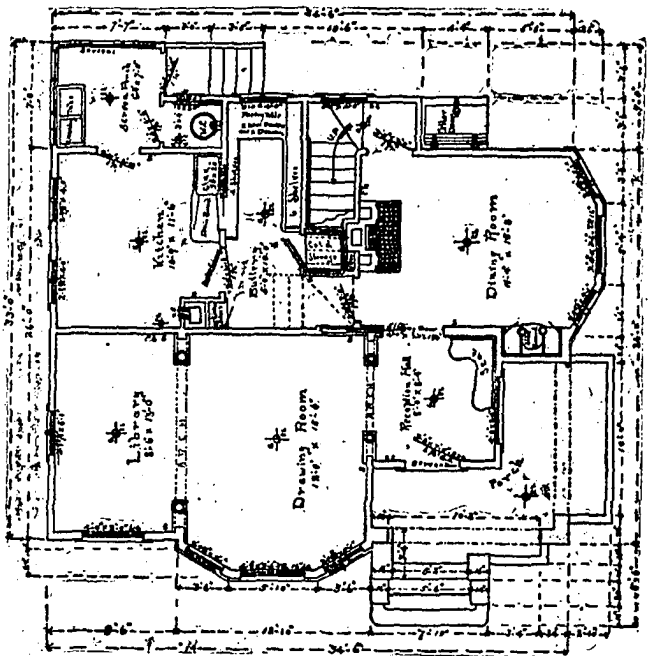
Protect Buyers.

While conditions now are altogether different from what they were in the boom days of 1886 and 1887, still certain recollections of that period remain with some of those who passed through it. One of these is as to the practice, then prevalent, of placing tracts upon the market, advertising that street and other valuable improvements were to be made by owners, and after unloading as many lots as possible upon

an unwary and unsuspecting public, discovering some impediment to the making of the promised improvements, and quietly "standing from under." It is not certain that such things will occur again, but it is certain that such improvements as are promised by owners of tracts should be made and paid for, or absolutely guaranteed, by such owners. It is also better that this be done before the public is invited to purchase. Such a course removes the

Col. G. J. Griffith, \$500; G. W. Hoover, \$250; Ivar A. Weid, \$300; H. J. Whitley, \$500; Los Angeles-Pacific Building and Developing Company, H. J. Whitley, president, \$1500.

Knowing you to be a public-spirited citizen interested in all progressive movements, we take the liberty of addressing you, to ask for a contribution to help carry this project to a successful conclusion. Please send a check for such amount as you are willing to contribute, payable to the order of Ivar A. Weid, treasurer, care of Farm-



GROUND FLOOR.

possibility of purchasers being left in the lurch, and it is pleasing to be able to note the fact that this is done in the majority of cases. Incidentally, it may be remarked that when street improvements are actually made before lots are offered for sale, the buyer is not only guaranteed against the possibility of delay, or additional expense on that score, but he knows the kind of such improvements the tract is to have, and can make his selection accordingly. With thousands of dollars going into unimproved lots every day, some little solicitude for the interests of those who furnish the money for such purchases is timely and appropriate.

ers' and Merchants' Bank. Respectfully,

H. J. WHITLEY,
G. W. HOOVER,
G. J. GRIFFITH,
IVAR A. WEID,
H. GOODWIN,
Committee.

A Word to Agents.

The fact that the sales noted on this page are neither intended as an advertisement of the agents making them, nor as a bid for their advertisements, has been previously referred to in these columns, and is doubtless in a great measure understood. As the market, however, becomes more active, and the number of transactions greater, it becomes more and more impossible to note, in this review, all the sales that take place. A few words on this subject at this time, therefore, may not be inappropriate. A daily list of real estate transfers, taken from the records, is published by The Times in another portion of the paper. In this review, only the leading deals can be noted, without regard to location, and only such limited numbers of the other deals, in different localities, as tend to show the state of trade in realty throughout the city. It is not intended that these reviews shall be made the records of mere strings of sales by different agents. The descriptions of properties referred to herein must, of course, be such as will be comprehensible to the general public. Locations are, therefore, designated by streets, rather than by the numbers of the lots and blocks of the tracts in which the properties are situated. While the courtesy of dealers in furnishing this department with reports of sales is appreciated, none can be used which do not conform to these provisions, and we must reserve the right to select such as in our judgment will best serve the legitimate purposes of a real estate review.

Hollywood Ocean View Tract.

Sales and improvements in this tract are keeping right up to the pace set by the enterprising owners. The Hollywood Bank has let the contract for a two-story pressed-brick block, to J. W. Morrison. Lohman Bros. have also let a contract to the same man for a double-store building. Harris & Grandell's new store building is nearly completed, also E. W. Elliott's drug store. Among those who have purchased lately are Mrs. M. Larsh, W. H. Cole, and Mrs. C. E. Woten, who are building high-grade homes. Mrs. L. E. Graham, N. E. Woodward and Judge Long are some of the recent builders. The company is also erecting another house. H. J. Whitley is building four high-grade homes in his adjoining tract. He has sold recently lots in his tract, No. 2, to J. F. Atherton, Frank Little, O. H. Little and C. S. Glass, and to A. R. White. The number of high-class homes being built in the Ocean View tract is a marvel to those who see them.

A GOOD WORK.

HELP DESIRED FOR BOULEVARD.

The following circular letter, which is self-explanatory, has been addressed to citizens supposed to be interested in the completion of the work therein referred to, and it is to be hoped that liberal responses may in all cases be made.

Los Angeles, Cal., Oct. 6, 1902.

With great industry and energy, together with large liberality on their part, a few citizens of Los Angeles and Hollywood have succeeded in creating a public sentiment that has eventuated in the building of a boulevard from Vermont avenue to Laurel Cañon, together with several miles of adjoining boulevards in and near Hollywood. To get the full benefit of the boulevards already constructed, there must be about another mile built to connect at Burbank Junction with Sunset boulevard, leading into the city of Los Angeles, making also by way of Vermont avenue a direct and easy grade toward Griffith Park, and making in a short time a drive from the city to the sea free from steam railroad lines. This will require the expenditure of several thousand dollars. The parties who have done the most work and given the most money, are still willing to help in the matter, as will be seen by the following list of subscriptions: