PART IV



# Opening Day Monday, Dec. 25



# Grider and Hamilton's

Read, Then Act!



Here Is Your Opportunity

# Free Excursions Every Day Including Sunday

Don't Wait for the Opening; You Might Be Too Late. It Has Happened That Way. Go Out Today.

Make Your Selections in Advance of the Sale, Then You'll Be Safe.

### Hollywood Tract

Is a splendid property that has for years been held vacant by the Gower estate. Fine homes have been built up all around it. Colegrove could not expand because of it. Home builders and investors have waited anxiously in vain until the present time.

### **But Now!**

We have purchased the entire holdings of the Gower estate, comprising 340 choice 50 foot lots. The tract is bounded on the west by Gower estate, on the east by Hartford st., on the south by Santa Monica Boulevard and on the north by Sunset Boulevard.

## **Improvements**

The improvements will fit the choice locality, there will be three principal cross streets—Cedar, Gordon and Pine. Cement walks and curbs will be laid on Gower, Cedar, Pine and Gordon streets and on Hartford ave. ALL streets will be graded and oiled and supplied with shade and ornamental trees. Water, of course.

REMEMBER this tract is a part of Hollywood. The little city of great beauty, the city of orange and lemon orchards, of beautiful flowers and magnificent views, of superb streets and elegant homes.

#### Cut Out This Advertisement

YOU'LL need it for reference. No need to tell you about Hollywood---it speaks for itself. Come to our office; get free transportation. We'll take you out there and let the tract do the talking.

### Don't Wait for the Opening Day

You might get left. Hundreds who wanted lots in our Highland Park Place were disappointed because the tract was sold out a week in advance of the opening.

#### Help Yourself---Own Your Own Home

Don't pay rent. Buy a lot for investment; it will help you to save money. Our terms fit just such cases.

#### An Earthly Paradise

You cannot do better than to invest in Hollywood Tract, where frost does not come, where fruits are always ripening, and where flowers are always in bloom. Who would live in a flat or in a crowded city, when they can own their own home amid such beautiful surroundings?

Rapid transit, fine schools, good neighbors. No saloons, no shanties.

Who Wouldn't Live in Hollywood!

This Tract will be Sold Out Quickly. We Give You Fair Warning. Act at Once

Lots from \$400 to \$800 One-Fourth Cash Balance in Payments

# Opening Day Monday, December 25th

But Don't Wait for It. Go Sunday, Go Any Day, Any Hour

We have arranged for a special car service, in addition to the regular service.





Take any Colegrove car north on Spring street. Get Off at Gower street. Our office, 225 West Second street, will be open all day Sunday to issue free tickets. Our agents will be on the ground every day to make reservations.

Hollywood,