

GOLDEN GATE PARK AND FINANCIAL NEWS

GOLDEN GATE PARK AS EXPOSITION SITE PLEASES

Leading Real Estate Men Declare that Location of Great Fair in Park Beside Ocean Will Insure Financial Success

Governor Gillett's proclamation issued this week, calling a special session of the legislature for raising funds for the Panama-Pacific exposition and naming the western part of Golden Gate park as the site for the fair, has aroused great enthusiasm among real estate men.

The view generally expressed is that the governor has found a happy solution for a delicate question and taken a long step toward making the exposition a popular and financial success and of permanent value to the city.

George E. Belvel of the firm of Lyon & Hoag made the following statement: "Holding the exposition is nominally a celebration of the completion of the Panama canal, but the real purpose is to benefit San Francisco and California as a whole. Only this warrants the enormous outlay that will be necessary, and it becomes a question of how to expend the money that will be raised with so much effort in a way that will bring the most lasting results.

Golden Gate park seems eminently suitable because it will stimulate the development of the city in a direction that will be permanent. The millions that already have been spent in the past on Golden Gate park, making it one of the wonders of the world, as an example of botanical beauty and landscape effects, will count and will enable us to make a showing that could not be produced elsewhere, no matter how many millions might be spent in the attempt.

Moreover, it will cause the immediate improvement of streets, the building of sewers and the laying of water and gas mains over a wide area adjacent to the park. It will stimulate healthful real estate activity and help business in general quicker than would be the case if the fair were to be located in some more remote place. "It will bring about a building development that will be substantial, and have no deserted village afterward that would be a menace, as has been the case when expositions have been built in remote suburban districts.

PERMANENT ASSET TO CITY
"Placing the fair in the park will naturally cause the streetcar companies to provide a better service to the park. This will remain as a permanent asset to the city.

"Beside this it will give a permanent increase in the value of a large section of the city, which will be a benefit for all time to come. "If located in a faroff district, land values are uncertain, it would lead to wild speculation and a boom that would collapse immediately after the fair. Altogether the selection of Golden Gate park seems to be the wisest choice that could have been made.

NATURAL LOCATION FOR FAIR
Sol Getz, who has operated in Richmond and Sunset lands for over 20 years and who has been a great factor in the development in that part of the city, said:

"Golden Gate park is the natural location for the exposition. Thousands of persons will be able to attend it by walking to and from their homes without taking their cars. This will help the daily attendance and keep up the gate receipts. "People will go often and take their families. The fair will get the best of the traffic, instead of railroad or streetcar companies, as would be the case if it were located farther off.

"There is great need also of the city getting the benefit from the start of every dollar spent. Golden Gate park is a natural place of amusement. Everybody wants to go there and all lines of communication are open to it. Having the exposition there will make it the people's fair. Any improvement of streetcar facilities will be permanent and of great benefit to the city.

GREAT DRAWING CARD
"People in other parts of the state and throughout the United States have heard of Golden Gate park, and the fact that the exposition will be located there will be a great drawing card. Any other site would be unknown and would fail to attract attention and arouse interest.

"It will be a great feature in advertising the exposition all over the United States. The park itself, in my opinion, will be the greatest exhibit we could make. "The benefits from the exposition will be far reaching. It will bring about in five years improvements in the vicinity of the park that might require a generation to get otherwise. Every dollar spent in laying out paths and roads and in landscape gardening will not be lost after the fair, but will remain as permanent improvements in the city's park system."

GOOD NEWS TO WHOLE COUNTRY

Oscar Heyman said: "The selection of Golden Gate park is a cause for congratulation to every citizen of San Francisco. It will be good news to all the Pacific coast and throughout the east, for everybody has heard of our famous park. Those who have been once it will want to see it again embellished and beautified as it will be throughout its whole length by placing the exposition in the western part of it. There will be the opportunity of adding sunken gardens, lawns, tropical gardens, walks and drives in a part of the park that is now but crudely improved.

"The fame and name of Golden Gate park will arouse increased desire in people throughout the United States to come and see the exposition in such a beautiful setting.

"Then think what a magnificent frontage it will give on the open ocean. With a massive and beautiful esplanade stretching north and south perhaps along the Great Highway as far as may be necessary, it will present an inspiring spectacle. To those who stand and view it on incoming ships, it will seem like a magic city.

"The exposition will commemorate the joining of the two great oceans and the opening of the Pacific to the world's commerce. Practically every ship that sails through the canal to the orient will come to the port of San Francisco, and the first glimpse they will catch of San Francisco as they come up the coast will be of the towers and splendid buildings of the exposition.

IMPROVEMENT THAT IS NEEDED
"The massive seawall and esplanade with its borders of palms, its walks and drives, is an improvement that we need now, but which it might take a century to obtain, if left to the natural course of events. It has taken New York three centuries to get her splen-

did Riverside drive overlooking the Hudson river.

"Another advantage in locating the exposition in the park will be that everybody, our own citizens as well as out of town visitors, will be able to get to it easily, at little or no expense, and see it all with the least exertion and without becoming exhausted.

"The placing of the exposition here will naturally cause the ocean shore boulevard to be extended southward into San Mateo county and clear down to San Jose and the Santa Clara valley. "This will not only make it easy for the large population living down there to get to and from the fair easily, but will make a most attractive automobile trip for visitors to view the show places of the fashionable suburbs down the peninsula and to see Stanford university and the most beautiful fruit growing region in the state.

KITE SHAPED EXCURSION
"This will give us a sort of kite shaped excursion route similar to that which tourists to southern California are shown in the vicinity of Los Angeles. In fact, nothing better could have been done to popularize the exposition project from the very start than the selection of Golden Gate park for the site.

PROSPECT OF ECONOMY
"Golden Gate park is a very appropriate choice," said G. H. Umbson. "The stadium and Spreckels lake are great attractions and can be made central features of the fair. To duplicate such features would cost a great deal and the money thus saved would go a long way toward making the fair a success in other ways.

"It will undoubtedly arouse great interest and enthusiasm among the people of this city to know that the exposition will be placed right at their doors, so to speak, rather than in some remote section. No material damage will be done to the park, because the part where it is proposed to locate the exposition, from Strawberry hill west, is not a park, but a residential district. Having the fair there will help improve the western end up to the standard of the eastern end."

CREATES HOME SITES DEMAND

Louis Lipman, of Lipman & Hirschler, expressed the following opinion: "The official mention of Golden Gate park as the exposition site has stimulated a demand for lots north and south of the park. The desire seems to be for home sites, as people are buying lots to build homes. We advocate that all street work be done as speedily as possible. This gives a substantial value to property. Banks will then lend money for building purposes, and they will not do on unimproved streets.

"We expect that the Fulton street line will be running through to the Cliff house by October 1. This will help the development of the park, as the land is limited and its natural extension of the Western addition."

BUILDING LOANS ARE IN DEMAND

A considerable number of good sized loans have been made by banks this week for building purposes.

The Central trust company, as trustee for the West Coast life insurance company, loaned to the Bothin real estate company \$50,000 on the Mission street property 45 by 60, 25 feet south of Second street.

A. E. and A. Scarborough loaned to Moses Fishel \$20,000 on the Golden Gate avenue lot 50 by 120, 85 feet east of Franklin, on the south side. This is partly a renewal, but \$18,000 will be used in building a two story garage and store building.

The Scarborough also loaned to Albert and Abraham Nasralla \$21,500 for building stores and flats on their 59 by 75 foot lot at Eighteenth and Colingwood streets.

The German savings society loaned to Anna H. Spring \$12,000 for the purpose of improving her 75 by 122 foot lot in Mission street, 210 feet south of Seventeenth, with stores and apartments. The same bank loaned \$30,000 to Rivers brothers for putting up a six story and basement apartment building in the north side of Golden Gate avenue, 192 feet west of Taylor street, and lot 65 by 27, and the building will cost at least \$100,000.

The Bank of San Francisco loaned \$18,500 to George H. Martin on three properties in Geary, Devisadero and Jackson streets.

The Hibernia savings society loaned \$125,000 to A. Oranson, I. Schwartz, Leo and Michael Alexander on the property at Third and Natoma streets, 50 by 150 feet. This is a renewal for one year at 5 1/2 per cent.

The Mutual savings bank loaned \$40,000 to John W. Flinn on two parcels of property, one at the northwest corner of Bush and Jones streets and the other at the northeast corner of Post and Baker streets. The rate was 6 per cent.

The Fireman's Fund insurance company loaned to Byron Deggenis \$15,500 on property in the north side of Sutter street, 100 feet west of Devisadero, 106 by 137, and in the south side of Bush, 100 feet east of Broderick, 103 by 137 feet.

The San Jose savings bank loaned \$65,000 to Robert Hancock on property in Mission street near Fourth.

The banks have also made many small loans during the week for the purpose of home building.

CITY BUILDING PERMITS ARE UP TO AVERAGE

The building permits issued during the week amount to \$443,799. This is well up to the average and the outlook is for a continuance of building operations on about the present scale. Following is a list of permits issued this week:

Four brick buildings.....\$130,250
Fifty-eight frame buildings.....252,275
Sixty-seven alterations.....31,274
Total.....\$443,799

The southwest corner of Jackson and Hyde streets, 37.6 feet in Hyde by 87.6 feet in Jackson, is reported to have been sold for about \$10,000. It is stated that the buyer plans to build stores and apartments.

Pictorial diagram of Golden Gate park and some of its well known features.



GOOD DEMAND FOR HOMES IN SUBURBS

Artistic Houses Down the Peninsula at Moderate Prices Find Ready Buyers

Although there is not a great amount of speculation in real estate at the present time, there is, however, a good demand by actual home seekers and builders. This demand for homes is strongest for bungalows and cottages ranging in price from \$3,000 to \$5,000.

As it is somewhat difficult to find artistic homes at these prices, those who appreciate pleasant surroundings are often forced into the suburbs.

Burlingame is receiving its full share of this class of inquiries and sales are being effected not only with the speculative feature in mind, but for immediate use as residence property.

Lyon & Hoag, who are operating in Burlingame, report that the new tract of land placed on the market in the last fortnight has met with a very encouraging demand and sale. About a dozen residences have been contracted for in Burlingame terrace. There have also been sold quite a few lots to persons who are having plans prepared and who will contract for buildings in the immediate future.

It would seem that the painstaking efforts and the money expended in laying out this property and in improvements such as grading, street work, sidewalks, etc., have met with popular approval, and it is only another instance of the fact that buyers are more exacting now than they have been in the past, having begun to realize that it is much safer and more profitable to buy land for home sites where the street work and other improvements are a fact and not a promise.

REAL ESTATE TRANSACTIONS

Mary O'Malley et al. to Arthur H. Rochford, lot at SW corner of Jackson and Hyde streets, S 27 1/2 by 37 1/2; \$16.

Gustav Steinberg to Anna Steinberg, half of lot in W line of Monticelli street, 100 S of Sherman, S 30 by 100; gift.

Sol Getz & Sons to Henry H. Hanson, lot in W line of Sixteenth avenue, 200 N of I street, N 25 by W 120; \$10.

John Dietz Jr. to Christine M. Dietz, half of lot in S line of Clifton park, 105 E of Dolores street, E 25 by S 75; \$10.

George A. Turner and wife to Mildred H. Turner, lot in E line of Foghorn avenue, 175 S of U street, S 25 by E 120; gift.

Sarah J. Gere to E. N. Winslow, lot in E line of Twenty-fifth avenue, 125 S of Geary street, S 25 by E 120; \$1.

McKillop Brothers to J. A. Martenstein, lot in E line of 73rd street, 75 S of McAllister, S 25 by W 81.2, and one other piece; \$10.

Jacob Heyman company to Walter Power and wife, lot in S line of Geary street, 37.6 E of Thirty-sixth avenue, E 25 by S 100; \$10.

Francis M. Greene and wife to McKillop Brothers, lot in N line of Sutter street, 127.6 W of Jones, W 25.11 by N 157.8; \$10.

E. B. Nagle to Mary Hand, lot in E line of Steuben street, 217 N of Augusta, N 29.05 by E 100; \$10.

Nathan Ney to T. P. Andrews, lot in SW line of Burke street, 50 SE of N, SE 50 by SW 100, and one other piece; \$10.

183 LOTS SOLD IN OCEAN VIEW PARK

Transactions Looked Upon as Speculative Movement in Anticipation of Exposition

The largest deal in suburban real estate for some time is the sale of 183 lots in the Ocean View park tract, near Ingleside, to H. W. Postlewaite by the Ohear investment company, the purchaser giving back a mortgage for \$31,219 to the Ohear investment company. Real estate men generally look upon this as a speculative investment with the anticipation that the Panama Pacific exposition will be located on the Spring Valley water company's property at Lake Merced.

Jacob and Sophia Brandt have sold to Henrietta Miller the 50x75 foot property in the west side of Presidio avenue, 81 feet south of Sacramento street, for \$15,000.

LOTS SELL WELL IN PRESIDIO TERRACE

Purchasers Will Erect Handsome Residences on Property That Brought \$22,000

Baldwin & Howell report the sale in Presidio terrace of lot 36 to Mrs. Elizabeth D. Watt and of lot 37 to Mrs. Elizabeth Watt Campbell. The total purchase price paid for the two lots was \$22,000. The purchasers contemplate the immediate construction of handsome residences on the property.

The same firm reports the sale in conjunction with Speck, Paschel & Co. of the residence in the south line of California street, 137.6 feet east of Buchanan, for Fred H. Meyer to J. Zenon Pasadas. It is understood that the purchase price was in the neighborhood of \$12,500. Also the sale of the property at the southwest corner of Hayes and Webster streets, 37.6x70 feet, for James Ward to John F. Davis. The terms were private.

The lot at the southeast corner of Larkin and Pacific streets, 68.9 in Pacific and 117.6 feet in Larkin, has been sold by Henry Grimm to J. Mackenzie. He sold two lots in the east line of Larkin street, 67.6 feet south of Pacific, with a depth of 68.9 feet, through H. F. Ramacciotti to Mrs. N. Hawes. The price is said to be \$6,500. Mrs. Hawes will build two small apartment houses upon the lots.

GREAT WORK IN BUILDING UP THE SHOPPING DISTRICT

Heroic Struggle of Downtown Association in Bringing Back Trade to Old Center; History of the Organization

Probably no other association has ever had set before it such a discouraging task as that which confronted the Downtown association at its inception. The fire of April, 1906, blotted out entirely the downtown district. Merchants flocked to Fillmore street and to Van Ness avenue. The downtown district was deserted. Gradually the merchants one by one returned to the burned district, there to endure all the hardships of isolation.

Upon the 31st day of December, 1907, this little bunch of merchants assembled at the St. Francis hotel, there to rejoice at the passing of the old year and the advent of the new year. From this assemblage sprang forth the Downtown association. The pioneers of the new and greater San Francisco within the year, and when, on December 31, 1908, they opened wide their doors and invited San Francisco to rejoice with them in Market street, the world was astonished at the marvelous progress that had been made.

The stamped by the burned district began immediately, and it has continued ever since, until now this district is a solid mass of magnificent structures.

ORGANIZATION AND TERRITORY
W. D. Fennimore was the first president of the association. The boundary of the association's territory extended along Market street from the ferry to Powell street. It also included the territory north of Market street, inclosed by Sutter, Powell and Market streets. Later the territory was enlarged to extend as far as Tenth street in Market.

It is estimated that the property within this district is today worth \$200,000,000. The great fire left all the streets in this district torn up and impassable. To assist in putting them in shape was a task for the association. By persistent efforts the association succeeded in having these streets put into splendid shape.

The association has stood strongly behind both the Stockton street and the Twin peaks tunnel projects. In a district containing a large portion of the merchandise of the city it was of prime importance that there should be adequate protection from fire. The fire and earthquake had destroyed the water mains, the fire alarm system, the firehouses and the fire cisterns.

The association has concentrated its attention very largely upon these matters.

FIRE PROTECTION GOOD
The result is that this district now has larger, better and more firehouses than ever before. The equipment is more modern. The district is fully equipped with fifty of the best non-interfering successive fire alarm boxes. Before the fire there were only 12 boxes and these were of the old antiquated interfering type. All the fire hydrants in the district have been restored. They are now in service and in fine condition.

Otto Schiller, the engineer of the association, reported that there were erected between 1850 and 1906 64 cisterns, each containing approximately 40,000 gallons of water, or a total of about 2,500,000 gallons. The Downtown association immediately set to work locating these lost and forgotten cisterns. It was the only association that applied itself toward this great and important work. Thirty-eight of these cisterns were found to be filled with debris, sand and stone, dumped in by contractors or public service corporations. All of the cisterns were constructed of brick and cement, and all of the walls and bot-

tombs were in first class condition after they were cleaned out. These cisterns have, under the guidance of the Downtown association, been cleaned out and reclaimed, and are now filled with water and ready for use. Had these cisterns been in proper shape at the time of the fire, it is probable that the flames could have been stopped from spreading north of Market street, thus saving approximately \$100,000,000 worth of property.

The efforts of the association have resulted in a perceptible and continual reduction of the fire insurance rates in the district, thereby saving property owners tens of thousands of dollars. Prior to the advent of the Downtown association the new year eve celebrations were attended with more or less roughness. During the last three years that they have been conducted under the auspices of the Downtown association they have been a pleasure and a delight. The use of sticks, brushes and paint has been prohibited. Automobile and masquerade parades have been introduced. The hilarious, good humored carnival spirit reigns supreme. People travel from the interior to enjoy the occasion.

PORTOLA FESTIVAL
So successful was the association with its New Year celebrations that it decided to give a carnival for the entire world. The discovery of the bay of San Francisco by Don Gaspar de Portola was made the occasion for this celebration. The association was, mainly instrumental in organizing the Portola committee.

No one who was in San Francisco between October 19 and 24, 1909, can ever forget the vast throng of visitors who came to the city. Their number is estimated at about 400,000. The carnival advertised San Francisco to the world and paid handsomely. During those five days San Francisco appeared to be the happiest city in the world.

President of the Downtown association shortly after this time, said that instead of finding a stern and sad people, as he expected, he found a people buoyant, hopeful and enthusiastic.

MANUFACTURING IS ON THE INCREASE

Richmond Furniture Factory Kept Humming With Big Orders

Fine Machinery and Skilled Help Building Up Great Industry

RICHMOND, Aug. 26.—One of the most rapidly growing manufacturing industries in Richmond is the extensive plant of the Richmond manufacturing company, or as it is better known in Richmond, the Schrock furniture company.

This plant covers five acres of ground and consists of several large buildings which house the different departments of the business. The site was chosen just at the northern intersection of the Santa Fe and Southern Pacific railroads, so that the facilities for the shipment of raw material to the plant and the finished product to all parts of the Pacific coast are unequalled.

The Richmond manufacturing company is allied with the California chair company, manufacturers of chairs, as the name indicates. The location of the eight large double buildings of the allied company is ideal.

Leading from the main line of the Southern Pacific railroad to the entrance of the receiving department is a private side track, where cars loaded with raw material are run in and unloaded. Lumber, brass and iron tubing, steel bars, steel rods, wire, etc., used in the various departments are bought by the ton, and cotton, kapoc, hair, ticking, feathers and all kinds of upholstery material are delivered in large quantities readily.

In the manufacture of furniture the lumber is first passed through a dry kiln and thence into the numerous wood working machines manufacturing the raw stock for dressers, commodes, chiffoniers, wardrobes, china closets, tables and all kinds of kitchen furniture.

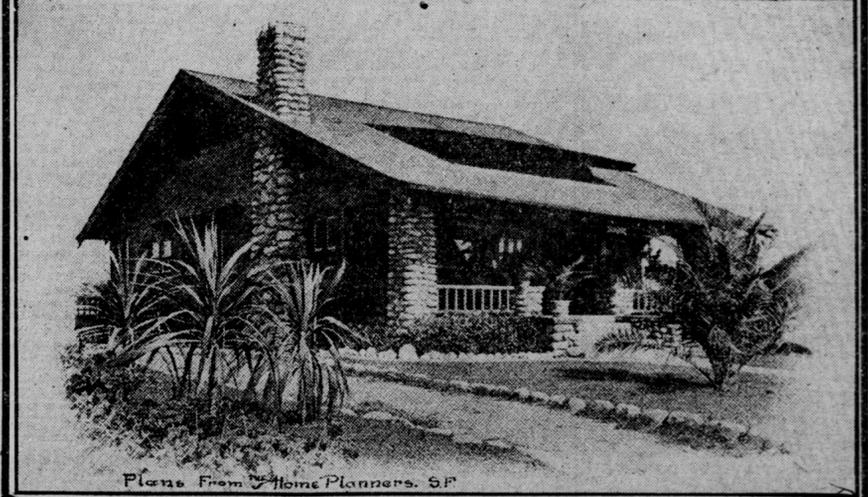
Adjoining the mill is the cabinet department, where skilled workmen are busy constructing and assembling the parts for the case work. The varnishing and finishing department is then entered. Here great care is taken to produce the best results. The knowledge of satisfactory finishing can only be acquired by years of experimenting and practical experience.

The iron and brass bed department includes and varnishing machine shop, polishing and burnishing shop, a dipping room, where the beds are enamelled.

As an adjunct to the iron bed department is the spring bed department, where large automatic weaving machines are busy all day day making weaves for the beds. The capacity of this department is always taxed to the limit.

An important department is the top mattress and upholstering shop. Here it is mainly hand work, and skillful, painstaking workmen under careful supervision are not only valuable but absolutely necessary in this department. Men are lined up at their benches making up floss, cotton, hair, wool and excelsior mattresses. Modern machines of every kind are in operation—stuffing and filling machines, cotton carder, excelsior machine and various pickers. No order is too large to be handled promptly and properly by the Richmond furniture company, and the class of work turned out is the best recommendation for one of Richmond's greatest industries.

Beautiful Homes in Burlingame ON EASY TERMS



Do you realize that you can own a bungalow for your rent money? Your home on a great big lot, among trees and flowers, only 25 minutes from San Francisco, with trains practically every 20 minutes, morning and evening.

A climate unsurpassed in the whole world—sunshine and flowers and outdoor pleasures, bringing health to the entire family.

We have just started the sale of 350 lots in Burlingame. Prices for big lots, 40 to 60 feet frontage, \$500 to \$1,250

10 per cent cash, balance \$10 and \$15 monthly. Every lot faces a street, oiled macadam, full width, sewer and water piped, stone walks and cement curbs.

We can arrange for a few houses on terms—first served. The land is all close to the station, with electric cars passing the property. No other land in Burlingame as desirable, or in as good shape as to street work, etc. Toward the hills from the railroad. Take electric cars running on Mission street to our Burlingame office, get map, look the property over, judge for yourself.

Everybody makes money by buying quick when we put up a new tract.

LYON & HOAG
636 Market Street, or Burlingame