CONTRACTOR OF THE PROPERTY OF

ITS ON RIC CONNECTIVE

Out where Pico street winds amid wind-swept

hills on its way to the sea real estate history is being

made for Los Angeles. Midway to the busy bay cities

of Santa Monica, Ocean Park and Venice, where the

distant vistas, one comes to Coun-

Here in the not very distant fu-

ture, if sales of the last few weeks

are any criterion, busy streets and

happy homes will take the place of

barren acres to show how the won-

der city of the West is stepping to

Country Club Highlands is en-

boulevards of the country, while on

the remaining three sides are lots

that carry with them views rarely

to be surpassed in all the great

territory which cradles the city of

Indeed, the better lots have the

advantage of fronting on the peren-

Marvin Smith, sales manager, is

authority for the statement that it

from selling lots more than once

Also, according to Mr. Smith, the

000 a day. During the following

sold at an aggregate value of

That business men have faith in

the future of Pico street is evinced

was a higher price than owners of

points out, there is property valued

by the fact that the entire three

week the sales aggregated \$135,150

the public the sales amounted to development of Pico street.

Los Angeles.

with all the advantages that

its goal at the ocean's side.

FRONTS ON GOLF LINKS

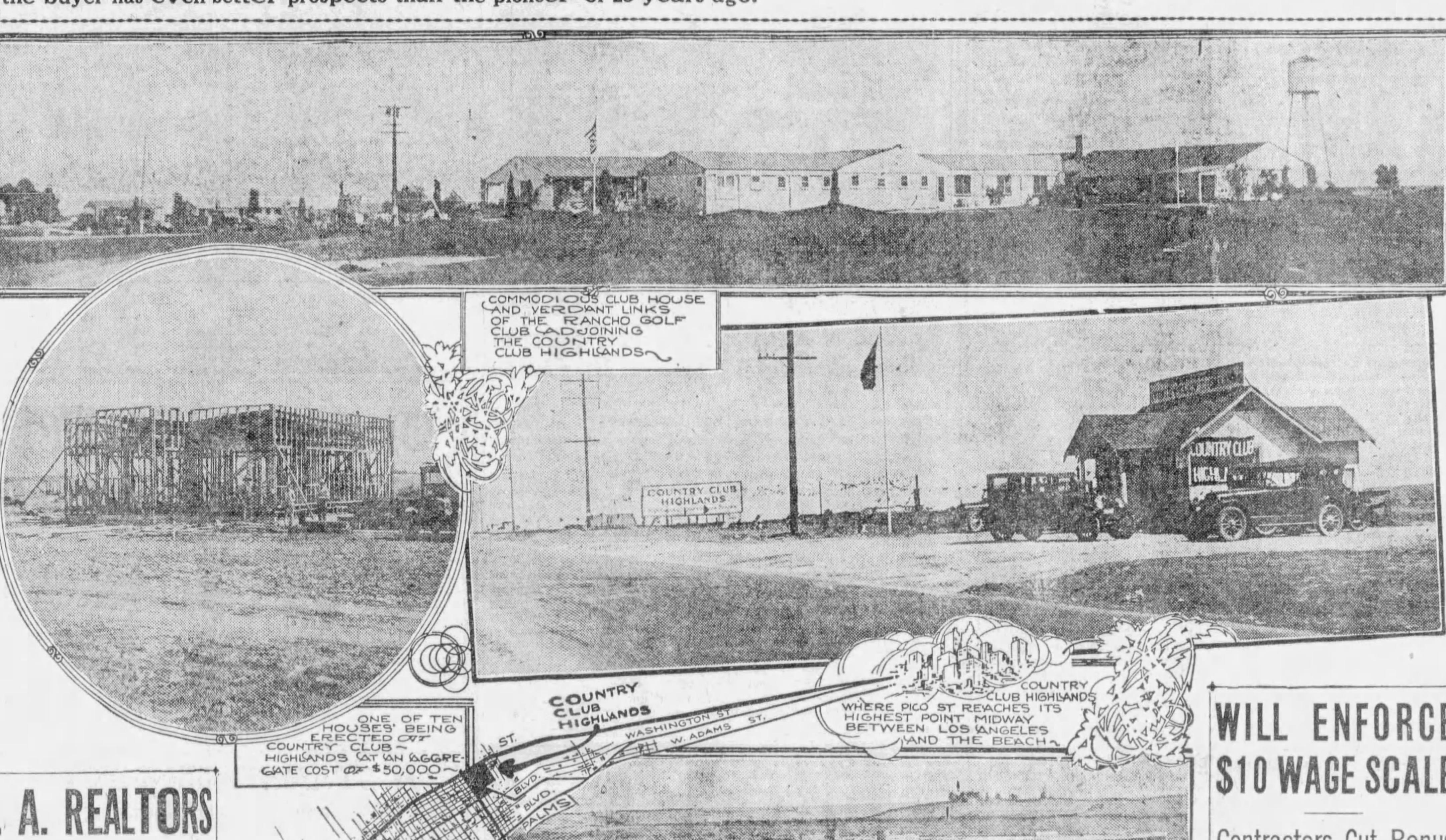
try Club Highlands.

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SATURDAY, OCTOBER 6, 1923

FINE PROPERTY ON PICO STREET SNAPPED UP KAPIDLY

OUNTRY CLUB HIGHLANDS, named for the golf links upon which it borders, is a tract inclosing the choicest property along Pico street, destined to be one of the famous boulevards of the country and predicted by G. G. Whitnall, Los Angeles city planning expert, to be the chief highway from the heart of the metropolis to the bay cities. Sales of this land amounted to \$105,000 in one week, an average of \$15,000 a day, both home builders and investors being in the ranks of the purchasers, many of whom intend to build for the proximity to the scene of their outdoor amusements. Pico street is in the path of the city's natural expansion and the buyer has even better prospects than the pioneer of 25 years ago.



200 Autos Will Trans-

With more than 200 automobiles carrying official delegates, the "On to Sacramento" caravan will form early Tuesday morning to start its pilgrimage to the nineteenth an-Real Estate Association, it was Building Is Erected in announced today by the Los Angeles Realty Board.

San Fernando has been selected as the starting point. W. L. Brent, vice president of the local realty two associates, Hervey M. Porter take actual charge of the movement to the northern city.

PLANS COMPLETED

Final plans were being rushed to eighth and Hill streets. with the constant addition of more \$45,000. be available until the last minute, ing a specialty of school construcaccording to H. M. Harwood of the tion work, are also building four

ers on the program during the ses- Fifty-ninth street, and the shop sion at Sacramento. Vice Presi- building is at the Jefferson high dent Brent has been commissioned school, Thirty-eighth street and to speak on "The Buyer's Duty." Compton avenue. W. H. Daum, former member of The Sierra Vista building is a Vickery, past president of the Los cost approximately \$40,000. It will division of the National Associa- a one-story structure and will contion of Real Estate boards; Tom tain about four classrooms. Ingersoll, secretary of the local building will be of brick and will tion; A. L. Olmstead, director of 11 rooms. The construction will be extension at U. S. C., and William of brick and cost approximately May Garland, former president of \$84,000. The shop building at Jefthe National Association of Real ferson high school will also be built Estate Boards and past president of brick and cost \$40,000. It will be of the local board are among those two stories high and will conform who will speak at the convention.

MOVIE TO BE SHOWN "The Romance of Real Estate," the Los Angeles Realty Board's famous moving picture, will be given a showing on the evening of

October 11, just preceding the anaual "Home Town Contest." This annual affair of boosts for moresentative delegates of various

MONTINUED ON NEXT PAGE)

port Party to Capital JOHNADAMSHIGH Building Trade Classes Meet Contractors' Needs

Three Months

engineers and contractors and mem- | the Los Angeles Board of Educatio bers of the Southern California are meeting a long-felt need in th and Randall Phillips, will there Chapter, Associated General Con- construction industry. tractors of America, announced to- That was the opinion of E. Earl day that all work has been prac- Glass, executive secretary of the tically completed on the new John Southern California Chapter, Asso-

cal representation at the conven- concrete, containing a commodious bricklayers' and plasterers' classes Los Angeles business men have a tion one of the outstanding features auditorium and four large classof the conclave. Tentative lists of rooms. It was erected in approxidelegates have been compiled out mately three months and cost

names hourly no definite list will The same builders, who are makmore schools and a large shop build-A long list of Los Angeles realty ing. The schools are the Sierra men has been announced as speak- Vista, Alpha street; Aragon avenue

the governing committee; O. A. one-story affair of brick and will Angeles Realty Board; Herman contain about four classrooms. The Janss, secretary of the farm lands Aragon avenue school is also to be board; W. H. Akin, chairman of cost approximately \$60,000. The the state legislative committee of Fifty-ninth street school will be a WORK UNDER TUTOR the California Real Estate Associa- two-story building and will house

with other structures on the school

ROCK FIRM CHANGES HANDS | work without instruction. Rock & Gravel Company, operat- trade extension school on Tenth the other hand, as the second larging plants at Burbank and Roscoe, street are made up of students who est city in Oregon, we distribute a have been taken over by the Stan- have successfully completed the be- large number of Los Angeles mandard Rock and Gravel Company. ginners' courses at the Grand ave- ufactured articles." Mr. Houle of the old company will nue school. The instruction given Mr. Mortensen said he felt the remain as vice president and man- in these classes is of a special new railroad was no local affair. ager of the new corporation.

Preparatory and Extension INVITE L. A. TO Startling Progress Told Quick Insight Into Work

The building trade preparatory and extension classes now being Callahan, Schilling & Brown, local | conducted on a free tuition basis by

Adams high school, at Twenty- ciated General Contractors of America, in commenting today upon the

> of the public school courses. According to Prof. William Kienholz, director of vocational training, there are approximately 150 students now enrolled in th bricklayers' beginners' classes and about 82 enrolled in the advanced or trade extension classes. The former classes are conducted at the ALTERNATE ROUTES Grand avenue school and the latter

East Tenth street. an adaptability for the work they California will be formed. are given 6 to 12 weeks of intensive training in the school and then. Los Angeles business men to attend through the co-operation of local the celebration, which has been

as apprentices on outside jobs.

ing placed on outside jobs, the stu- with Los Angeles and Souther dents work under the direction of California, because this section an experienced instructor from the one of the principal consumers of trade school. This is done so that the products of the northern secthe contractor on whose job they tion. "Every car of citrus or dework may be relieved of the neces- ciduous fruit, canned fruit, canned sity of overseeing their work until or fresh vegetables or canned fish they become proficient enough to forwarded from Southern California

character.

ORE. CARNIVAL

In Celebration of Begin-

ning of New Railroad

WHERE TODAY THE FIELDS WARE TILLED IN THE COUNTRY THAT BOUNDS PICO STREET, TOMORROW THE HOUSES OF W POPULOUS CITY WILL STAND

Through growing trade inter- There is a startling contrast, completion today to make the lo- This is a two-story structure of work being accomplished by the course with the cities of Oregon,

of the beginning of construction.

The line will be a continuation of trict today is even more marked at the trade extension school at 115 the Klamath Falls branch from than the increase in population Kirk, Ore., its present terminus, to would indicate. The Bricklayer students in the Oakridge to connect with the Natbeginners' classes are men who have ron branch. When the branch lines had no experience whatever in the are completed an alternate route bricklaying trade. After displaying between Portland and the cities of

In transmitting invitations contractors, are given actual work given the title of "The Passing of mighty role. You have in your city workmen once it has been created. WILL BE BIG LINK the Covered Wagon," H. S. Mortensen, chairman of the celebration, wrote that the people of Klamath For the first few days, after be- Falls felt a community of interest Board-of which Tom Ingersoll, for- rector of the City Planning Com- made in the United States is a

likely is packed in box shooks com-The bricklayers' classes at the ing from our mills," he wrote, "On

but would benefit the entire West.

REVIEWS 8-YEAR GROWTH OF L.

By U. S. Realty Chief

By LOUIS F. EPPICH President National Association of Real Estate Boards

The business skyline of Los Angeles has been completely transformed in the eight years since progress which is more than note-

In my talk before the Los Angeles In some cases as high as \$14 a day direct interest in the new railroad | Realty Board Wednesday I menbuilding about to be undertaken in | tioned the fact that your city had the northern state by the Southern jumped from approximately 100,000 in demoralization of the trade, both purchaser of today concerning the sociation, at a banquet at the Jon-Pacific, and several plan to take persons to a city of a million souls as to the workmen and the con- property on Pico street, Mr. Smith athan Club. part at Klamath Falls, October 12 in less than a quarter of a century, tractors, and has been a hindrance says. and 13, in a carnival in celebration This, of course, has caused a mar- to building, because of the uncervelous growth in your business sec- | tainty as to cost. tion, yet the startlingly different WORKMEN SATISFIED appearance of your downtown dis-

ing metropolitan urban centers in efited through being able to comto the world the fact should not be pute with certainty the labor cost lost sight of that the real estate of a job, and also through being four miles from the business dis- members from 10 towns and commen of your city have played a able to retain an organization of trict. one of the strongest organizations The \$10 a day wage scale will In the sale of this property ref- California. of real estate men in the United remain in force until March, 1924, erence frequently is made to state-States—the Los Angeles Realty when the agreement between con- ments of G. Gordon Whitnall, di- one-fourth of the common brick merly secretary of the national as- | pires. sociation, is the secretary. You are extremely fortunate in this respect.

An organization of this character affiliated, as it is, with the national association is in a position to carry on an unceasing battle to raise the standards of the real estate profession. Its power can be used in many ways to benefit the commu-

For instance, here in California you have in your real estate act one of the most progressive pieces of real estate legislation in the Union. At the sessions of the last legisla-

(CONTINUED ON NEXT PAGE)

has been necessary to keep a board To Bricklayers record of sales to prevent salesmen during the busy days.

After October 15, a scale of \$10 ALL GONE IN 90 DAYS a day will be the universal wage in Los Angeles for bricklayers, and 718 lots in the 140-acre tract will several members of these organizano bonus will be paid.

An agreement to that effect has been entered into by construction contractors, acting through their representatives in the Builders' Exange. Officers of the bricklayor the equivalent of nearly \$20,00

tractors, called together by officers of the Builders' Exchange, this week adopted the following reso-

ENFORCE AGREEMENT

"That on and after Monday, Oc- quarters of a mile frontage tober 15, 1923, the bricklayers' wage Country Club Highlands on the agreement of \$10 per day will be south side of the street was sold strictly enforced, and that all non- in less than five weeks at an averessential overtime will be dis- age price of \$110 a front foot. This

Persons who took part in the meeting explained that the resolution was not aimed at "over time," but at the practice which offering the men an advance or bonus over the regular wage scale, EVEN BETTER TODAY

Representatives of the workers

has been paid bricklayers.

say the bricklayers generally w welcome the new order, which they the bay cities, being practically di- preciation begins immediately at expect will stabilize their trade, give them steady employment at a fixed wage already agreed upon. erate-sized city to one of the lead- | Contractors say they will be ben-

the course of the street lies.

San Francisco, has been appointed promoters of the choice bit of high purpose of the association by say-Immigration and Housing Commis- Club Highlands have kept to the houses, but better cheap houses." sion, with headquarters at San forefront in their appeal to folk The banquet was attended by W. Francisco. Mr. Bangs is an ex- who are looking for the best in the W. Dennis, vice president; L. S. service man and following the way of a place to live. armistice we the to the proximity of the country director; George S. Summerell, sec-Army Education Commission as in- clubs and golf courses to the Coun- retary-manager; Philip J. Meany, structor in architecture.

thoroughfare climbs to the high ground whence the

Ten houses are being constructed on the Country Club Highlands tract, just west of the Hillcrest Country Club, on been on the market only a little more than five weeks.

Buy real estate some place in Los Angeles, and buy it now, is the advice of Marvin Smith, sales manager for the Country Club Highlands tract. "Five years from now Los Angeles will be built up solidly to the sea," he says.

nial greensward of golf course and ountry club playgrounds. It is the Hundreds of thousands of proximity of the California Country persons live in the bay cities. the Hillcrest Country Club to this At least 75,000 visitors come to Los Angeles each month. Therefore, say the boosters of Pico street, all these bay city people and all the tourists owners of Country Club Highlands have every reason to feel elated. travel this way.

One shrewd young woman bought a lot in Country Club Highlands when the tract was first opened. Within five weeks she disposed of it at a profit of \$475, the subdividers say.

all be sold within a period of 90 tions to buy lots on the tract with days at the present rate of progress. a view to having their homes close The records of sales on this tract to their places of amusement. show that during the third week Others have bought for investment after the property was offered to purposes with an eye to the rapid

\$105,000, or the equivalent of \$15,-BRICK HOUSES a day. On Sunday, September 30, PREVENT FIRES

Manufacturer Pleads for Better Construction

property at Broadway and Eighth "The Berkeley conflagration street 25 years ago dared to hope for. And yet today, as Mr. Smith had any considerable portion of the last visited the "City of the Angels." long has prevailed of one contrac- at \$15,000 a front foot on Broadway burned area been covered with brick

That's one of many vigorous The man who bought there 25 punches delivered by Walter R. years ago was less certain as to the Simons, president of the California. The bonus practice has resulted future of the property than is the Common Brick Manufacturers' As-

"Brick houses show no deprecia-Lots in the Country Club High- tion throughout the first five years lands tract are being sold on the and after that time only 1 per cent strength of Pico street's future, a year. Against this it is conceded This street, it is pointed out, at- by engineers, underwriters, state fords the shortest route from the and federal authorities that on business district of Los Angeles to houses of ordinary construction derect, whereas Wilshire boulevard the rate of 3 per cent a year."

starts from Westlake park, two 21 IN ASSOCIATION

The California Common Brick starts at Sunset boulevard, some Manufacturers' Association has 21 brick manufacturers, representing 190 per cent of the entire output of

It is not generally known that mission, that Pico street bids fair California product and that the to be the chief connecting link be- second largest plant in the world tween Los Angeles and the ocean. is right here in Los Angeles. Twen-Mr. Whitnall has dwelt on the ty-six million bricks per month are natural advantages of the broad manufactured here.

BETTER CHEAP HOUSES

E. Geoffrey Bangs, architect of It is these advantages that the One of the executives voiced the director of housing for the State ground so aptly named Country ing "we do not advocate cheaper Collins, treasurer; W. P. Dwyer, try Club Highlands has induced advertising and publicity.