

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

## FACT AND COMMENT

WITH a future which is sure, and immediate prospects which are all that could reasonably be desired, the necessity for steady, conservative action in everything relating to the development of the city, and country, becomes more and more imperative. Anything that remotely savors of boom methods and practices should be strenuously avoided. Plain, straightforward statements to prospective investors, understating rather than overstating the likelihood of development and growth in any particular locality, should characterize the conduct of dealers. Purchasers realize the fact that owners will not sell unless the inducement, in the form of a substantial profit, is a good one, and they are generally willing to pay such prices. No inducement to resort to fictitious valuations, or fictitious statements concerning prices formerly paid for properties, therefore exists, and, as far as can be learned, are not often made. The rivalry that must exist where so much business is to be done, sometimes becomes so sharp, however, as to develop into jealousy among dealers. This is to be deprecated. The practices of "knuckers" redound to their own disadvantage. The ethics of the real estate business in a prosperous growing community like this, can and should be maintained upon a high plane.

### Make Them Conform.

Now that the number of new tracts that are being placed on the market is so great it would certainly be well for those whose duty it is to look out for the city's interests in such matters to see to it that the new streets are made to conform to the regularly-established streets of the city. The necessity for such action is obvious, and attention has repeatedly been called to it in these columns. The responsibility for accepting streets of new tracts which do not conform to this reasonable requirement rests ultimately upon the City Council, but primarily the duty of examining the map of the tract filed by the owners, and making a recommendation to the Council as to the acceptance or non-acceptance of the streets, devolves upon the City Engineer. The recommendations which come from his office generally receive the approval of the City Fathers, and it is while the maps are under examination there that the fitness of the streets for acceptance, and thereby the fitness of the tract for being made an addition to the city, is practically determined. Protests against acceptance, in such cases, are not often filed, because "what is everybody's business is nobody's business," but a healthy public sentiment should uphold and sustain the City Engineer in the discharge of his duty in this matter. The return of a few maps to owners of tracts, with a request that streets be made to conform to streets already in use, would have a good effect. The City Council certainly has the right to take that action, and there is every reason to believe that it would do so if the City Engineer should recommend it in any particular case. In instances in which the topographical conformation of the land suggests the laying out of bending boulevards, and wherever some latitude might be allowed, but in many cases the only reason for laying out new streets in such a manner as to make unsightly jogs and set-offs, with the old streets, is that the owner may be able to cut the tract up into a few more lots than he could if he exercised a proper regard for the just rights of the city. In such cases he should be made to respect those rights.

### Trading on Successful Names.

As the city and surrounding country continues to grow, plans for new suburban tracts continue to multiply. The splendid developments in the direction of Hollywood, for instance, and the excellent results that have attended them, have evidently made the idea of suburban tracts so popular as to be carried in some cases to the extreme of cutting such tracts up into lots that are rather small for villa lots, and offering them at rates that are doubtless intended to "strike a popular chord." The mystic name of Hollywood is sometimes dragged into advertisements of such tracts in a way that must necessarily be misleading. It is not stated directly that the tract is in Hollywood, or is a part of Hollywood, but the name is used in such a way as to create the impression that such is the case. So far during the somewhat active development that has been witnessed here during the past year or two, there has been very little "fake business." A little dose of water was injected into a few sales, some months ago, but the practice was nipped in the bud by the joint efforts of the press, and of the leading dealers, and the development of the country has been pushed forward in a straightforward and business-like manner. It seems impossible, however, that a period in which "every one who touches real estate makes money," should fail to develop a zeal which, in some instances, causes the adoption of methods that were comparatively common in 1837 and 1838, but have not been in vogue since. Thousands of dollars have been made within the past two years by careful investments in Los Angeles realty, and in the main such investments are still safe. As previously explained, purchases of inside properties in growing cities seldom prove unprofitable, and there are yet many good investments available in outside, or suburban, properties, but there are other properties of this class in which the purchaser's prospects of making a winning are not so well founded.

### Concerning Boulevards.

The boulevard that has been planned to connect the Wilshire boulevard with the Hollywood system by way of Vermont avenue, seems in a fair way of becoming an accomplished fact at a comparatively early date. The gap to be spanned in this direction is only about a mile, and both private subscription and county aid are enlisted in the movement. The Vermont-avenue route, debouching as it does into Wilshire boulevard a short distance west of Sunset Park, on the line mark-

ing the western city limits, has certain advantages peculiar to itself. It passes through a portion of the city which must impress strangers most agreeably, and the necessity for early action in the matter of providing an elegant driveway from this city to the excellent system which has been built up in the Caluenga Valley, will doubtless cause this last-planned route to be opened before the earlier route by way of Lake Shore boulevard can be completed. Public-spirited citizens, who desire to assist in this commendable enterprise, should send checks and pledges to T. W. Brotherton. The route originally selected for a boulevard from this city to Hollywood is not, however, to be abandoned. It will doubtless be completed in due course of time, and any aid extended in that direction will, also, be for a purpose that must redound to the best interests of the city. H. J. Whitley, who with the aid of Col. G. J. Griffith, Supervisor E. S. Field, the Los Angeles-Pacific Railroad Company, and others, has built up the sixteen miles or more of boulevard driveways in and around Hollywood, is authority for statement that work in that direction will not be allowed to lag. The following pledges, which have been made in this connection, are self-explanatory:

"We, the undersigned, agree to pay the amount set opposite our names, the same to be used to assist in opening and constructing a boulevard from the northwest corner of the city limits of Los Angeles, crossing Sunset boulevard and connecting with Prospect boulevard at the corner of Vermont avenue and to induce and to assist the railroad company to straighten and double-track the electric road from Burbank Junction to Hollywood; the money to be expended under the direction of a committee representing a majority of the amount subscribed. Said improvements to be commenced at once and to be prosecuted diligently to completion."

Los Angeles-Pacific Boulevard and Development Company, H. J. Whitley, president, \$1500; H. J. Whitley \$500, G. J. Griffith \$500, Ivar A. Weid \$300.



A SWISS CHALET.

George W. Noover \$250, Alan Gardner \$100, S. D. Parker \$100, Goodwin & Byson \$100, L. J. Deynon \$100.

Additional subscriptions for this extension should be sent to Ivar A. Weid, treasurer of the committee.