

### DEVELOPMENT OF CALWA DISTRICT AROUSES VALLEY

Remarkable Improvements in Fresno Suburb Cause Rapid Sale of Good Investment Properties

### NEW ADDITIONS PUT ON MARKET

Manufacturing Concerns See Opportunities in Railroad Improvements

The announcement of the Santa Fe railroad that it intends to establish a new freight and passenger yards, and build new shops and terminals at Calwa, a suburb of Fresno, in Fresno county, has caused a remarkable stir in real estate activities in the Joaquin valley.

The move made by the railroad company means the beginning of a development that probably will considerably alter the present map of the San Joaquin valley and make that territory contiguous to Calwa one of the most thickly settled in the entire valley.

The Santa Fe is now working on its project, carload after carload of modern machinery having been moved into the neighborhood of the new shops and yards, and building activities are being pushed as rapidly as conditions will permit. Calwa is but two and a half miles from Fresno, and the decision to move its terminals and shops to that city was made by the railroad because of the congested conditions at Fresno, where they now are located.

One of the developments of the Calwa good fortune has been the opening of Calwa townsite, immediately north of the yard district. This townsite has been improved after the standards of Calwa itself, which are thoroughly modern. The townsite, which is a 40 acre tract, is far enough away from the yards to be free from any noise or other disturbance arising from the railroad properties, and yet it is close enough to accommodate the employees. The Santa Fe already has expended more than \$1,000,000 in improvements in this neighborhood, and the company which is developing the Calwa town site—Saunders & Leas of Fresno—has also spent many thousands of dollars in improving its property and making it one of the prettiest home sites in the Fresno district.

More than 70 houses already have been built in the townsite. There are all kinds of business houses, nearly every commercial activity being represented. Many more houses are under contract. The lots in the townsite have been virtually all sold. There are but few still available to the investor or small home builder.

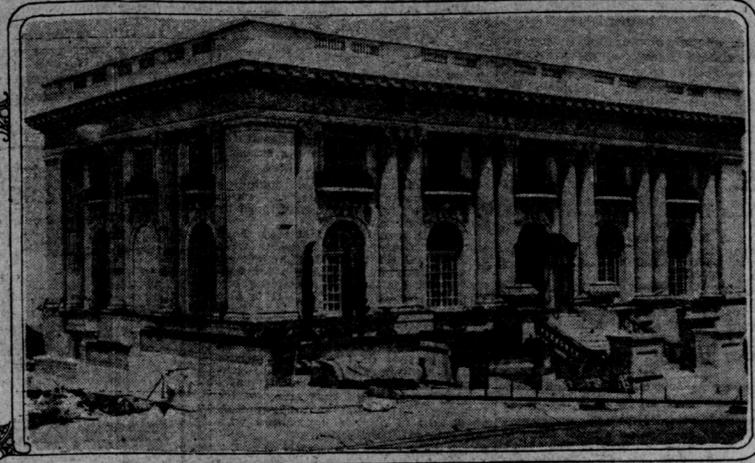
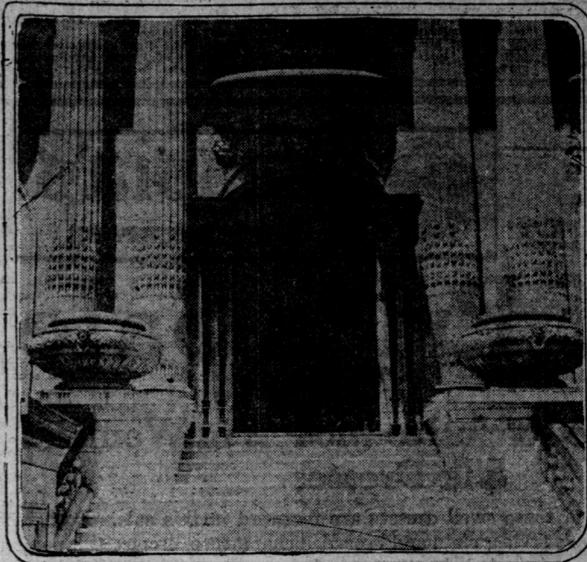
The same realty company, Saunders & Leas, has opened another addition, North Calwa Addition, which is directly north of Calwa and adjoining it. This townsite or subdivision has been given the same improvement that was given the original townsite, and its lots are selling rapidly to Santa Fe employees and others, who are taking advantage of the rapid development of this little city.

The streets in this addition all are graded, cement curbs have been put in, sidewalks have been laid, phone service installed and electric lines, which are illuminated nightly, have been put in the streets. There is city water, with fire protection, and the lots are being sold under building and racial restrictions which promise to make of North Calwa Addition an admirable home site. An \$8,000 schoolhouse has been erected in the addition, directly in the path of Calwa's growth toward the city of Fresno. Eventually the city will become a part of Fresno itself, thus giving lot purchasers now the alluring prospect of being owners of valuable property in the capital of the raisin country before many years have passed. Sixty trains a day go through Calwa, thus affording the residents better connections with the cities to the north and south than are afforded those of any other city in the San Joaquin valley.

Saunders & Leas also are developing Calwa Heights, selling half acre lots in this beautiful suburb for \$600. This site was a 40 acre tract covered with beautiful vines and fruit trees. It has been subdivided into the half acre homesites in a manner that makes the site an admirable one for semisuburban summer homes. The streets through this addition are a continuation of the streets that run through Calwa, and along these streets city water is being piped. Calwa Heights is adjoining North Calwa Addition.

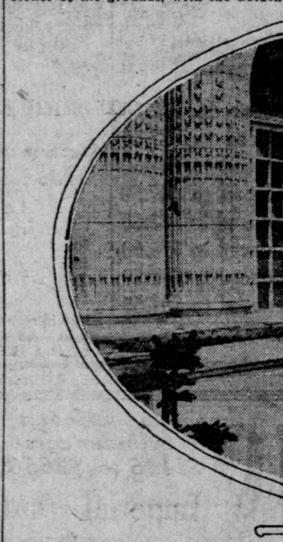
Another Calwa development project of Saunders & Leas, who are one of the best known realty firms in the entire San Joaquin valley, is Calwa Acres, a 40 acre tract selling in five acre tracts. Nearly all of these tracts have been sold. Many of them are being held by their purchasers for subdivision purposes when Calwa Heights and North Calwa Addition have been sold out. For an investment, or for home

# NEW A. B. SPRECKELS HOME SPLENDID MANSION Beautiful Italian Gardens Overlook the Golden Gate



### Art of All Ages Combined in Magnificent Marble Residence

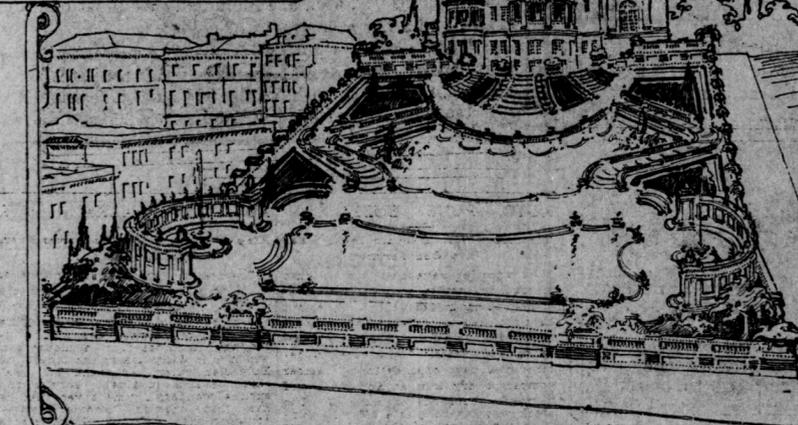
WHEN the millions of visitors to the Panama-Pacific International exposition arrive in San Francisco, they will be given the opportunity of seeing in San Francisco, one of the finest residence mansions in the world. This will be the palatial new home of Mr. A. B. Spreckels, now nearing completion in Washington street, occupying the property between Octavia and Jackson streets.



Here a magnificent home, to cost in its completion probably more than \$1,000,000, is gradually rising under the direction of the best of architects, builders, gardeners and artists in the west. With the beautiful expanse of the bay stretching away from every corner of the grounds, with the Golden Gate glistening in the distance like a portal inviting the ships of the west to come and see the grandeur of the Americas, and with a broad sweep of city streets, pyramiding houses and distant hills, widening out to the north, the new Spreckels home will crown the city like a royal palace, a veritable treasure of the generation's climax in artistic home building.

For many months Gustav de Bretteville and A. J. Evans, acting as agents for Mr. Spreckels, have been buying the property which is the site of the new home. With a frontage of 200 feet in Washington street, 256 feet in Octavia and 200 feet in Jackson, the house will stand as guardian of a beautiful Italian garden unequalled for imposing splendor and landscape beauty in the United States.

The new mansion will mark an epoch in the architectural history of San Francisco and the entire west. The plans and their materialization have attracted attention in architectural circles in almost every city of the United States. The completed home will represent a perfection of all the arts in stone, marble, bronze, mosaics, marble and plastic interior decorations. The designs of these interior decorations and their execution are not excelled, seldom equaled, in any of the European masterpieces. Nowhere in America has the home builder before attempted anything in so lavish magnificence. The effect of the house and its gardens, its interior and exterior, upon the cultured visitors who come from the art capitals of Europe to visit the exposition, will be an indication of an architectural and artistic appreciation here superior even to that of the larger cities of Europe.



### GREAT INCREASE IN PINEAPPLES

### Ten Years' History of New Packing Industry in the Islands Is Remarkable

One of the industries of the Hawaiian Islands about which the least is popularly known in the United States, and which yet gives promise of rivaling the sugar industry in its magnitude, is the pineapple packing, which is assuming large proportions in the islands. According to reports just at hand from the islands, more than 1,300,000 cases, or 31,000,000 cans, of pineapples were shipped from the islands in 1912. The remarkable growth of the industry may be imagined when it is found that in 1903, when the industry was new, comparatively, but 4,000 cases, or 50,000 cans, were shipped in the entire year.

The principal reason for this great increase in the consumption of these goods has been the fact that the product, as it finds its way from the pineapple plant to the tables of the consumers in the United States, has made more and more thousands of friends because of its purity, excellence and incomparable quality. The climatic and soil conditions of the Hawaiian islands are better adapted to the maturing of the pineapples than are those of any other spot on earth. There is great care shown throughout the islands in the selection of the fruit grown for this purpose. Only the very finest grade—the smooth Cayenne—is allowed to grow where the pineapple is cultivated for packing purposes. In the equable climate of the islands, where the dew and sunshine combine to make the soil a perfect nursery for the most delectable of fruits, the pineapple produced is the purest fruit grown. This makes the quality which has become so popular wherever the canned pineapples, with the Hawaiian trademark to set them aside from the fruit of other lands, reach the table of the consumer.

contain starch that in the ripening process becomes transformed into sugar. The pineapple contains no starch whatever, its sugar being formed in the leaves and in the stalk. As soon as the pineapple is removed from the stalk the ripening process is halted. So it may be understood why the pineapple can not be picked green. If it should be, the fruit would never ripen and never reach a condition satisfactory to the market. The Hawaiian pineapple is packed by 10 different concerns and is sold under many labels, some of the cans being marketed under the name of the packer, others under labeled names of the larger retailers and wholesalers in the United States. The canning of the fruit in the Hawaiian islands has been an industry only 10 years' life, and yet there are many millions of tables in the United States to which the delicious pineapple, fresh from its can, is a welcome delicacy. One of the favorite forms in which the pineapple is brought from its Hawaiian home to the tables of the consumers in the United States, is as a drink—a drink which, for delightful flavor and medicinal purposes, is unequalled in any of the fruit products. The merest mention of pineapple juice, brings to mind the name Dole—for it is with Dole's pineapple juice, golden and clear in its transparent bottles, that the American public is most familiar. Dole's pure Hawaiian pineapple juice is the one perfect nonalcoholic beverage. Nature's own well balanced blend of fruit acids, sugar and albuminoids of pronounced digestive influence, it is at once snappy and satisfying without cloying the palate. It is the absolutely pure juice of these ripe Hawaiian pineapples. At no stage of the process is any foreign element of any kind whatever added to the juice. It is handled in apparatus constructed of substances known to be free from chemical action on the juice. It contains no added water, sugar, acids or preservatives of any description. It is not bottled but is preserved in bottles in its fresh and unfermented state by the most delicate scientific processes. The production and bottling of pure pineapple juice by Mr. James D. Dole followed as a natural response to a demand by dietetic experts and physicians for a product embodying the peculiar digestive element contained in the Hawaiian pineapple, which is such an active remedial agent in throat and stomach troubles; and many a little sufferer from diphtheria has found permanent relief in the juice of this wonderful fruit. What more pleasing thought can be imagined than the concentration of the flooding tropical sunshine of Hawaii into the golden juice of a fruit and this is why the thought of Dole's pineapple juice is so refreshing to the ailing one.

The accompanying cut shows a study for the beautiful landscape gardens which are being designed as an appropriate setting for the new residence for Mr. A. B. Spreckels, which crowns the summit of the hill at Washington and Octavia streets, San Francisco. The house itself and a study of the main entrance also are shown. These gardens are designed, as were the finest of those celebrated Italian masterpieces, by taking advantage of the beauties of terraces, flowered slopes, water effects and other architectural accessories. The great charm of terraced gardens, which are available in San Francisco by virtue of its hills, are seldom developed to their greatest possibilities. Also in these gardens special study will be given to the grace of the tree and plant forms and to the color schemes of the flora that it may be appropriate to the varying seasons obtainable in San Francisco. Due regard will be taken for the beauty of the design, as seen from both Jackson and Octavia streets, as well as from the residence itself. This is the first example in San Francisco of a residence of such note being given a setting in harmony with its design, both in site and architectural character. G. A. Applegarth is the architect. The house, property, gardens and interior furnishings will represent an expenditure of \$1,000,000 or more.

### Architectural Triumph Rises on Crest of Hill to Greet the 1915 Visitors

tones harmonious to the adjoining bronzes. Entering the main hall, the visitor confronts an imposing spectacle of splendor which discloses the grandeur of the interior plan. Directly opposite the main entrance is a Pompeian court. To the left is a reception room and grand salon, opening away with a sweep of the magnificence that is hardly conceivable to one who is not familiar with the grandest salons of Paris and Vienna. To the right of the reception room is the den, the immense living room, the dining room and serving pantries.

The main hall is an interpretation of the graceful lines of the Georgian period. It will have a superbly marble floor and base. From this hall leads the main stairway to the second floor, made of solid steps and cast bronze grill work of graceful scroll design after the patterns of the famous stair grill of the chateau of Chantilly, France. The Pompeian court will be decorated in rich colorings characteristic of its inspiration, and will house a graceful fountain recently imported from Italy. This fountain is of exquisitely carved marble.

The grand salon is a refined treatment of the Louis XVI period, is 23 feet wide and 51 feet long, and is adorned by a carved marble mantel. The reception room is of the same period. For the den the English fashion is carried out in weathered oak for the entire walls, ceiling and mantel. In the living room the Italian renaissance ideals are presented, with a rich colored ceiling, carved windows, architraves, marble doorways and mantel. A particularly charming feature of the interior architecture is the elliptical dining room, which accommodates so fittingly the circular table. From this room the ever changing panorama of the bay is seen from the great windows. The decorations are to be in the graceful Adams style.

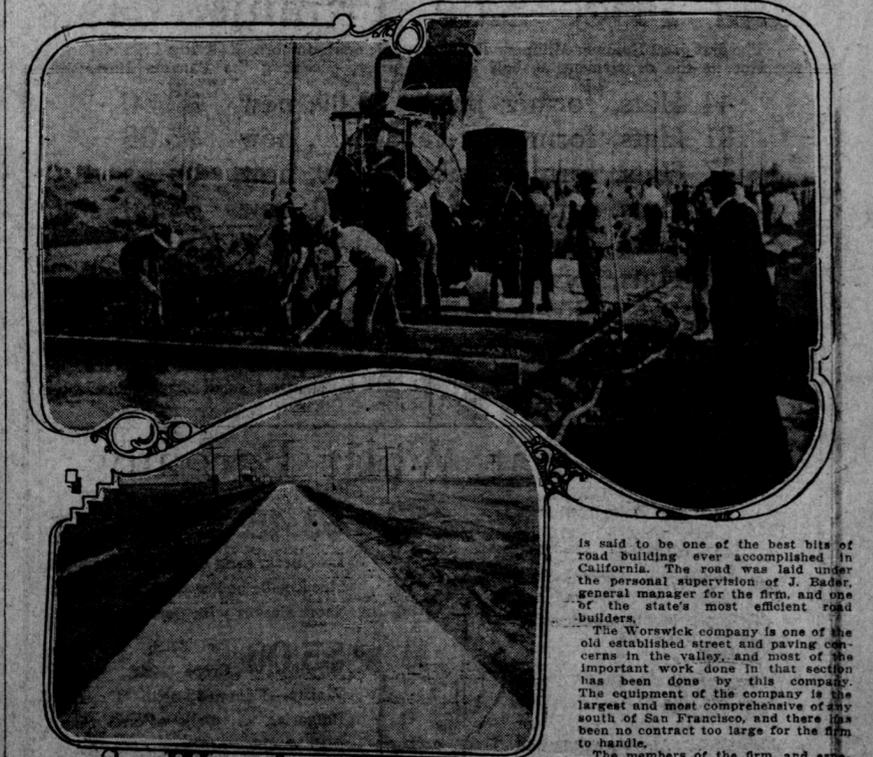
On the second floor there is a great, roomy hall, around which the private apartments are grouped. The library is on the northern side of this hall, its windows overlooking the bay. Mrs. Spreckels' suite is finished in the Louis XVI style, the boudoir decorations being especially designed in Greuby tile, so colored to harmonize with the suite arranged for Mr. Spreckels, with its bath in Greuby tile.

The Georgian schemes of decoration have been followed in the library, while in the main guestroom the Adams methods were adapted. A wide, roomy children's playroom, during the run through its broad windows, has been provided for.

The automobile entrance to the grounds leads to the eastern side of the residence, where there is an automobile doorway leading into the basement floor and to an elevator which connects with all stories. On this first basement floor there also is the commodious kitchen, which has every modern improvement and convenience for a domestic culinary department. The walls of the kitchen are of tile, the floors of a sanitary composition, and the tables of Italian marble. The dumb waiter connects the kitchen with the serving pantry.

In the second basement a fully equipped garage has been built, as also have various service rooms. The most splendid feature of the house will always remain, the beautiful Italian gardens, spread where all may see who visit the neighborhood. Their varied colors will even be reflected to the incoming ships carrying the thousands of visitors to the exposition, which will shine in all its glory directly below the residence site. These gardens and the home within them will be one of the show places of San Francisco, as great credit to the city as to the daring of Mr. A. B. Spreckels, who has created it.

### Fresno Road Builders at Work On the State's New Highway



One of the good roads factors in the of state highway to be actually completed and opened to traffic was finished Street Paving company of Fresno, California. It is to the credit of this firm, which is one of the largest road builders in the state, that the first stretch near Fresno which this firm completed

is said to be one of the best bits of road building ever accomplished in California. The road was laid under the personal supervision of J. Bader, general manager for the firm and one of the state's most efficient road builders. The Worswick company is one of the old established street and paving concerns in the valley, and most of the important work done in that section has been done by this company. The equipment of the company is the largest and most comprehensive of any south of San Francisco, and there has been no contract too large for the firm to handle. The members of the firm, and especially Bader, who is in active charge of the concern, are all good road builders, and are doing their share in promoting the good roads sentiment, which bids fair to make Fresno county one of the model counties in this respect in the state.