

BUSINESS STIMULATED THROUGH THE EFFORTS OF IMPROVEMENT CLUBS



WILLIAM CROCKER

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D. DAVIS

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BERENSDEN

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Prominent officers and members of the Devisadero Street improvement association who have kept their noted thoroughfare to the fore.

DEVISADERO CLUB HELPS TO POPULARIZE STREET Influential Men of District Make Club Great Agency For Promoting Interests of Their Section

By C. F. ADAMS

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The lack of communication with the upper Mission and upper Market street section has always been felt as a drawback to the Devisadero street district. The improvement club has made considerable progress in securing a street railway franchise for a car line over Devisadero street to Market street at Sixteenth street, and down Twentieth street to Parkside street.

The territory through which the Devisadero street improvement association exerts its influence is well supplied with public schools, churches of all denominations, public squares and parks, and a great variety of stores, carrying stocks sufficient to supply the demands of a large and rapidly growing community.

FOR SALE COLEST. CORNER Stores and Flats Rents \$285. Large lot. Entire property rented. Price \$27,500 HARRIGAN, WEIDENMULLER & ROSENSTERN

BUILDING BOOM IS ON IN FRESNO Plans Being Drawn for Buildings to Cost Over a Million Dollars

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NEW RICHES SEEN IN THE NORTHLAND British Columbia's Premier Penetrates New Cariboo and Makes Glowing Report

There scarcely could be better illustration of the changed conditions of Cariboo and British Columbia today, as contrasted with the conditions of a few years ago, than is to be found in the report of Premier McBride, who has recently returned from a trip to the heart of the new Cariboo, beyond Fort George, the oldest center of white population in all British Columbia.

There are already several two story store buildings under construction. Excavation is going forward at a rapid pace and it is expected that within another month the work of laying the foundation will be started. Plans for the second hotel, a nine story affair, are now being drawn. This hotel is to be erected by the proprietors of the Hughes hotel of this city.

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BIG RESULTS ON SMALL ACREAGE Lawndale Farmers Take to Berries and Fruit Along With Poultry

"Land for diversified farming near Santa Rosa is being rapidly bought in small tracts," said O. C. Stine of Stine & Kendrick at his Montgomery street office. The farmers at Lawndale are going in for berry culture to a considerable extent. Loganberries, strawberries and raspberries are great money makers and the soil of Lawndale is unusually well adapted to their culture.

MORTGAGES SHOW HEALTHY DECLINE Loans on San Francisco Real Estate During Last Year Totaled \$44,899,847

Reviewing the mortgage situation for the last year, Thomas Magee & Sons' real estate circular states: There were 8,690 mortgages and deeds of trust recorded against San Francisco real estate during the year 1910, for a total of \$44,899,847. During the same period 5,790 releases of mortgages and reconveyances of deeds of trust were recorded. Before the new county recorder always published the amount involved in the releases of mortgages. More than reference to the record of old mortgages is not complete and the total amount involved in releases of mortgages has not been stated.

SALES AND LEASES BY T. J. NEILAN CO. Month of December Witnesses Closing of Important Deals

The T. J. Neilan company reports sales and leases for December as follows: For Mary E. Cryan to Flora Rosenthal, the lot in the west side of Third street, 80 feet south of Tehama, size 68x275. The purchase price was \$85,000 and the purchaser intends to erect improvements on the property at once.

BIG FURNITURE HOUSE LEASING NEW QUARTERS

Wolf & Hollman report having closed a lease for Barker, Knickerbocker & Bostwick to the F. W. Ten Winkle company, wholesale furniture dealers, for a four story and basement brick and steel building to be erected in the northerly line of Mission street, 375 feet west of Fourth, on a lot 45.6 feet frontage by a depth of 160 feet to Jessie street.

EVERY FARMER WHETHER FRUITMAN, DAIRYMAN OR POULTRYMAN, OWES IT TO HIMSELF TO LOCATE WHERE THE OPPORTUNITIES ARE GREATEST.

WILLOWS, CALIFORNIA OFFERS UNEQUALED ADVANTAGES GOOD SOIL DELIGHTFUL CLIMATE THE WATER SUPPLY THE BEST AND DISTRIBUTED THROUGH ONE OF THE GREATEST CANAL SYSTEMS EVER CONSTRUCTED. GOOD MARKETS CLOSE BY AND A WIDE RANGE OF PRODUCTS. FOR ALL CROPS GROWING IN CALIFORNIA MAKE BIG YIELDS IN THE SACRAMENTO VALLEY \$125.00 PER ACRE \$15.00 Per Acre Cash, the Balance in TEN ANNUAL INSTALLMENTS. Come and let us show you. If you can't come now, for further information, cut around dotted line and mail this coupon to THE SACRAMENTO VALLEY IRRIGATION COMPANY, H. L. Hollister Co., Sales Agents, WILLOWS, CALIFORNIA.

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