

PUBLICITY GREAT AID FOR SAN JOAQUIN VALLEY

Call's Campaign for Colonists Successful

Pictures and Stories of Rich Country Have Brought Many New Comers From East and Aroused Old Residents to Vast Possibilities of Their Part of State

STOCKTON, Dec. 13.—The season of 1912 will stand out as a banner year in the industrial history of Stockton and of San Joaquin valley.

The bumper crops of barley, beans, potatoes, celery, asparagus and vegetables of all kinds, of fruits of every variety, of grapes, hay and alfalfa, have been far and away beyond all expectations and justify San Joaquin's claim of being the richest agricultural section in the state.

Real estate men, farmers, produce men, manufacturers, transportation companies and the merchants are congratulating themselves and each other upon the returns from the season's work.

The 250,000 acres or so of tillable soil on the islands of the San Joaquin river have yielded a richer harvest than ever before, and more sales of tracts of small acreage have been made in the last year than during any such period since reclamation began. Prices have steadily advanced, though even at that productive lands can be bought today in San Joaquin valley at rates as low as in any portion of the state.

The increase in urban population and a more diversified demand for farm products are cogent reasons for "more and better" yields per acre. Necessity is forcing the United States to study intensive methods to the end that a family may now make a comfortable living on 10 or 20 acres and even acquire a competence.

But, as David Grayson puts it in "The Friendly Road": "No country, after all, produces any better crop than its inhabitants," and to the honor of San Joaquin valley, he is said, no section of the country produces a more thrifty, a more wideawake, enterprising lot of citizens than are to be found here.

VALUE OF ADVERTISING

In whatever line of business they may engage, the people hereabouts are fully alive to the value of advertising, and their faith in the advantages of publicity has been remarkable. During the year now closing a large number of colonists have come here from the middle west, the south and the east, attracted to a great extent by the Call's writings of the industries of San Joaquin valley and the accounts people who have returned to their homes with favorable conditions for farming that prevail here.

Scientific drainage and properly built levees afford absolute security to the island farmers. The irrigated farms of the uplands have increased 250.7 per cent in the last decade, and by April 1, 1912, fully 70,000 more acres will be under irrigation in San Joaquin county alone, while reservoirs and canals will conserve and direct the flow of the Stanislaus over a vast acreage of the valley that will in a short time put thousands of more acres of rich soil under intensive cultivation.

GOOD ROADS AND PROGRESS

The good roads of the county serve as a model for other parts of the state and have been the means of putting the entire outlying districts into close touch with the city. In fact, every town in the county is annexed to Stockton, and every road leading to the "metropolis of the San Joaquin" is the scene of swift moving transportation.

Auto stages and motor trucks perform the work of streetcars and delivery wagons for the country dwellers.

MOVEMENT BEGUN TO DEVELOP MARIN COUNTY

Resolutions and Mass Meeting to Start Big Campaign for Scenic Suburbs

On Tuesday, December 10, 1912, the board of trustees of Mill Valley unanimously adopted a resolution suggesting that all municipal and civic bodies and all newspapers join in a movement for the promotion of the welfare of Marin county.

The resolutions further recommended that a mass meeting be held, preferably in the town of Sausalito, for the purpose of starting this movement and particularly for the purpose of stimulating action on the part of the Sausalito people in behalf of the state highway. This action by the trustees has been followed by the Sausalito people who have called a mass meeting for December 19, at which time Highway Commissioner Loder will address the meeting.

The action of the Mill Valley board if carried out upon the lines suggested will not only lead material but will probably lead to the organization of a promotion movement, the need of which will become manifest in a very short time as the construction of the exposition progresses and as completion and opening of the Panama canal draws near.

With comparatively slight but properly directed efforts many internal improvements can be made in Marin county which will prove of immeasurable value and present the county in a becoming manner to the thousands of strangers who will visit this scenic region.

Many men of great understanding and large wealth reside in Marin who could be of tremendous assistance in a movement of this kind if they will co-operate. It only needs the proper organization intelligently directed to accomplish splendid results.

Want a Farm?

10, 20 and 40 Acre Tracts

New town on S. P. R. R., six hours' ride from San Francisco, on main State highway; district growing rapidly; good neighbors; good school; 1,100 acres sold in small tracts last month; soil very fertile; land level; healthful climate; abundance of irrigation water all the year. Terms are easy. Call or write today for full particulars.

Go-Operative Land & Trust Co. 599 MARKET STREET, SAN FRANCISCO.

while Stockton is also the focal point of a splendid network of steam and electric railroad lines. With the complement of the river craft of all kinds the transportation facilities of the "Netherlands" center are almost ideal. Artisans and mechanics as well as farmers are drawn to California because of the salubrious climate, and many thousands of them find employment here in Stockton's large industrial plants. Her manufactured products go around the world. Flows, harvests, dredgers, harvesters, wagons, engines, pumps and other implements of Stockton make her to be found in South America, in Africa, in India, on the steppes of Russia and on our own deserts, as well as in all the more civilized places of the globe.

Information on all these subjects has been widely disseminated through articles printed in The Call during the last four months.

Farming by electricity is the newest phase in California life that gives promise of ease and wealth to those seeking a home here.

Away up in the mountains of Tuolumne and Amador counties the torrent has been harnessed the dynamo, and down through the valleys electricity, the monarch of all power agencies, is enlisted in the cause of development. The inexhaustible power from the "everlasting hills" is carried to the reclamation and irrigation pumps, to the big dairies and to every useful contrivance that needs power or light.

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RECENT REALTY TRANSACTIONS

During the last week 111 deals in real estate were closed by local agents, showing that the fall boosting continues active despite the waning of the season.

At the "winter products exhibit," which opens Wednesday at Sacramento, Stockton and San Joaquin county are well represented by 165 specimens in charge of J. E. Hall, superintendent of the Stockton Chamber of Commerce.

Next Wednesday will be Stockton day, and local real estate men are planning to visit the capital city in large numbers in automobiles, by electric and steam cars.

The publicity committee of the realty board has representatives at the show whose business it is to "boost Stockton and San Joaquin county, first, last and all the time."

The exhibit in charge of Hall includes almost every known variety of apples, beans, grapes, oranges, cabbage, radishes, alfalfa seeds, grapefruit, oyster plant, cress, artichokes, kale, carrots, persimmons, broom corn, sunflower seeds, Egyptian corn, strawberries, Burbank cactus, pepper, onions, peas, squash and other fruits and vegetables too numerous to mention.

In a speech given here last Monday evening at a mass meeting, George H. Maxwell of New Orleans urged his hearers to get back of the Newlands bill and continue their efforts until all the water problems are solved by federal aid.

In conclusion Maxwell said: "The Newlands measure will be worth all the money that Uncle Sam has ever spent for his river and navy, but it will be for the preservation of life and happiness." PAULINE R. BIRD.

SAN FRANCISCO CASH GOES INTO RICHMOND

Four Story Building Is Projected—Women to Build as Investment.

RICHMOND, Dec. 13.—San Francisco parties are to erect another four story building in this city, having purchased from G. L. Messerle the corner at MacDonald avenue and Tenth street, paying \$25,000 for a lot that could have been had years ago for \$3,500. They will begin building within 60 days, it is announced.

Messerle, who came here from Eureka and made a comfortable fortune by realty investments, is building a 50 foot addition to his apartment house at Neveln avenue and Ninth street.

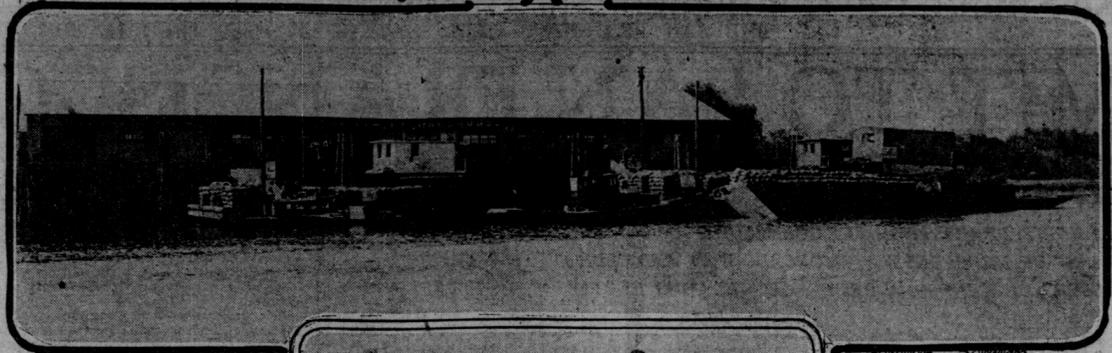
Mrs. A. W. Draper, a wealthy San Francisco woman, will erect several substantial homes here as an investment. She has bought a large number of lots, her most recent investment being three lots in Eleventh street, between Richmond and Biessel avenues.

Mrs. Lillian S. Berry of Berkeley being the seller, at a good profit, considering the short time she held the property.

The pool of local capitalists being formed to purchase Richmond harbor bonds will probably be able to bid on at least the first issue of \$400,000. It is said that W. K. Cole, Mrs. Betty Green's representative, who recently bought into the Bank of Richmond, is interested with Ben H. Griffins of the Mechanics Building, John H. Nicholl and others in the proposition.

WHEN IN STOCKTON STOP AT THE **Imperial Hotel** Under New Management Sample Rooms A. A. LYNCH, Prop.

PHOTOGRAPHS SHOWING RIVER BOAT LANDING WHENCE PRODUCTS OF RICH VALLEY LAND FIND THEIR WAY TO MARKET AND TYPE OF SCHOOLHOUSE IN RAPID GROWING SOUTH SAN JOAQUIN IRRIGATION DISTRICT.



SANTA FE WAREHOUSE ON SAN JOAQUIN RIVER

CIVIC CLUBS WORKING FOR THE BOND ISSUES

Indorsement Given to All Measures Designed for City's Betterment

For the bond election to be held December 20 the indorsement of the Civic League of Improvement clubs has been given to all the proposed bond issues. This took place at a meeting held Thursday evening.

The league also nominated officers for the ensuing term as follows: President, R. A. Roos; first vice president, J. M. Kepper; second vice president, Dr. Julius Rosenstin; third vice president, Alexander Russell; treasurer, George Skaller; secretary, Charles F. Adams; financial secretary, T. P. Martin; William K. Gutzkow was named as the representative of the league on the shade tree commission of the city. A "get together" banquet was decided on for the January meeting.

TWIN PEAKS ASSOCIATION
The Twin Peaks association of improvement clubs at its last meeting indorsed all the bond issues to be voted on December 20 and appointed a campaign committee composed of J. L. Howe, L. H. Peterson, J. L. Polito, H. Becker and H. Braunsel to advocate the purchase of the Suro Heights property, land for the aquatic park and the Twin Peaks scenic park.

McKINLEY SQUARE
The McKinley Square Improvement association is having considerable success in securing improvements for the district, among which is the \$60,000 Patrick Henry school. When the school is completed it will be presented with a large American flag by the association. The necessity for car service is one which is occupying the attention of the club.

NOE VALLEY PROMOTION
Through the efforts of the Noe Valley Promotion association, the paving around the Noe Valley school is being done, and by the passing of charter amendments 19 and 20 the association



SCHOOL HOUSE AT ESCALON

will soon commence an active campaign to have the streets of Noe Valley cut through and fixed. Plans are being made to work for a playground in the valley. The association is trying to have the supervisors pave Chattanooga street with basalt blocks, as it is the main artery to the valley. On December 18 an open meeting will be held at Willopi hall on bond elections, the association having indorsed all the proposed bond issues.

SUNSET IMPROVEMENT CLUB
This organization has elected officers for the coming year as follows: President, John R. Jones; vice president, M. W. Moon; secretary, P. L. Brown; treasurer, Herman Morris; executive committee, D. S. O'Brien, Phil J. Diaz, J. M. Gregory, George L. Allen, Dr. J. G. Brady, George J. Steiger, O. F. Williams, E. P. Connolly, Raymond Perry and G. R. Sullivan.

OUTER MISSION ASSOCIATION
The Outer Mission Political Promotion association has been organized to participate in civic matters, and will work for permanent improvements as well as along political lines. Officers will be elected in January.

NORTH BEACH PROMOTION
A meeting to discuss the proposed bond issues will be held by the North Beach Promotion association, Wednesday evening in the Jean Parker school, mayor.

others will talk. The aquatic park will be made a particular subject.

LARGE TRACTS SOLD THROUGHOUT STATE

Sales of large tracts of land for subdivision and colonization are reported from every quarter of the state. Seven thousand acres were sold by the Dougherty estate, Contra Costa county, to the Tessajara Land company for \$1,000,000; 23,000 acres of the Hoxie-Shields ranch, Shasta county, to C. C. Moore, president of the Panama-Pacific international exposition, for \$125,000; a tract of 439 acres in Sutter county sold for \$40,000; trees and vines are to be planted. Stine and Kendrick have bought a 14,000 acre tract of the Tubbs-Tuttle river lands in Yolo and Colusa counties and are now subdividing it. It will be known as the Riverside garden farms.

A syndicate has bought 10,000 acres in Sutter county at \$37.50 per acre for reclamation and subdivision. Four sections in the Colinga field were sold at \$1,000,000 by A. L. Myerstein to J. D. Martin.

It is said that 5,000 acres in northern California will be put in rice next season. From the 1,700 acres planted this year the yield is estimated at 60,000 sacks. Hindus are buying rice land in Butte and Sutter counties. A Japanese lease for five years at \$50,000 was made on 400 acres for a hop ranch near Nicolaus, Sutter county.

A new town is to be established on the Oakland-Sacramento line in Montezuma township, Solano county.

LARGE SUMS LOANED ON CITY REAL ESTATE

Savings Banks Advancing Money Freely to Finance Sales and Improvements

In spite of the approach of the holiday season mortgages on city real estate keep up to a high figure. The largest loan made this week was by the Hibernia bank to Mrs. Theresa A. Oelrich. The sum was \$755,000 on the Fairmont hotel property at the northeast corner of California and Mason streets. The mortgage is for one year at 6 per cent.

A considerable number of loans were made this week by the savings banks in good sized sums to facilitate purchases and for improvement purposes, among which are the following:

The Savings Union bank made a building loan of \$20,000 to Bert Schlesinger to erect brick stores and apartments at the southeast corner of Clay and Powell streets, on a lot 68x30. The Humboldt Savings bank loaned \$20 to J. H. Johnson to build three flats in the east side of Ninth avenue, 175 feet south of C street.

The German Savings bank made a renewal loan of \$30,000 to A. Petzold on property at the northwest corner of Jackson and Front streets, on a lot 45x137.8.

The German Savings bank made a building loan of \$20,000 to the George Wagner company to erect a three story class C apartment house to cost \$46,000 at the northeast corner of Valjeo street and Van Ness avenue, on a lot 94x57. The Savings Union bank loaned \$60,000 to W. J. Voss to build a hotel at the southwest corner of O'Farrell and Jones streets, on a lot 90x111, irregular.

The Italian-American bank made a building loan of \$15,000 to O'Donnell & Stanley to erect automobile stores in the north side of Pine street, 125 feet west of Van Ness avenue, on a lot 61x137.8.

LEASES CLOSED RECENTLY

Kerner & Eisert announce the following leases recently closed by them: Estate of J. W. Quick to B. C. Van Emom, store and basement brick building at 253 First street, for a term of five years at a total rental of \$6,000.

Estate of J. W. Quick to Eugene Smith company, two upper floors of brick building at 231 First street, for 30 months at a total rental of \$2,250.

Lillie R. Henderson to A. Carle, store at 2708 Mission street, for a term of five years at a total rental of \$4,500.

C. A. Zinkand to J. W. Wallace, apartment in San Carlos apartment house, 1770 Pacific avenue, for a term of one year at a total rental of \$600.

Charles A. S. M. Silver, store at 2723 Mission street, for a term of five years at a total rental of \$4,500.

L. M. Mumford to Geller, Covell & Geller, store at 1002 Buchanan street, three years' lease, total rental \$4,500.

John Hughes to S. Weissbluth and J. Schlang, store at 1023 Fillmore street, for a term of five years at a total rental of \$6,000.

Automatic Vaudeville company to J. Kinman and H. Hepprich, store at 1744 Haight street, for a term of three years at a total rental of \$1,400.

Automatic Vaudeville company to E. Muntz, store at 1702 Haight street, for a term of three years at a total rental of \$1,050.

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