

## MISSION-STREET HOTEL IS LEASED

Another Building in South Side  
District Is Rented From  
Architect's Plans.

That hotel buildings are in demand south of Market street is demonstrated by the prompt leasing of these structures from plans before construction is begun. This is true of large hotel buildings at Mission and Seventh streets, and also on Fourth street south of Mission, and again in the case of the Crocker estate hotel on Mission street near Fifth. Now the leasing of a hotel of 175 rooms from the architect's plans is reported by A. J. Rich & Co., agents for the owners of the property.

The building which has been leased will be four stories high with a basement, and be of brick and steel construction. It will be erected by the Scott & Van Arsdale Company at the southwest corner of Fifth and Mary streets, between Fifth and Sixth streets, upon a lot with a frontage of 57½ feet and a depth of 160 feet. The hotel will have a facade of glazed terre cotta and an artistic design.

The lease runs for a term of ten years at a total rental of about \$100,000.

### BUY RICHMOND LANDS.

Several purchases of unimproved lands in the Richmond district have been made by Oscar Heyman & Brother, the total consideration of the combined transactions being about \$67,500. The firm acquired from the Wallace estate the southerly one-half of the block bounded by Forty-fourth and Forty-fifth avenues, Anza and Balboa streets, for which the price of \$25,000 is quoted. This land will be graded and put in condition for home building before being offered in subdivisions.

The properties of W. L. Palmer, situated in the sand hills, and comprising three pieces, were purchased for about the same price. These lands comprise eight lots on Seventeenth and Eighteenth avenues, between Fulton and Cabrillo streets; a lot 200x137 feet at the southeast corner of Cabrillo street and Fifteenth avenue, and a lot 50x255 feet on the west line of Fourteenth avenue, facing the Presidio Park parkway and extending through the block to Fifteenth avenue. There is considerable grading in progress about these lands, but the property at Cabrillo street and Fifteenth avenue, and on the boulevard, will be left higher than the street grades for the marine view.

Another purchase by Oscar Heyman & Brother is a lot 137x198 feet at the northwest corner of Balboa street and Fourteenth, facing the parkway, the price of which is quoted at about \$17,500. The seller is M. J. Armstrong.

### HOME BUYING IS MADE EASY

*San Francisco Chronicle (1869-Current File); Oct 30, 1920;*  
ProQuest Historical Newspapers: The San Francisco Chronicle (1865-1922)  
pg. 14

# HOME BUYING IS MADE EASY

## Prominent Builders Give Valuable Sidelights on Housing Problem

Oscar Heyman & Brother, home builders, view the present market as follows:

There is a good deal of building of various kinds under way but the aggregate of home building is certainly the strongest feature of the real estate and building trades at this time.

And there can be no question as to the desirability of home building, and, more particularly, homes for those of small incomes.

Most of this is, doubtless, on the installment plan, and, upon the whole, the purchase of homes on the installment plan is of more social importance than building for cash.

The man who saves cash before buying and building is no part of the social problem. He has. If his money is not inherited, shows the ability to accumulate, and may be dismissed from consideration. He will take care of himself and not bother other people.

But the majority of us do not and

cannot save until we get into debt, and have to. That is the fact about most of us, and we may as well recognize it.

But most of us do recognize that a home is worth saving for, and, when we incur debt for a home, we cheerfully forego other enjoyments for the sake of paying for that supreme delight. It is a comfortable feeling to know that you can stay where you are as long as you please and there will be no rent to pay.

The real estate owner or broker, the money lender and the speculative builder are all moved by a hope of personal profit.

But, in fact, they are unconsciously, perhaps, an exceedingly potent force for social welfare.

The more people who buy homes on the installment plan the better, not only for them, but for society. It is one of the strongest promoters of thrift.

## SUTRO PROPERTIES DIVIDED BY HEIRS

Many Big Tracts Partitioned  
and Some of Them Will Be  
Developed and Sold.

An important step in partitioning lands of the Sutro estate was taken Saturday when several holdings of the estate in Richmond and Sunset districts, and also at Lakeview, were partitioned to the respective heirs by decree of the Superior Court. The division of the properties was made on the report and recommendation of A. R. Baldwin of Baldwin & Howell as referee in the action, appointed by Judge Seawell. The properties thus disposed of were valued at \$641,200.

The partition places on the market valuable tracts, thereby making them available for improvement and settlement. One of the pieces fronting the Affiliated Colleges has already been sold to M. Fisher by the Sutro heir, to whom it was apportioned, and it is to be subdivided and improved in the best manner and placed on the market for sale to home builders. Two large pieces in Richmond district are about to be disposed of by the Sutro heirs and opened for sale in subdivisions.

### TWO SUITS BROUGHT.

There were two suits before the Court, one of which covered lands in the Richmond district and Parnassus Heights, while the other action dealt with property at Lakeview in the Ingleside section. The former properties were appraised and partitioned on a basis of \$512,300, and the Lakeview holdings at \$22,900.

The parties in the actions were the six heirs of the late Adolph Sutro, with Garret McEnerney and Charles R. Wheeler added in the Lakeview suit.

In the Richmond and Parnassus Heights properties the interest of each party was estimated to be worth \$35,383.38. The values of the properties set aside to each heir varied, the largest share going to Mrs. Clara Sutro Engelsh. She pays the others, Charles W. Sutro, Kate Nussbaum estate, Mrs. Rosa V. Morbio, Edgar Sutro and Mrs. Emma L. Merritt, the difference between the values of their respective pieces and her own, as she took the Parnassus-avenue block, which was valued at \$100,000.

The Richmond holdings comprise the blocks between Forty-fourth and Forty-seventh avenues, Geary and Anza streets; two small blocks between Sutro Heights avenue and Anza street, Forty-eighth and Forty-ninth avenues; and portions of blocks north of Geary street. One block in Sunset, bounded by Lincoln way, Irving street, Forty-

eighth and Forty-ninth avenues at the highway, went to Mrs. Merritt.

### MORE TO BE DIVIDED.

There still remain in the Sutro holdings to be partitioned among the heirs 250 acres of land south of the Affiliated Colleges and extending back to the Alhambra tract; 80 acres lying between Lincoln Park and the ocean and Golden Gate; a number of portions of blocks north of Geary street, and the baths and heights properties. If the baths are sold at auction the remainder of the Sutro estate lands will be partitioned at once, and then the last of the vast holdings of the dead millionaire who at one time owned one-tenth of the entire area of San Francisco city and county will have passed to individual owners who may sell the lands to enterprising real estate operators or otherwise dispose of them.

## PIONEER FIRM GROWS WITH CITY ITSELF

*San Francisco Chronicle (1869-Current File); Jan 20, 1922;  
ProQuest Historical Newspapers The San Francisco Chronicle (1865-1922)  
pg. 5*

# PIONEER FIRM GROWS WITH CITY ITSELF

## Oscar Heyman & Brother Have Notable Record of Achievement

For over thirty years Oscar Heyman & Brother have been developing with San Francisco, and in that time their business has kept pace with the growth of the city. From a small beginning their operations now extend to every part of the city, and the slogan "Heyman Homes" has become part and parcel of the home building movement in San Francisco.

During their period of operations many transformations have taken place. Through their operations huge tracts of barren land and blocks of sand have been leveled, streets and sidewalks laid, water, gas and electricity installed and the property subdivided into small parcels, built upon and sold to the individual buyer. And in this way the firm has been a great factor in the expansion and permanent growth of San Francisco.

The fire of 1906 didn't shake any of the confidence of this firm in the strength and stability of San Francisco and within ninety days after this catastrophe they bought from the Vanderbilts and Fairs all their holdings in the Fair subdivision at Mission street and Cortland avenue, some two hundred lots, at an investment of \$150,000—quite a sum to invest at this seemingly critical time—but the confidence of the firm was justified and homes now adorn what was a barren hillside.

The opportunities are here today just as they were yesterday.

# FIFTY HOMES IN THIS CITY FIRM'S RECORD

## Oscar Heyman and Brother Cast Practical Light on Movement

"How does the San Francisco forward movement benefit San Francisco?"

Daily, this question is being asked of members of the managing committee of the movement.

Among others, Oscar Heyman & Brother are making definite answer.

The Heyman books show an excess of fifty homes now in process of erection or awaiting breaking of ground.

Each of these interested home buyers have, according to Alvin Heyman, reached a decision following an intelligent weighing of the facts presented in the "Build now" campaign arguments emphasized in the forward movement activities.

Thus, in arousing interest, inquiries are made and in the replies to these inquiries home and housing problems are being solved.

The partially informed home seeker has learned that, out of an experience of quite thirty-five years, the Heyman brothers are:

Building homes "to order," the purchaser of a Heyman home being given the privilege of direction and the gratuitous services of the Heyman architects. Thus are the individual desires and ideals of home seekers carried out in every feature of construction.

Furthermore, the home seeker of modest means is not restricted to one certain section of the city, the Mission, the Richmond and the Sunset districts being available in making a choice.

And, it is further pointed out, that for less than the monthly rental requirement for a three-room apartment a home place may be secured, every dollar paid in being applied to the purchase price.

Thus encouraged, hundreds throughout the city are seeking to be pointed the way, availing themselves of the business experience of the men who, with others, have made possible the forward movement educational campaign now in progress.

In this manner the individual benefits, thus the city benefits; one more home is added and the dollars put into that home are distributed through every channel of trade.

another and get real value for your money, wouldn't you?

Well, we've done it!

For 35 years we have been building homes here. Can you wonder that we have been able to select the choicest homesites, that we make prices and terms others cannot meet, that we guarantee our work, and that Heyman-built homes are the last word in beauty, convenience and sturdy construction?

Can you doubt the value of our experience to you when you buy a home?

## HEYMAN HOMES

The beauty and comfort of a Heyman-built home can be yours for a very modest first payment and terms as low as \$40 a month. When this is true, can you afford to pay rent?

You will be charmed with these homes in Richmond, Sunset or Mission districts. Or our architectural department will draw plans according to your own ideas, and we will build you a house to order—on the same easy terms.

We now have fifty homes under construction or to be started on our Spring building campaign. One of these may be your ideal home. We'll be glad to take you out to look them over.

**Oscar Heyman & Brother**

Bankers Investment Building  
Room 230-742 Market St.  
San Francisco

## UMBSEN, KERNER & EISERT

INCORPORATED

*Real Estate*

*Auctioneers, Rent Collectors, Insurance*

**\$120,000—A MISSION-STREET HOLDING;** improvements consist of a 2-story brick building, containing 2 stores and basement and loft above. Lot has double frontage, 68.9x160. Leases held by most reliable business houses. Income over \$10,000 per annum. Owner will allow a long-term mortgage of \$75,000.