

## **Realtors Hailed For Housing Job By Assemblyman**

By VINCENT THOMAS

Assemblyman

The millions of new Californiaans who have moved into our great state during the past ten years would not be nearly so well housed as they are if it were not for the gigantic job performed by our realtors, subdividers, and home builders.

This enormous achievement was primarily made possible by the vision, courage, and ability of the men who planned our subdivisions, who arranged for financing them, and built the hundreds of thousands of homes now enjoyed by our new fellow-residents. But an important factor in helping them to accomplish their great objectives was the workable and sensible legislation on real estate, subdivisions, land use and planning which had been patiently worked out by your legislature with the cooperation of the industries and governmental agencies involved over a period of many years.

If this idea of law had not been really practical, in addition to providing necessary safeguards for the homeowner as well as the general public, it might have proved a major obstacle to providing a roof over the head of every Californian. But whether a city or county planning ordinance was involved, basic state law made it possible for the real estate and construction industries to meet the huge demands imposed upon them by the largest mass movement of human beings in recorded history.

If there is one basic axiom which your legislators have had impressed upon them in connection with real estate and home building law, it is that conditions in that field change with even more bewildering rapidity than they do in women's fashion. No sooner is one new problem dealt with by new or changed law, than another pops up, needing investigation and perhaps action. As is the case with all other types of business activity, there are always a few "miscreant operators" who endeavor to talk individuals who need a hearing, or who wish to sell what they own. Over the years, your legislature and ethical bar association in real estate and construction have together learned the importance of closing all possible legal loopholes to stop pure money from defrauding the public, and giving the industry a completely deserved black eye.

Shortly before our 1957 session it became apparent that another kind of fraud was being perpetrated on the public under the guise of "advanced fee" savings of losses or heavy discounts offered for sale, exchange or lease in the market. Unscrupulous promoters collected fees in advance for promised advertising and other sales promotion of sums of business properties, then never kept their promises to do the advertising. To plug this gap in the real estate licensing law, a bill was introduced in last session which would make the "Advanced fee" licensee fully subject to real estate ~~business~~ ~~real estate~~ ~~and would give~~ ~~the state real estate commission~~ ~~more authority to supervise~~

The business  
For further study, the committee was referred to the Assembly Standing Committee on government efficiency and economy. A sub-group of that committee will be held preliminary hearings on the bills and will hold others as needed.

This is a historical newspaper page from the Thirteenth Street Thrift Drug Stores. The page is filled with numerous advertisements for various products. At the top left is a large logo for "thrifT DRUG STORES". Other prominent ads include one for "CANDY ROLLS" at 3 for 10¢, "NYLONS" at 65¢, and "LIQUOR DEPT. SPECIALS" for brands like Harkoff Vodka and Old Giralta Bourbon. The page also features sections for "FISH AND CHIPS", "PAPER PLATES", and "LIQUID SWEETENERS". There are also ads for "MEN'S SPORT CAPS", "WOMEN'S SWIM CAPS", and "CANVAS GLOVES". The layout is dense with small text and illustrations, typical of mid-20th-century print advertising.