

*Where
Homes
Are Built
On Hills &*

GENTILITY

TERRACE



A PIECE OF OUR PAST

Compliments of

Lee Mattingly

THE PRUDENTIAL
LOUISIANA PROPERTIES

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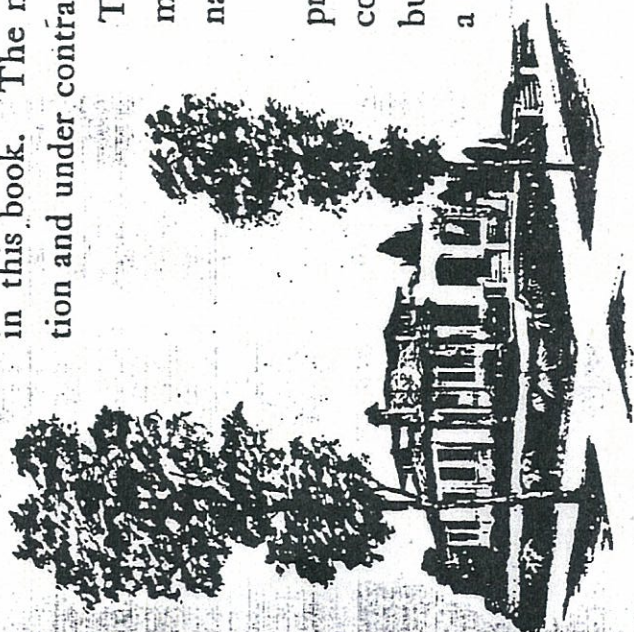
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To Home Builders

TO the man or woman who wants a home either for the home's sake or as a means of saving in a definite, regular way, Gentilly Terrace offers a most unusual opportunity. This home section of New Orleans possesses many advantages which are partly set forth in this book. The many homes already finished and those in course of construction and under contract are a safe warrant for the character of the neighborhood.

This is a most important feature. The property being the most elevated ground in or about New Orleans insures perfect natural drainage at all seasons.

The Terraces make for beauty, and the elevation of the property adds materially to the appearance. And so we could enumerate many more advantages in the beginning, but prefer to take them up one by one, discussing them in a truthful, straightforward manner, without a single ray of artificial coloring. The careful reading of every page in this book will, we hope, prove of material advantage to every homeseeker to whom it may come.



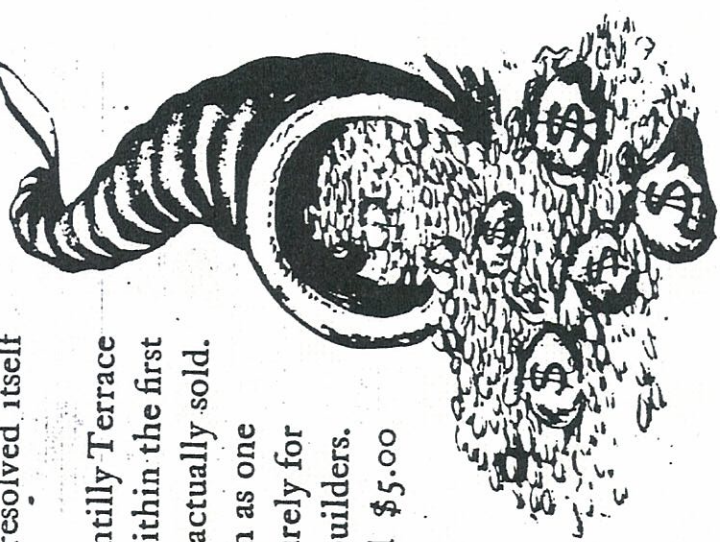
NEW ORLEANS To Investors

NEW ORLEANS has passed the stage of experiment and resolved itself into a question of *where* to invest.

To the investor of either limited or unlimited means, Gentilly Terrace is very alluring because of its promise as a home neighborhood. Within the first sixty days of the opening of this tract there were six hundred lots actually sold. Some of these lots have been since resold at an advance of as high as one hundred per cent over the purchase price. Some were purchased purely for investment, but the majority were acquired by intending home builders.

The terms are liberal. Ten per cent of purchase cash and \$5.00 per lot per month with interest at six per cent per annum.

The prices of these lots with the above terms include the paving in front thereof, also the shillinger walks and concrete curbing, thus making the site ready for immediate building and solving forever the problem of additional cost to which the home builder is generally subject in other locations. We are making on our subdivision *fourteen miles* of paved streets and *thirty-five miles* of artificial stone sidewalks and concrete curbing.



Available Building Sites

WITH the exception of low ground, nearly all residential property in New Orleans is today too congested for a comfortable home-site.

In evidence of this even the main avenue of the city now shows a crowded condition and one can count on the fingers of one hand the desirable unimproved locations of this avenue.

Prices of desirable property, for the above reason, are too high to warrant the home builder or the investor in making a purchase. For this same reason, Gentilly Terrace offers a solution of the problem by making possible to both home-seeker and investor the most desirable lots at a mere fraction of cost as compared to what one would have to pay in less desirable neighborhoods.

Ten lots can be purchased in Gentilly Terrace for the price of what one lot would cost the same distance from the business center either on Canal St. or St. Charles Ave. This means pure air, beautiful lawns, health and the real joy of living as compared with "stuffy" rooms. It means that the worker has room to "breathe better" and consequently work better. It means "living" in the true sense.

