

Success.

REVEALS PALOS VERDES STORY.

*Mystery Veil Is Lifted from
Mammoth Land Deal.*

*Dream that Energetic Action
Made Come True.*

*Greatest Project of Recent
Years in This City.*

Carl F. Schader lifted the veil of mystery from the great Palos Verdes ranch deal yesterday at the Realty Board meeting at the Clark Hotel and modestly revealed the man with a dream which came true in mighty possibilities for the Southland.

Dean Damon of Throop Polytechnic Institute and Chairman John Francis Neylan of the State Board of Control were the other speakers. Damon held and enthralled the interest of all present by the assertion that \$300,000,000 will be needed in the next fifteen years to adequately care for the rapid-transit problems of the city. Neylan offered an alibi for the State administration.

Lieut.-Gen. Nelson A. Miles, U.S.

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Reveals Story.

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A. (retired,) and Nathan Straus, the philanthropist, were guests of honor and were given an ovation, but did not speak.

"Palos Verdes was the greatest buy," said Schrader, "on the greatest piece of land, on the greatest ocean, in the greatest State, adjoining the greatest city, with the greatest climate in the world."

Continuing, Schader said: "Palos Verdes brought \$1,800,000 new money to us and \$2,000,000 additional will come for development, with \$10,000,000 more for improvements. An international country club and an international yachting harbor will be established in our midst, while fifty miles of new boulevard will be created and the finest of residential palaces will arise on a once barren tract, meaning wealth, refinement, culture and beauty.

"Also, remember, Palos Verdes is now owned by the greatest workmen in America, all self-starters, with electric-lighted foresight; men who do things. We will never again have the bother of placing \$25,000,000 in bonds, as in the case of the aqueduct, for our new citizens are the underwriters to America, and we are on the financial map to stay."

An enthralling story of human thoughts and efforts was told by Schader regarding the deal. In fact, Schader made his story so vibrant with human interest that even the big "doing" men of the Realty Board hung breathless on his words.

"The scheme," said Schader, "originated several years ago when I was dreaming how to build a beautiful seaside city in Santa Monica Canyon and mountains. I did not secure the Santa Monica property, yet the dream continued, and will be fulfilled on the Palos Verdes.

"We secured a contract to purchase 2500 acres, being the entire fourteen miles of shoreline of the Palos Verdes. A syndicate was formed, \$500,000 raised to buy the property, a year and a quarter was lost in legal entanglements, and finally a court decree was secured. Not for the shoreline we had purchased. Oh, no; we had to buy the entire property, pay \$800,000 cash and \$1,000,000 notes and mortgage.

"Now let me pay a tribute to the biggest man in Los Angeles; a standpatter who makes Joe Cannon look like a shadow. One of the opposing attorneys said: 'Well, you have sixty days on this option, what are you going to do about it?' Thirty days passed. Only this one standpatter still standing, for this was 1913 and our syndicate could not find \$800,000 available cash in Los Angeles.

"I went to San Francisco, found a real millionaire with the cash. I convinced him and we boarded a train, but before we reached the property some good friend had reached him with a hammer. The standpatter still stood, for he is a man who, when he knows he is right, stands.

THE INSPIRATION.

"Friday, the 13th, 1913, with only seventeen days left to pay \$800,000, I picked up The Times at breakfast and saw in bold, black headlines—'Eighty Million Dollar Melon, But the Union Pacific Can Not Cut It.' I said to my wife, 'There's my \$800,000,' and left for New York, pausing in Los Angeles long enough to count the money.

"I landed in Judge Lovett's office just as he was leaving for the Northwest. The proposition interested him. He agreed to meet me on the Palos Verdes October 25. This left but six days and I wanted to sell.

"I was determined to see Frank Vanderlip, but he was in Washington before the Currency Commission and his representative said, 'Land deals would not be entertained.' Finally I said that all I wanted was ten minutes. The interview was granted and I started boiling down the proposition by my watch.

"I saw Vanderlip and at the end of the ten minutes he said, 'You have impressed me. Make good, and the money is waiting.'

"A personal representative of Vanderlip and Vice-President Rich of the National City Bank came West with me. We took an automobile here and ran into the heaviest fog on the Palos Verdes ever seen on the Southern California coast—and I had been telling them for three days of our unexampled climatic attractions. But the sale was made."

PLANNING FOR FUTURE.

Regarding the future, Schader stated that a Babsen survey and contour maps are now being made, weather stations are gauging rain, sunshine, wind and fog, all with the object of providing groundwork for the planting upon the three terraces, facing the sea, of a millionaire settlement without parallel in the history of America.

The lower terrace, according to Schader, will environ fifty homes with a minimum restriction of \$25,000 each; nestling on the hills of the second terrace will be an international country club; while Portuguese Bend will be the home of an international yachting harbor. Damon prefaced his talk with the assertion that car-riding increases to the square of the population and argued that the subway, the unabstracted form of rapid-transit, will be the ultimate, for the reason that transit surveys show that \$8 is earned from rapid-transit facilities to each \$4 earned by surface lines. He also argued for a modified form of municipal ownership of street car lines and of terminal facilities, saying that the people are entitled to the unearned increment which is created by the same means that the extension of the metropolitan system of transit increases real estate values.

J. W. Wright was the chairman of the meeting. Hereafter, by vote yesterday, all meetings will be held at the Clark Hotel.