HIGHWAY TO HELP BOOST OAKLAND

Real Estate Interests Predict Influx of Tourists at Opening of Lincoln Memorial

In the opinion of leading real estate men of Oakland the fact that the Lincoln memorial highway will have its transcontinental terminus in Oakland will be a tremendous benefit to the city. In fact, one of the leading operators goes so far as to predict that in actual benefits the Lincoln highway will rival the benefits that would accrue from a new transcontinental railway.

Four and a half million dollars has already been raised by the Lincoln Highway association. The money is simply pouring into the national headquarters from manufacturers of automobiles and other accessories who will largely benefit, and from motor car owners who want to see this great highway a reality.

Circulars issued by the Lincoln Highway association state that when the road is complete the trip from New York to San Francisco can be made "in comfort" in 12 to 15 days. With the constantly decreasing of prices and constantly increasing efficiency of motor cars, it is certain that the trip can be made far more cheaply than by train. With the wonderful concrete based, bituminized roadway that is planned and with service stations at short intervals, there is no question that the trip by the Lincoln highway will be far more comfortable and delightful than by train.

Furthermore, thousands upon thousands of persons in the east want to have their cars with them in California. At present the expense of shipping a car from New York is considerable, despite which hundreds of well to do people have their cars shipped to California every season. With a smooth road at easy grades, and a straight course from New York to San Francisco, untold numbers of motorists will take advantage of the fact to bring their car out for use over the splendid California roads.

Paul Dinsmore, sales manager for Wickham Havens Incorporated, speaking of the benefit to Oakland of the Lincoln highway, predicts that when the road is complete at least 300,000 tourists will come rolling into Oakland every year, or 60,000 machines, with an average of five passengers to the car.

With the $4,500,000 at present available, and the whole country enthusiastic over this Atlantic to Pacific highway, the directors of the association expect that they will have a first class, complete highway early enough in 1915 so that motorists can come via the highway to the Panama-Pacific exposition.

The worst parts of the road will be completed first and it only requires the construction of a few hundred miles to increase the efficiency of the present overland trail 100 per cent.

Oakland real estate dealers are enthusiastic over the prospect and several movements are already on foot to raise funds to be forwarded to the national association.

NEW ELECTRIC SERVICE

The inauguration of service of the Melrose broadgauge Southern Pacific electric line from Hillsdale avenue, at Havenscourt, the present terminus, to Dutton avenue, San Leandro, is an event of far reaching importance to the city of Oakland.

The new extension is nearly four miles in length. The track is laid, the poles are in place, the wire is strung, the streets are paved and the Southern Pacific has given its absolute assurance that trains will be running October 1. In fact, it is compelled to do so by the terms of its franchise.

The district that will be opened up is naturally one of the most attractive in Oakland. It is very generally known as the "warm belt," being from 5 to 8 degrees warmer than the north and west portions of the city nearer the bay. The soil is famous for its fertility, as the wealth of flowers and greenery in Havenscourt and Broadmoor testify.

The new district that will be given the best kind of San Francisco transportation by the new line contains about five square miles, or equal in area to all of San Francisco north of Townsend street and east of Van Ness avenue. Fine homesites can be bought very cheaply at the present time, but it is anticipated that the Southern Pacific will operate to increase values very markedly. Among the better known subdivisions which will be served by the new line are Electric Loop tract, Iveywood, Hollywood terrace, Toler heights, Kenwood and Broadmoor. The line already runs to Havenscourt and will run through it after October 1.

A very large part of the new district is restricted to residences, but business property will develop about the stations, and great activity along this line is anticipated.

The fact that this district is traversed by the Foothill boulevard is another powerful factor making for its rapid development. The Foothill boulevard and East Fourteenth street are the great arteries to the southeast, which is the only direction in which Oakland can grow. There is no doubt that the Key Route, which now runs to Melrose, will be compelled by the competition of the Southern Pacific to establish a service to San Leandro also. In short, all signs point to extraordinary development through this entire splendid district.

English Channel Tube Likely Within 5 Years

PARIS, Sept. 20.—M. Sartiaux, chief engineer to the northern of France railway, has expressed the opinion that within five years at the most the long projected channel tunnel will be an accomplished fact, and that it will be inaugurated by King George and President Poincare shaking hands in the center of the tunnel.

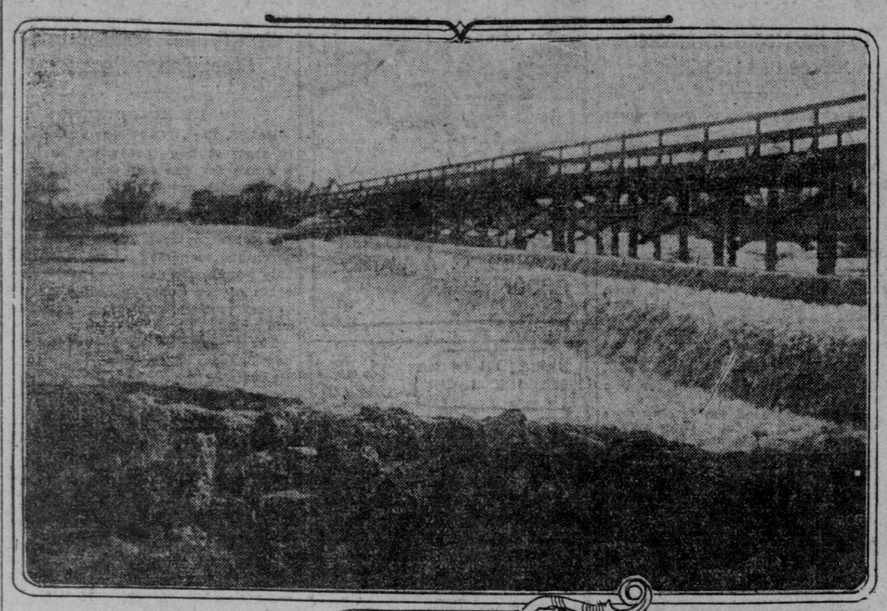
The cost of the work, which would have to be constructed at a depth of about 350 feet below the surface, would amount to about $80,000,000, which would be speedily subscribed by the Nord and other companies, convinced as they all are of the financial success of the undertaking.

LABADISTS IN HOLLAND DO NOT USE MIRRORS

There is a sect in Holland known as the Labadists, among whose members the use of mirrors is strictly prohibited. They are fishermen—very prosperous—and their houses, with their china and silver ornaments and prints of the house of Orange, and great bibles with silver clasps and manifestly preternatural neatness, are very interesting to see."

The Dam That Guards An Empire

Government weir on the Sacramento river that prevents high water from flooding River Garden farms.



LAND SHOW WILL LURE MANY SETTLERS

Army of Home Seekers to Have California's Opportunities Pointed Out

At a meeting of the San Mateo Development association last night, at which President A. L. Harrigan of the San Francisco real estate board and General Manager Edward H. Brown of the California land show were present, it was decided to contract for 1,000 square feet of floor space and to appropriate sufficient funds for an elaborate exhibition of the products of that county. This places San Mateo county second in the list of large holders of floor space at the land show, the first being Alameda county, which has taken 1,200 square feet. Sacramento, Sutter and Yuba counties share third honors with 900 square feet each. Many of the counties have increased their contracts for space, as well as their appropriations for exhibits, and as the time for installing exhibits approaches enthusiasm increases.

It is generally realized that the California land show and home industry exhibition presents an unusual opportunity for the counties to advertise their products and resources before a select audience. The report of the passenger traffic departments of the various lines coming into California indicate that there is to be an unusually heavy home seekers' excursion business this fall, which will bring, at the very lowest estimate, 50,000 home seekers into California during the month of October and the latter part of September. As it is pointed out by the railroads, these passengers traveling on one way tickets are genuine home seekers, and the greater proportion of these are in search of farm locations.

In the farming sections of the east and middle west there is every year a general exodus of dissatisfied farmers toward the Pacific coast and the northwest. California, because of the great stretches of inexpensive land, the fine climate and other conditions which make agricultural life comfortable here, claims a large share of these people who have sold out their claims in the east. In many cases these people have considerable capital to invest and in the great majority of instances they are seeking for locations which they wish to rent on long leases or to purchase.

It is readily seen that the land show, with its display of original products from the soil of California, will be the objective point of these excursionists this fall, and it behooves every county to have an adequate representation, so that a share of this valuable class of population may be secured.

"As the members of the San Francisco real estate board point out, it is the country that requires the first consideration in the development of the entire state, and the land show has been undertaken not as a direct source of profit to the real estate board, which undertook the expense, but as the means of bringing about general prosperity to the entire state by the building up of the farming sections. This, as stated by President A. L. Harrigan of the real estate board, is the substantial basis upon which the permanent prosperity of the state depends.

"During the month of October and the latter part of September," said Mr. Harrigan, more than 50,000 homeseekers are to be brought into this state. These people are small farmers who have become dissatisfied with living conditions in the east and have come to California to continue their operations under more agreeable conditions. These are the people which the various counties and communities of California will make an effort to secure as settlers. It will depend upon the attractiveness of the showing made by the various counties as to the result they will secure from the land show. It will be like selling merchandise of any kind. The best arguments and the most attractive displays will be likely to secure the greatest number of customers.

"On the other hand, the California land show will be a revelation to the people of the state—to the thousands of visitors who will be here during the Portola—regarding the wonderful resources and the marvelous possibilities of the various sections of the state. It will be an exhibition of a unique sort. The exhibits will be artistic and the great pavilion, covering more than 100,000 square feet of floor space, will be transformed into a veritable forest of redwoods, among the branches of which will be strung thousands of gaily decorated incandescent lights."

The exhibitors are being encouraged to display their best by the offer of 250 premiums, consisting of loving cups, gold, silver and bronze medals. Besides the premiums to counties, real estate firms, etc., especial premiums to exhibitors of California products only will be awarded as follows:

One of the houses built for the Quaker colony being brought to the River Garden Farms.

MACHINERY

Best general display of machinery for mechanical transmission of power—First, gold medal; second best, silver medal; third best, bronze medal.

Best exhibit of traction engine—First, gold medal; second best, silver medal; third best, bronze medal.

Best exhibit of gas engines—First, gold medal; second best, silver medal; third best, bronze medal.

Best exhibit of irrigating pumps—First, gold medal; second best, silver medal; third best, bronze medal.

AGRICULTURAL MACHINERY

Best display of agricultural machinery by one house—First, gold medal; second best, silver medal; third best, bronze medal.

Best display of road plows—First, gold medal; second best, silver medal; third best, bronze medal.

Best display of plows other than road plows—First, gold medal; second best, silver medal; third best, bronze medal.

AUTOMOBILES

Best display of automobiles—First, gold medal; second best, silver medal; third best, bronze medal.

PLEASURE CRAFTS

Best display of launches—First, gold medal; second best, silver medal; third best, bronze medal.

Best display of tents and campers' outfits—First, gold medal; second best, silver medal; third best, bronze medal.

POULTRY SUPPLIES

Best display of incubators and brooders—First, gold medal; second best, silver medal; third best, bronze medal.

Best display of poultry food and supplies—First, gold medal; second best, silver medal; third best, bronze medal.

CLOTHING AND KINDRED TEXTURES

Best display of woolen goods by factory—First, gold medal; second best, silver medal; third best, bronze medal.

Best display of manufactured silk—First, gold medal; second best, silver medal; third best, bronze medal.

Best exhibit of window shades and fixtures—First, gold medal; second best, silver medal; third best, bronze medal.

MECHANICAL PRODUCTS

Best and largest display of leather goods—First, gold medal; second best, silver medal; third best, bronze medal.

Best set of double harness—First, gold medal; second best, silver medal; third best, bronze medal.

Best display of horse collars—First, gold medal; second best, silver medal; third best, bronze medal.

Best display of boots and shoes—First, gold medal; second best, silver medal; third best, bronze medal.

Best display of leather gloves and mittens—First, gold medal; second best, silver medal; third best, bronze medal.

FURNITURE, WOODEN WARE AND DOMESTIC UTILITIES

Best display of furniture—First, gold medal; second best, silver medal; third best, bronze medal.

Best display of window casings—First, gold medal; second best, silver medal; third best, bronze medal.

Best display of washing machines—First, gold medal; second best, silver medal; third best, bronze medal.

ELECTRICAL

Best exhibit of electrical appliances, consisting of dynamos, motors and incandescent lights, etc.—First, gold medal; second best, silver medal; third best, bronze medal.

PAINTS

Best exhibit of paints—First, gold medal; second best, silver medal; third best, bronze medal.

CEREALS

Best exhibit of crackers, biscuits, wafers, etc., by manufacturer—First, gold medal; second best, silver medal; third best, bronze medal.

Best exhibit of prepared cereal food—First, gold medal; second best, silver medal; third best, bronze medal.

TOILET ARTICLES

Best exhibit of toilet articles and perfumery—First, gold medal; second best, silver medal; third best, bronze medal.

Best exhibit of brooms—First, gold medal; second best, silver medal; third best, bronze medal.

Best exhibit of canned goods—First, gold medal; second best, silver medal; third best, bronze medal.

Best exhibit of labels—First, gold medal; second best, silver medal; third best, bronze medal.

Best exhibit of cleaning compounds—First, gold medal; second best, silver medal; third best, bronze medal.

Best exhibit of teas, coffees and spices—First, gold medal; second best, silver medal; third best, bronze medal.

Best exhibit of cotton products—First, gold medal; second best, silver medal; third best, bronze medal.

Best exhibit of family flour—First, gold medal; second best, silver medal; third best, bronze medal.

Best exhibit of bakers' flour—First, gold medal; second best, silver medal; third best, bronze medal.

Best exhibit of stoves and ranges—First, gold medal; second best, silver medal; third best, bronze medal.

Best exhibit of soaps—First, gold medal; second best, silver medal; third best, bronze medal.

Best exhibit of cigars and cigarettes—First, gold medal; second best, silver medal; third best, bronze medal.

Important Leases By A. J. Rich & Co.

Plans have been prepared by the Sharon Estate company for a seven story and basement reinforced concrete fireproof building at the east corner of Jessie and Annie streets. The building, which will be 68 feet square, will be used for commercial purposes and has already been leased by A. J. Rich & Co., agents for the estate, for 10 years at a total rental of $100,000. The name of the lessee has not yet been disclosed.

Rich & Co. also report that, following the lease of the Hotel Normandie, at the southeast corner of Sutter and Gough streets, to Mahoney & Wise, they have leased M. Israel's five story building, at the northwest corner of the same streets, to Mrs. Josephine S. Libby. The building contains 90 rooms and will be opened as a family hotel. The lease is for five years at a total rental of $42,000.

SPANKS HIS DAUGHTER FOR DANCING TANGO

PHILADELPHIA, Sept. 20.—An angry father, who objects to the tango, turned an open air party into a near riot here last night, when he pulled his daughter, 18 years old, from the arms of a young man, took her across his knee and gave her a sound spanking.

The father was Thomas Gavigan, and his eyes popped with rage when he saw his only daughter, Mary, going through the evolutions of the tango with a young man of her own age.

I AM THE MAN

That some one in San Francisco is looking for.

You? Possibly—

Certainly—if you want an advertising manager that can and will give you the greatest possible results per dollar of expenditure, increase your business to its logical point of expansion.

How?

That's what I am selling—my brains.

They are not "cheap," but a profitable investment for the man who will let me use them to our mutual advantage.

This is, incidentally, one proof of what I know I can do.

Want to talk?

Address:

Brains, Call Office

Calculating Business Men Are Among the Heaviest Investors in

WALL'S Harbor Center TRACT

New Richmond Land Co.

801-803 Monadnock Bldg., SAN FRANCISCO

Macdonald Ave., Near 23d St. Richmond.

Fill Out and Send This Coupon

New Richmond Land Co., 801-3 Monadnock Bldg., S. F. Please send map and "Text Book on Land Values" to

Name.....

Address.....

QUAKER COLONIES FOR SACRAMENTO VALLEY

River Garden Farms, Stine & Kendrick Properties, Attract Many Settlers

One of the most notable farm land movements in California at the present time is the accumulation of a vast acreage of subirrigated land in the Sacramento valley by Stine & Kendrick of San Francisco for marketing in small tracts.

An empire of 36,000 acres, every acre subirrigated and already prepared for profitable crops, part of the area being the historic Fair ranch in Yolo county, has been thrown into one farm project and a general invitation has been sent abroad for colonists whose eyes are turned Californiaward.

Already a Quaker colony of more than 200 families, mostly from Pennsylvania, has sent its advance guard into this empire to prepare for the coming of the remainder of the families later. But a few days ago two coaches filled with new settlers from Arizona passed through San Francisco bound for this new small farm tract, and preparations are being made now by the owners of the land, Stine & Kendrick, to bring many more colonies from the east, Canada and the southeast.

The great tract, which has just been put on the market, is the second largest tract of its kind in the state, the only other one approximating its size being the A. J. Rich properties. The original Fair ranch, formerly the property of the late Senator Fair, comprising 16,000 acres, first was purchased by Stine & Kendrick, and then the adjoining 20,000 acres was added to it. "River Garden Farms" was the name selected for the tract as the most expressive of its characteristics, garden like soil and surroundings.

The great tract stretches away from Knights Landing on the Sacramento, in Yolo county, across the county line and into Colusa county as far as Grimes, another landing on the Sacramento. The line of the Northern Electric runs directly through the property, giving the new settlers both water and rail transportation direct to the San Francisco market and to that at Sacramento.

The Fair ranch has long been one of the most famous properties in California because of its extent and the fertility of its soil. Subdividers have looked at it for a quarter of a century with longing eyes, and repeated efforts have been made to gain control of it for subdivision purposes. A vast amount of capital was required, however, for improvement of the land as well as its purchase, and the ranch remained intact until Stine & Kendrick secured it. The purchase of the surrounding land in the "garden belt" was then made, and the whole prepared for the market before the announcement of the project was made to the public.

It is the policy of the new owners to seek colonization, thus benefiting the state as well as the individual purchaser. These colonies soon will be dotted across the tract, increasing its community value and providing the possibilities of community marketing so advantageous to the closely populated districts.

Alfalfa and dairying will be the principle yields of the lands, though they are adapted for fruit, olives, vineyards, orchards and hops—all of which are being raised profitably. Sugar beets also are one of the best crops, as are prunes.

The transportation facilities, the soil and the nearness to markets, subirrigation and other improvements make these river garden lands attractive to the farmer of the five, ten, twenty and forty acre tracts, and as the home of colonies they are unsurpassed in the state. The selling plan contemplates easy payments, so arranged that it is safe to predict that the land will entirely pay for itself, support its families and build accounts in the savings banks.

Burlingame to Have New City Hall

The contract for the construction of the new Burlingame city hall will be awarded at the regular meeting of the board of trustees next Monday evening. Bids ranging from $19,900 to $24,000 were submitted at the last meeting.

The structure will be built on a spacious site in Park road near Burlingame avenue. The plans specify mission type of architecture, which has been employed in every civic building in the city, giving the public buildings a distinct and harmonizing appearance.

Construction work will be started within the coming 30 days on the streets which are to be improved under the recent $90,000 appropriation. The principal thoroughfares to be improved are Easton drive, Beri Beri avenue and the streets in Burlingame park districts 2, 3, 4 and 5, the latter lying to the west of the State highway. The former is the main thoroughfare of the Easton properties, extending from Easton station across the State highway to Burlingame foothills. Specifications call for a four inch concrete base with a one and a half inch wearing surface to be built under the Topeka specifications. This is the same type of roadway that is being used in the State highway construction in San Mateo county.

The new school which was completed this week will be dedicated and opened at 11 o'clock next Monday. The speakers of the day will be W. S. Cloud, superintendent of schools of San Mateo county; G. J. McGreggor, mayor of Burlingame, and Mary M. Miller, secretary of the board of school trustees. The structure is one of the most attractive and best appointed school buildings on the peninsula.

KING TO WITNESS ARMY MANEUVERS

British Ruler Is No Soldier, but Must Not Neglect Military Duties Altogether

By HERBERT TEMPLE

LONDON, Sept. 20.—King George is no soldier. He does not care the least for military display and does not pretend to know anything about military tactics, not even as much as he knows about naval matters, but as the commander in chief of the British army he knows that it is his duty not to neglect it altogether. So he has just come down from Scotland to witness the annual September maneuvers.

He will appear in the uniform of a general on horseback, though he looks miserable in the saddle and feels so, too.

But to King George escape is impossible and on Monday morning he will set out at dawn and follow the officers of his general staff across country, asking to have every movement explained to him and silently wishing for the day when it shall be all over and when he will be permitted to take up the more congenial work of signing documents of state.

As long as the maneuvers last the king will ride out every morning at the side of Field Marshal French and return to Althorp castle in time for a late dinner, followed by a discussion between the senior officers of the events of the day.

Queen Mary will also attend the maneuvers in a motor car.

Poachers Use Snuff to Capture Rabbits

PARIS, Sept. 20.—Poaching by means of snuff is the latest trick employed by an organized band of men in the Vosges district, who obtain large bags of rabbits, which are afterward sent to the Paris market.

It has been discovered that the poachers strew snuff at all the entrances to a rabbit warren and then send ferrets into the holes. As each rabbit leaves the hole it smells at the powder and begins sneezing. So violent are its paroxyms that it rolls over on the ground and falls an easy prey to the poacher.

KING PLEASED WITH QUEEN'S PORTRAIT

LONDON, Sept. 18.—The king was so much pleased with the portrait of the queen by W. Llewilyn, A. R. A., in this year's academy that he has requested the artist to paint another version of the picture for him.

The first picture, which was painted for the United Service club, represents the queen at full length in evening dress with pearl ornaments, the robe of the Garter thrown over her shoulder and the star of the order pinned to her dress.

Woman Hotel Thief Escapes Servant

PARIS, Sept. 20.—A woman hotel thief escaped capture by the French police at Vichy the other day by disguising herself as a maidservant and walking out of the hotel unrecognized.

The woman, who described herself as a countess, arrived some days ago at a fashionable hotel and secured a room, which she occupied only for a few hours. On her departure visitors occupying rooms complained that they had been robbed of jewels and money. The police identified the pseudo-countess as a clever thief, who, under another name, had been twice sentenced to imprisonment.

REDUCE WIDTH OF WALKS

Notices are being sent to Montgomery street property owners directing them to carry out at once the orders of the board of works for the reduction of sidewalks from 15 to 12 feet from Market to Washington streets, for the purpose of widening the thoroughfare. Area walls must also be set back.

GO SUNDAY

You know you ought to have a home in Marin County

You know that every family that has moved to Marin County to a home of their own would not move back to San Francisco for anything in the world.

You know that your children and your wife will find new pleasures, new happiness, in a bungalow home of their own across the bay—just 45 minutes away from the ferry.

And You Ought to Know

That Baltimore Park, in Marin's most delightful spot, is the best residence park in California for you to build your home in.

That each lot in Baltimore Park is a view lot, with every modern improvement artistic skill and inspiration can install.

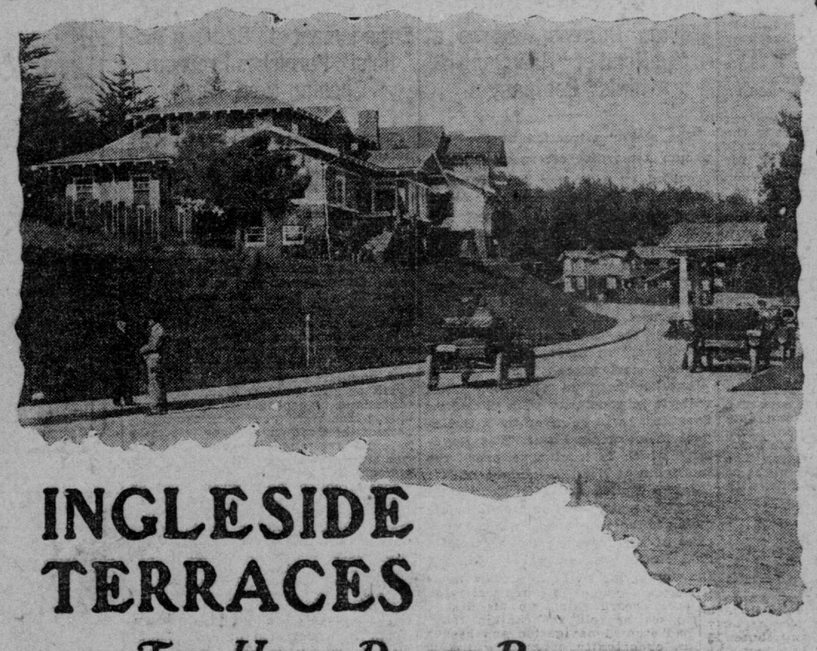
That the prices of these lots now are merely nominal—but a fraction of what the prices of other lots in the vicinity are.

That you can purchase one of these lots for a small, a very small, first payment, with all the time you wish to pay the balance in. And then you can build your home, also on the payment plan.

KNOWING ALL THIS

Go over Sunday, via Sausalito Ferry, see the park, ask questions, get necessary information, and then pick out your lot at your leisure.

Or phone W. L. Courtright, Sutter 1801, Merchants' National Bank Building, or write him, for interesting information.



INGLESIDE TERRACES

THE HOME PLACE BEAUTIFUL

A Residence Park Unsurpassed for Its Attractiveness

With the Twin Peaks Tunnel now a certainty, prices of property in Ingleside Terraces, compared with any other high-class residence tract in the city, are the most moderate, and the many beautiful homes already completed and occupied in Ingleside Terraces have established, beyond question, the character of the place. Every improvement money and artistic inspiration can produce has been installed. The restrictions are such as adequately protect the entire tract as a home park.

Come See---"That's All"

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