

OPEN HIGHLANDS TRACT TO PUBLIC

Subdivision Is on Pico Boulevard

A. G. Smith of Glendale and Senator Benjamin C. Sheldon of Hollywood, subdividers of the popular Wing Orange Grove tract on East Colorado boulevard, now announce the opening of their Country Club Highlands subdivision of 714 lots on Pico boulevard, midway between Los Angeles and Santa Monica.

In making this announcement the subdividers name Marvin Smith as tract manager, in charge of sales.

PROPHESIES APPRECIATION

Mr. Smith said:

"This property will not only double in value within the next five years, it will treble and quadruple in value. G. Gordon Whitnall, director of the City Planning Commission, told why, in a recent article.

"He said that Pico boulevard is the shortest route from the city to the beaches, and that it lies between the three other main boulevards. 'As the population of Los Angeles increases,' said Mr. Whitnall, 'Pico boulevard will find itself right in the middle, where the current is deepest.'

GIVE-AWAY AT \$80

"That is why Pico boulevard frontage at \$80 a front foot is a give-away. I prophesy that what we are selling for \$80 a front foot will sell within 10 years for \$800 a front foot!

"There are other factors involved in the tremendous development that is coming to Pico boulevard. One of the most important of these is the purchase by the Fox Film Company of a large tract exactly opposite Country Club Highlands, where, starting September 1, they will erect a \$3,500,000 studio, which will be the largest film production plant on the west coast.

NEAR CULVER CITY

"The Buster Keaton Company also have bought near us, and will erect a modern film plant. And we are just across the hill from Culver City, citadel of filmland.

"We are, moreover, in the immediate vicinity of three splendid coun-

\$200,000 Building at Eleventh and Main

All the reinforced-concrete structural work has been completed on the office-and-loft building which is under construction for M. Harris at the corner of Eleventh and Main streets, the Kubach Construction Company, local builders, who have the contract for the structure, announced today.

This building will be of the class A type and will contain seven stories. The contractors, members of the Southern California Chapter, Associated General Contractors of America, will receive approximately \$200,000 for the construction work.

COAST BUILDING JUMPS

During the first six months of 1923 the Pacific Coast group of cities gained 52½ per cent in building over like period of 1922 while the country as a whole gained 36½ per cent.

try clubs—the Rancho Golf Club, the Hillcrest Country Club and the California Country Club. It is by reason of being adjacent to two of these clubs and a stone's throw from the third that we have named out tract Country Club Highlands.

"There is only one Pico boulevard in Los Angeles and only one Southern California in the world," concluded Marvin Smith.

fox
made
million
per Hundred