

McLEAN REVEALS FACTS U. S. SECRET SERVICE AGENT

McLEAN'S SPY SYSTEM AT CAPITAL EXPOSED IN SECRET AGENT'S QUIZ

Telegram From Fall Over Private Wire Is Disclosed by Lenroot

(Continued from Page 1)

Major replied, "and received them." "There are the copies?" Walsh asked. "They have been destroyed. They were destroyed by night."

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"What did you do?" "I did not know of their existence as confidential men, it is 'I do not know.'"

"What does your father do?" "My father is a private investigator, but he has been employed to operate the wire at Washington and at St. Paul, Minn., sometimes 'operative' here."

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Daughterly Mum On His 'Hiding Behind Skirts'

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Lenroot Urges Probe of All U. S. Officials

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Your Boy May Be President

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5 UNIVERSITY MEN LOSE LICENSE TO DRIVE MACHINES

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PERPETUAL 'LEAP YEAR' IN EGYPT, PROFESSOR SAYS

A declaration of a permanent leap year of society was given to the world by a professor of the University of Chicago.

According to Dr. J. C. H. White, who is professor of the English department at the University of Chicago, a recent examination of the Egyptian calendar revealed that it is a perpetual leap year.

"In early Egyptian days," Dr. White said, "women were not permitted to marry until they had reached the age of 21. This was a perpetual leap year for women."

"The only thing to do," Dr. White said, "is to have a perpetual leap year for women. This is a perpetual leap year for women."

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COOLIDGE LAUNCH NAMES 5 WOMEN

Announcement of the appointment of five Alameda county women as members of the Coolidge committee of the League of Coolidge Republicans was made today.

The appointments were announced by Mrs. Dorothy Lenroot Black, in charge of the committee.

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JALAPA OCCUPIED BY OREGON MEN, 40 ARE CAPTURED

MEXICO CITY, March 1.—By reports from the Fort Worth Tex. Cavalry, 40 Oregon men were captured in Jalapa, Mexico.

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Stonehill School Gives Big 'Circus'

Stonehill school is now the scene of an elaborate circus which includes the grounds and even the school itself.

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WILLS TO ENACT THE SUNKER BILL

The Sunker Bill, the widely known anti-trust measure, will be presented on the bills committee of the House today.

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'Murder' the Verdict in Potogian Case

POTOGIAN, March 1.—Mrs. E. J. Potogian, charged with the murder of her husband, was found guilty of murder in the first degree by a jury after an hour's deliberation today.

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Homesites of Natural Beauty SEQUOYAH HILLS An Opportunity to Select Your Location Sunday See Our Announcement in Tribune, Sunday, March 2d Marion Ezell Company EXCLUSIVE REPRESENTATIVE Foothill Blvd. at 90th

Baker's Caracac Sweet Chocolate It's pure, delicious and healthful food. An addition to school or business luncheon or for between meal snacks it is vastly superior to most of the sweets commonly used. Treatments on every package. Made only by Walter Baker & Co. Ltd. Baker 110 Mills at Chocoma, Mass. and Montreal, Canada. SOCIETY OF CHOCOLATE RECIPE WRITERS

Does Your Printing Represent You? Too Often PRINTING IS JUST PRINTING to the average business man HE HAS NOT insisted upon having the same personality displayed—the same quality—in his printing that he requires in his own salespeople, or the personality he himself possesses. The reason is, in many cases, that he has not given in the matter any thought. Users of Good Printing know it pays to invest in that kind. Where Quality Meets the Price Charged THE TRIBUNE PRESS COMMERCIAL DEPARTMENT TRIBUNE PUBLISHING COMPANY SIXTH FLOOR TRIBUNE BUILDING OAKLAND CALIFORNIA PHONE LAKESIDE SIX THOUSAND

MUCH BUILDING IN PROGRESS IN SEQUOYAH HILLS

Advantages of Scenic Tract Are Pointed Out by Company.

Announcement is made by the Marion Exell Company, publishers of Sequoyah hills, that extensive building activities are now under way in this residential tract.

It is stated that plans and specifications for five beautiful homes are now in the hands of the American Building Company and that three of these are now in course of construction.

Commenting upon the homestead and general building plan of Sequoyah hills, T. L. Macdonald of the Marion Exell Company said: "No homestead has less than 100 feet frontage, with an average of 125 feet. Not more than six acres of land. No house can be built for less than \$1,500, independent of the cost of the lot.



New Sequoyah Hills Home. Now being built for the account of Marion Exell, head of the Marion Exell company, which is subdividing the Sequoyah Hills Tract, adjoining the country club property of that name.

exclusive country club property of that name. The property affords a magnificent panorama of San Francisco bay, and is well served by the highways and roads.

The Southern Pacific Company has applied to the Railroad Commission for permission to increase the rates on several of its special products from Oakland to Mountain View and from South Valley to Mountain View.

New Releases

By Victor Co.

Schubert's "Unfinished Symphony" by Brahms, and other new releases include: "The Nutcracker" and "The Swan Lake" by Tchaikovsky.

California Leads In Automobiles

California is now ahead of every other state in the United States in the number of motor vehicles registered. In July, California's total registration of motor cars and trucks was 114,816. New York's registration was 112,000.

NEW LAKESHORE UNIT IS NOW TO BE SOLD

Lakeshore Knoll, in Center of Highlands Tract, Placed on Market.

Lakeshore Knoll, the center of Lakeshore Highlands, is now available to homestead seekers, according to an announcement made by the Walter H. Lehman company, owners of the tract.

Following a reserve and readjustment of a portion of the homesteaded lands, homesteads with 2 1/2 and 3-acre frontages are now available at a low price of \$40 a front foot.

Lakeshore Knoll rises out of the city where cliff tops and picturesque eminences and other scenic features lend distinctive natural charms to the home setting.

New Partnership

GEO. A. CUMMINGS (left) and W. R. TOWNSEND, well-known advertising experts, who have formed the United Advertising Service, with offices in the Lyon building, Nineteenth and Broadway.



CUMMINGS AND TOWNSEND JOIN PARTNERSHIP

Well-known Experts Establish United Advertising Service.

G. A. Cummings and W. R. Townsend, both of two well-established advertising agencies, have formed a partnership under the name United Advertising Service.

Among the leading accounts of the United Advertising Service are: Hays & Goodwin & Packer Inc., Hays & Goodwin & Packer Inc., Hays & Goodwin & Packer Inc., Hays & Goodwin & Packer Inc.

Buy where OAKLAND is growing!

1—Site of new million dollar Oakland High School.
2—Site of new Montera elementary school.

Oakland is growing out Park Boulevard. The best expansion of the city is in this direction. It is the shortest route to the close-in hills that are still open to the homeseeker.

In the section reached by Park Boulevard is the logical place to live. Nearest of all the new home districts to the downtown, yet definitely secluded from encroachment by business, industry or apartment houses.

As you drive out Park Boulevard the first subdivision you reach is MONTERA. Nearer to 14th and Broadway than Claremont or Melrose. 11 minutes easy drive.

MONTERA lots are wide and deep. They are restricted to homes of not less than \$3500 and \$5000. Some lots are magnificently wooded, others are open. Practically all lots are level and easy to build upon. There is every type of view—hill view, canyon view, Bay view, Golden Gate view. Permanent paved streets.

Many homes are already planned here. Values will rise rapidly. Lots are now selling for only

\$750 to \$1,600

Small Payment Down, 1% a Month.

DeLAVEAGA & L'HOMMEDIU
Lakeside 9700—315 Fourteenth Street

DIRECTIONS: Drive out Park Boulevard and turn at Joaquin Miller Road into Montera.

Montera

CLAREMONT WOODLANDS

Buyers in Claremont Woodlands are amazed at this offering—one of the greatest ever made by the Fred T. Wood Co.

See this greatest of all offerings today!

Beautiful, Level, Wooded Homesites---

only 3 1/2 miles from Fourteenth and Broadway—facing on Broadway Terrace in the exclusive Claremont District.

1/4 and 1/2 Acre Parcels

for as \$500 to \$1200 on Easy Terms

(All improvements included)

The last close-in level homesites to be had

A Wonderful Investment Opportunity

Picnic at Claremont Woodlands today — a famous picnic place for many years for thousands of people in the bay region.

Claremont Woodlands consists of level view lots, sloping sites, wooded roadways. It is perfectly drained. Thousands of dollars spent in tree-planting and improvements.

Only three-tenths of mile to Rockridge carline and close to San Francisco transportation. Close to Claremont Country Club and beautiful homes.

The approach is out Broadway, then Broadway Terrace, a shaded, winding road direct to property.

Improvements will be of the highest type. Oiled macadam streets, water, electricity and telephone. Building restrictions, \$2000 to \$3000. Build-back and race restrictions.

TERMS—Small payment down and 1 per cent a month. No interest or taxes to January 1, 1925, then 6 per cent. Ten per cent off for cash.

FOLLOW THE ARROWS OUT BROADWAY TERRACE TO THE TRACT

FRED T. WOOD CO.

Oakland's Lending Subdividers
417 15th St., near Franklin
Phone Lakeside 212
OAKLAND, CALIFORNIA
Ask for map and price list.

SALE OF BIG TRACT HERE RECENTLY

J. W. Lawrence Reports Purchase by A. S. G. of Land Adjoining the Sequoyan Country Club

A Los Angeles syndicate has purchased, through J. W. Lawrence, a large tract of land adjoining the Sequoyan Country Club, which is being offered for sale by the latter. The tract is situated on the east side of the Sequoyan Country Club, and is bounded by the Sequoyan Club on the north, the Sequoyan Club on the east, and the Sequoyan Club on the south. The tract is situated on the east side of the Sequoyan Country Club, and is bounded by the Sequoyan Club on the north, the Sequoyan Club on the east, and the Sequoyan Club on the south.

In New Restaurant

Location of establishment owned by R. E. Neill and J. Bain at 421 Fifteenth Street.



NEW RESTAURANT OPENS TOMORROW IN FIFTEENTH ST.

That the art of modern catering and service is being introduced in the restaurant of R. E. Neill and J. Bain at 421 Fifteenth street, between Broadway and Market streets, is being advertised by the proprietors. The new restaurant, which is being advertised by the proprietors, is being advertised by the proprietors.

Company Authorized To Issue Gold Bonds
Pacific Gas & Electric Company has been authorized by the Board of Directors to issue gold bonds in the amount of \$1,000,000. The bonds will be issued in the amount of \$1,000,000.

STATEMENT BY GO. ON PRUDENTIAL LOANS IS MADE

Statement by the Prudential Insurance Company of America, in a recent statement, regarding the company's financial position. The statement is made by the Prudential Insurance Company of America.

Live Among Other Home Owners

THE man who owns his home in a restricted section of beauty and refinement is such a man as you would be glad to secure for your neighbor and social associate. He has the same interest and pride in maintaining his home and his neighborhood in good appearance as you have and the same watchfulness to conserve the value of his investment and the character of his community.

Mills Gardens Builders

From S. F. to S. P. to Seminary. From Oakland to E. 16th St. car transfer to Seminary bus. By motor follow the map.

FURNITURE CO. NOW ESTABLISHED HERE ONE YEAR

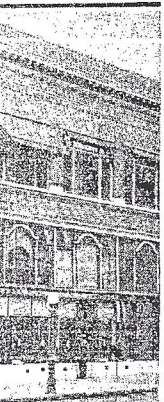
B. D. Cohen, Owner of Reliable Furniture Co., Says This Is Splendid City

One year ago this month, B. D. Cohen arrived in Oakland from the east and with faith in the future of this community, established the Reliable Furniture Company at Eleventh and Clay streets. Cohen is now celebrating the anniversary of the founding of his enterprise with a special sale, featuring great reduction in price on all furniture.

Cohen was attracted to Oakland here for one about year, he had heard and read about this community and after some business here he decided that the Oakland "home" was the place for him. Cohen is now celebrating the anniversary of the founding of his enterprise with a special sale, featuring great reduction in price on all furniture.

Store and Founder

The Reliable Furniture Co. and its owner, B. D. Cohen.



IMPORTANCE OF MANAGEMENT IS EMPHASIZED

H. M. Lawrence Speaks of Personal of Western States Acceptance Corporation.

Declaring that there are many business men in this city who are not interested in the management of their business, H. M. Lawrence, president of the Western States Acceptance Corporation, is speaking at the meeting of the Chamber of Commerce.

Lawrence is speaking at the meeting of the Chamber of Commerce, which is being held at the Hotel Grand Pacific. He is speaking at the meeting of the Chamber of Commerce.

Follow Your Banker

The scale of our first mortgages savings banks sometimes runs as high as a quarter of a million dollars a month. If they meet a banker's requirements, they will meet yours.

7 Per Cent MORTGAGES

secured by assets of twice face value; interest collected and paid quarterly in advance. Now available. Consult Mr. Davidson, Oakland Mortgage Finance Co., 1522 Franklin St., Oakland 1924.

LEGISLATIVE BODY APPOINTED FOR REALTORS HERE

Local Committee To Study Realty Bills Submitted to Legislature.

President F. H. Caldwell of the Oakland Real Estate Board has announced the appointment of a legislative committee to study the bills submitted to the legislature by the realtors.

The committee will be composed of the following members: F. H. Caldwell, president; J. W. Lawrence, secretary; and J. W. Lawrence, secretary.

GREENWOOD TERRACE

where you may purchase a view lot as low as \$1500.

Remember Lakeshore Terraces, possessing the same environmental advantages of location, accessibility and home.

Never again will such values obtain in this restricted area.

A few lots reserved for apartment or investing purposes.

Visit the property today. Assure yourself of its value.

Waterbury Cement Co.
770 Lakeshore Ave.
Oakland 3800

INDUSTRY HERE LAUNCHES NEW BRUSH COMPANY

With the announcement by the Best Brush Company of the first production of machinery in its factory at Fifteenth street and Eleventh street, another Oakland industry, and the only one of its kind on the Pacific coast, is now in operation.

The new industry, according to H. M. Lawrence, president of the company, will be devoted to the production of brushes and brooms. The company is now in operation.

IF IT'S A WARD

System of CIRCULATING HEAT. You can "heat" on it that the builder has installed the BEST THERE IS.

Ward's Heating System
1410 MADISON ST.

ACCOUNTING SYSTEMS FOR BUSINESS MEN

We announce a service for the installation and supervision of bookkeeping systems for any growing business.

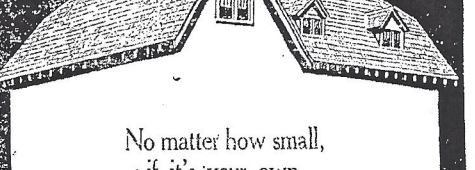
No additions to your present office force are necessary.

KNOW YOUR COSTS

An interview entails no obligation.

Oakland Audit Bureau
BUILDERS EXCHANGE
Hobart at Webster
Chas. Steiner, Lake, 6750

OWN YOUR HOME



No matter how small, if it's your own, it's HOME.

How responsible and successful the home owner feels! The man who has provided a home and shelter for his family has a right to feel proud. I have you, Mr. Papa, provided for the welfare of your children? Or are you one of the men who think that home owning is an expensive undertaking? If you are, you are about to be most agreeably surprised—many a home is purchased for a very small sum down and the rest on easy monthly payments. See for yourself, read the offers in the Classified Section now.

Look for This Heading: HOUSES FOR SALE

Oakland Tribune

LEE INVESTMENT CO. BUILD 35 MODERN HOMES

Boulevard Highlands on Foothill Artery Has Many Advantages.

Boulevard Highlands is one of the choice residential sections remaining on Foothill Boulevard, according to Ferris Wheeler, sales manager for the Lee Investment company, which is presenting this property to the public.

The rapid development of Foothill Boulevard during the past five years has resulted in the subdivision of some 250 acres of the large tracts of land along this main artery of travel. In addition to this great building activity has been progress. Wheeler states:

"The reason for these many subdivisions and developments along Foothill Boulevard between High street and the San Leandro line is that this district has experienced the most rapid increase in population of any section in Oakland. Here, only a few months ago, there were almost no homes in this district than any section in the Eastbay.

"In placing the subdivision on the market, owners determined to give prospective investors an opportunity to realize a profit from the remarkable rapid expansion of Oakland. Instructions were given that the lots in the Boulevard Highlands tract were to be sold so as to permit purchase of a home on the improved value.

"Modern improvements have been made in the tract in order that the prospective home owner might have every advantage over other buildings lots of homes already constructed. Wide streets have been laid out—water, gas and electric lines laid. To demonstrate that Boulevard Highlands is a most residential section, the Lee Investment company have constructed here about thirty-five modern homes. These homes are complete in every detail and are such as to be within the means of persons of modest income.

"Traditionally any type of home-site is available in the prospective home owner, starting at the Boulevard the property slopes away toward the hills in a gentle rise, finally reaching the brow of the hill from which the home owner has an unobstructed view of the eastern part of the city and of the bay. From this large view of gently rolling land, with all modern improvements included, the prospective home owner has the opportunity of selecting a home of homelike beauty suited to his needs.

"In order that the investment of purchasers may be protected, the property in Boulevard Highlands has been restricted so as to prevent the construction of shacks. Due to this restriction, owners are assured that property will not be depreciated by the erection of an undesirable building near to them.

"Boulevard Highlands is located along the direct line of Oakland's newest development. On the east it is bordered by the Durant estate and on the west by the Heilman estate. With the Boulevard Highlands property developed as it is and building lots available at extremely low prices, the investor has an excellent opportunity to make money within a short time. If the investor desires to use the building lots for homes, as is being done by many



DEVELOPMENT OF SEQUOYAH HILLS IS DISCUSSED

In a recent survey of Eastbay residential values, Marion Dush, well-known subdivisionist stated: "Let us pause for a moment to review development in the better residential districts in and around Oakland. There is Thousand Oaks, which in a few years has practically been built with attractive homes, and Arlington Drive where history has actually been made in the development. It is easy to recall the development of four years ago with little or no development, and how it has increased in value as each beautiful home has taken its place among the hills. Sequoyah Hills, now the only subdivision east of Lake Merritt, has more natural beauties than any other subdivision. The Marion Exell company who have been developing this property for little more than a year has taken every care to guide its development along the most desirable lines. This district is protected by the beautiful Sequoyah Country Club, and nearly every house commands a view of the Bay and San Francisco. The general home sites restricted to not less than 150 feet frontage afford ample space for the type of attractive Sequoyah house that is so particularly suited to California. A number of beautiful homes have been completed in this property, and others are under construction."

Humboldt Will Send Individual Entries of Dairy Cattle and Dairy Products, a Community Band, and Entries in the Calf Club Division.

V. M. Dush

Enjoy Withdrawal Rights

Building and Loan fees the investor the efficient way of handling his funds.

He may invest them whenever he wishes—every week, every month, every year. There are no arbitrary payments.

The money goes to work immediately and earns 6% dividends.

These dividends may be left with the company and are thus automatically compounded—a feature not ordinarily found in any other form of investment.

Each investment is registered in a pass book and each investor has the privilege of term or personal withdrawal.

It will pay every man or woman—ambitious to get ahead—to send or call for complete details of our plan.



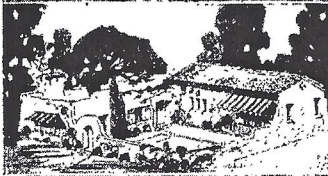
Cosmopolitan
 347 17th St. WEBSTER
 Phone Lakeside 682

COLUSA SCHOOL JUDGING TEAM AT DAIRY SHOW

The Colusa Union High school students to send a Students Livestock Judging team to the Pacific Slope Dairy Show in Oakland, November 14-15, according to announcement by Norval C. East, agricultural instructor.

Special work in animal husbandry now is being given in the school, in anticipation of the Oakland contest.

Attractive Sequoyah Home



EXTENSION OF 82 AVENUE TO OPEN

Of prime importance in the development of the residential hill properties in the Sequoyah Country Club district, is the opening of the extension of Eighty-second avenue, from Foothill Boulevard to Durant estate. This extension cuts off almost a mile in distance and eliminates the steep incline of the present route via Jones avenue, in reaching the Sequoyah Club, the Municipal Golf Links, and the Sequoyah Highlands and Sequoyah Hills divisions.

The new road is now receiving the finishing touches in preparation for its early use this winter.

Those view-lots in Boulevard Highlands "Next to the Durant Estate" are going Fast!

\$57,000 worth were sold last week!

Better make your selections this week while there still is a wide range of sizes, locations and prices to choose from

CAREFUL buyers have put the final stamp of approval on Boulevard Highlands. You should see the type of people who have snapped up these beautiful view-lots. There are many old time residents of Oakland who have been buying here for investment because they know how the city as a whole, and particularly this section, is increasing in value. There are newcomers who are buying lots where they will start homes of their own. And, most careful of all, . . . there are building contractors who buy lots where they will build houses to sell. With them, it's strictly a business proposition. They know real estate values. And they choose wisely. Such people as these are buying lots in Boulevard Highlands.

30 New Houses soon to be Started

This property won't lie undeveloped for a long period. There are at present thirty-five houses constructed or now building and thirty new ones are already planned. This will be a district of beautiful, comfortable homes in a surprisingly short time.

Right in the Path of Oakland's Fastest Growth

Boulevard Highlands is right on Foothill Boulevard. These lots have everything a home builder or investor could want . . . unusual site, low prices now, spreading view, the best climate in the East Bay, easy transportation to San Francisco and downtown Oakland, complete street work, building restrictions and protection. If you have money to invest or if you want a home, . . . investigate Boulevard Highlands.

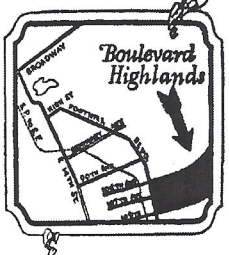
You can Buy on the Easiest Terms

First payments and terms are uncommonly low . . . monthly payments of \$7.50 will buy many of these lots. If you wish, you can reserve your choice with a small deposit. Better plan to at least do that.

It's Easy to Get There

Drive out Foothill Boulevard to 106th Ave. or take a Dutton Ave. S. P. train and get off at 105th Ave.

Don't forget. Better come this week.



LEE INVESTMENT CO.

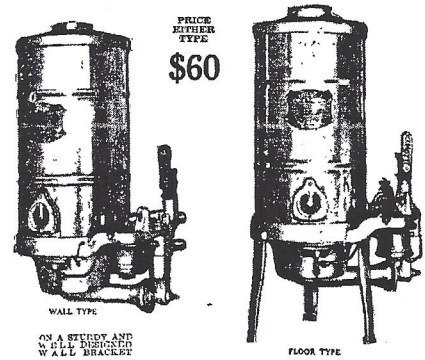
Tract Office: Foothill Boulevard at 106th Ave. Phone Elmhurst 475

Main Office: 316 Thirteenth Street Phone Lakeside 813

Boulevard Highlands

"Next to the Durant Estate"

THE NEW MODEL 30



ATTRACTIONAL ALUMINUM JACKET

THESE HEATERS ARE THE LAST WORD IN WATER HEATING EFFICIENCY as well as in APPEARANCE

REMEMBER THIS—
 "NO TANK OR BOILER OF ANY SORT"

Koyt Heater Company

4401 East 10th Street, Oakland, Calif. Phone 8210-8111

285 O'Farrell Street, San Francisco, Calif. Garfield 5115

OFFICES IN ALL PRINCIPAL COAST CITIES

PORT OF OAKLAND CHOSEN BY LARGE S. S. COMPANY FOR WEEKLY SCHEDULE

The first week brought to the port of Oakland one of the most significant developments...

This means that every ship of the fleet of this great transportation company will call on the port of Oakland...

In a statement the steamship company declared: "Five months ago we decided to inaugurate direct service of West-bound cargo with alternate weekly calls at San Francisco and Oakland..."

"We are very pleased to see that our schedule was not abandoned. The support accorded us by the business community has shown an increase in tonnage..."

"From the standpoint of the insurance feature, our traffic has increased to a point where it is practically speaking, self-sustaining..."

"The weekly service will be inaugurated with the S. S. Hawaiian, scheduled from Honolulu March 12..."

"A review of the history and activities of this great company, the first to thus recognize the port of Oakland, is of interest."

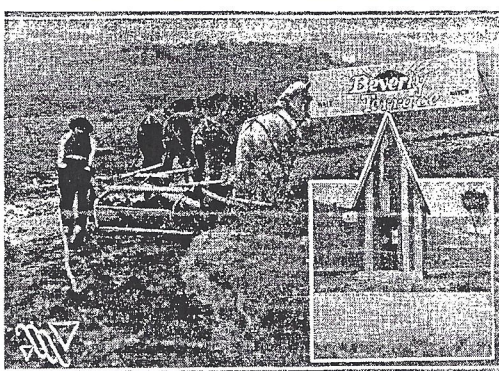
"The American-Mexican Steamship service practically dates back to the sailing ship days of 1845..."

"The first steamer was operated from the Atlantic Coast by the Pacific Coast Line in 1849 and continued service until 1914..."

"Upon the close of the first week of the new schedule, the fleet was reported to be the largest fleet of ships ever in the port of Oakland..."

Specialists in Business Property Leasing and Management. GEORGE C. ROEDING, Inc. California Nursery Co. Niles, California

Beverly Terrace Sale Starts Showing activity on C. W. Boden's residential tract and town site on the Foothill Boulevard.



Beverly Terrace tract, one of the largest Foothill Boulevard properties to be subdivided, is placed on the market today...

Another week of mammoth sales, houses and other real estate activity is reported by White & Pollard, Realtors...

While in Los Angeles, attention was attracted by the fact that the San Pablo Avenue tract, one of the largest residential tracts in the city, is being developed...

"The people of Oakland are making a grave mistake when they overlook San Pablo Avenue. The tract is one of the principal business streets in Oakland..."

"This splendid property, one of the most richly endowed by nature in the entire Eastbay region, is offered for sale, starting today..."

East Bay Title Insurance Co. IF - It isn't a real, verified map, then you will NOT find it listed as 'Ralph A. Knapp' among our classified ads. Ralph A. Knapp, Realtor. 204 17th St. Oakland 10, Cal. Phone 222-5222

BEVERLY TERRACE ON SALE TODAY

Big Foothill Boulevard Property Is Placed On The Market By C. W. Boden Co. Has Town Site Advantage.

Beverly Terrace tract, one of the largest Foothill Boulevard properties to be subdivided, is placed on the market today...

Another week of mammoth sales, houses and other real estate activity is reported by White & Pollard, Realtors...

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"This splendid property, one of the most richly endowed by nature in the entire Eastbay region, is offered for sale, starting today..."

HOW TO GET THERE: BY AUTO: Drive out East Foothill Boulevard to 90th Avenue. BY STREET CAR: Any car out E. 14th to 90th Ave., transfer to Sequoyah Junction. SALESMAN AT OFFICE WILL CONDUCT YOU TO PROPERTY. PHONE: ELMHURST 1591

Fred Hooper Assistant traffic manager of the American-Hawaiian S. S. Co., which now makes weekly sailings to and from Oakland harbor (V. O. Lawrence Terminal).



Myran Bros WILL SELL FINE TRACT TODAY

Stated that back of the University of California, "University Hill Tract" is placed on the market today by Myran Bros, Inc. The tract overlooks the stadium, for consideration upon the property, Myran Bros, advised:

"We are selling these lots at extremely low prices, for high grade property of this type. All street improvements are in, and almost every lot commands a panoramic view of the Eastbay district..."

"People not familiar with the climatic conditions and the big fruit and agricultural values of California usually are led into the opinion that oranges grow only in the extreme southern part of the state..."

Announcing the Opening of Beautiful Sequoyah Hills Adjoining the Sequoyah Country Club. This splendid property, one of the most richly endowed by nature in the entire Eastbay region, is offered for sale, starting today...

BIG VALUES IN SCENIC NEW TRACT

Large Total of Sales in Clemont Heights Reported by Sales Manager; Property Held Scenic, Exclusive.

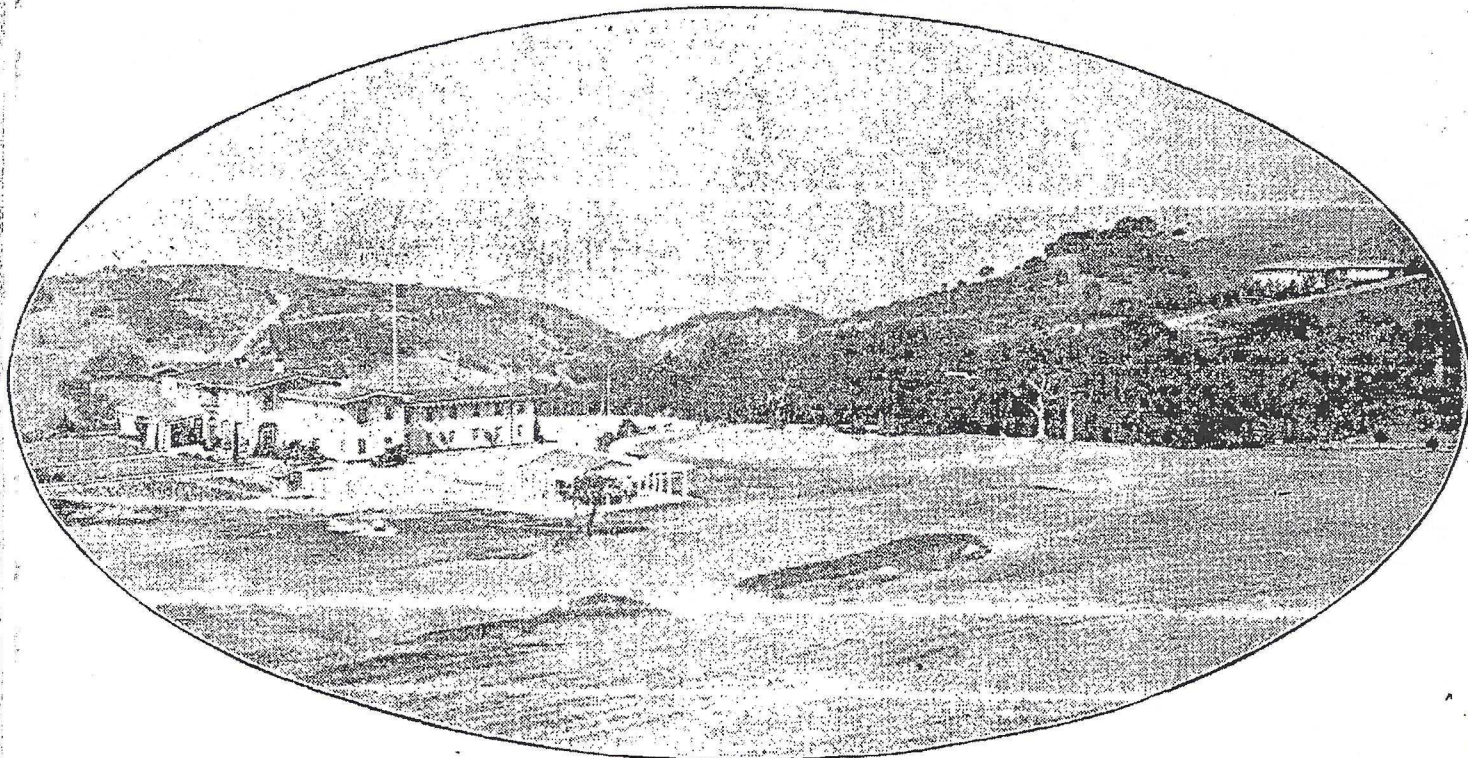
Sales totaling \$78,000 in the new Clemont Heights tract in the brief period that has elapsed since the property was first placed on the market, are reported by Arthur Pratt, who is directing the sale for the Clemont Heights Syndicate...

"It is remarkable how readily the most people are interested in their own life. For example, here in Clemont Heights, along Fifth Street, the Turner road—street traveled by thousands every Sunday—and practically every visitor to this tract in the past few days has been referred to Oakland and Berkeley papers..."

"People not familiar with the climatic conditions and the big fruit and agricultural values of California usually are led into the opinion that oranges grow only in the extreme southern part of the state..."

Announcing the Opening of Beautiful Sequoyah Hills Adjoining the Sequoyah Country Club. This splendid property, one of the most richly endowed by nature in the entire Eastbay region, is offered for sale, starting today...

Announcing the Opening of
Beautiful Sequoyah Hills
Adjoining the Sequoyah Country Club



This splendid property, one of the most richly endowed by nature in the entire Eastbay region, is offered for sale, starting today. Bounded on the east by the Sequoyah Country Club, the property has been laid out in exclusive home sites. Sale conducted by the Marion Ezell Company.

Large, scenic lots, commanding a wonderful

view of the verdant hills of the magnificent Country Club Estate and of San Francisco Bay. A panorama such as only "Oakland---Most Beautiful of World Cities"---has to offer. No fog, no dust, no roar of city traffic. Protected by rigid building restrictions. Many palatial residences already built. All improvements.

HOW TO GET THERE:

BY AUTO: Drive out East Foothill Boulevard to 90th avenue. Sale signs will direct you from that point.

BY STREET CAR: Any car out E. 14th to 90th Ave., transfer to Sequoyah Junction. Salesman at office will conduct you to property.

PHONE: ELMHURST 1591.

NEW TRACT TO BE DEVELOPED IN OAKLAND

Eastbay Development Co. to Make Fine Home District in Sequoyah Highlands.

Sequoyah Highlands, adjoining the Sequoyah Country club, is to be made into a beautiful restricted residential property. It is owned by the Sequoyah Highlands also adds the Municipal Golf Home as well as the Sequoyah Hills property now under development and already improved by the construction of many fine homes.

The Eastbay Development Company in a recent description of the property stated: "This tract, from the points of location and contour, is comparable to the Beverly Hills section of Los Angeles, but has a greater advantage because of close proximity to the heart of Oakland, while Beverly Hills is fifteen miles from the center of Los Angeles. The latter has only a limited view of a canyon as against the wide panorama of San Francisco enjoyed by the Oakland property."

"As a comparison of values, it is interesting to note that homesites in Beverly Hills 30-foot lots, range in price from \$2,000 to \$25,000. Lots will be sold in Sequoyah Highlands as low as \$1000."

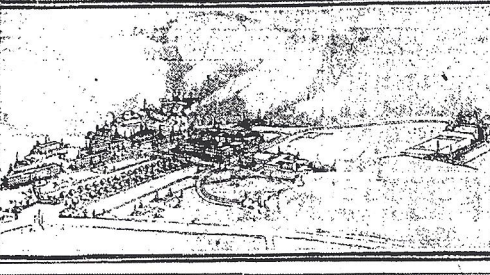
TERMINAL OPENS BONDED WAREHOUSE HERE

The Howard Terminal has opened up Oakland's first permanent bonded warehouse. It is announced. The structure, the fruit of its kind in function in the Eastbay area, promises to be a boon to local shipping men and merchants who deal in this type of goods. It is stated, in the past such storage had to be made in San Francisco with a consequent delay in the handling of wares and with additional expense. It is pointed out.

According to the officials of the company the establishment of this

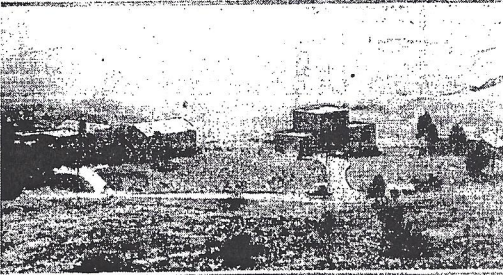
New Collegiate Home for St. Mary's

Drawing of proposed new Collegiate Home for St. Mary's College, to be built at a cost of \$3,000,000 on a tract of 255 acres extending along Foothill boulevard in East Oakland. Announcement of the plans to build the home was made by Brother Gregory.



View in Sequoyah Highlands

Sequoyah Highlands is enjoying a continuous building program. This view is taken looking towards the bay from a point below the golf course.



warehouse is directly in line with the business men of the city. The who find this type of business need the policy of the Howard company (only return being asked is that the lawyers in order to hold the govern- ment to give the best service possible to warehouse is patronized by those in ment franchise.

Great Development of Foothill Boulevard Is Described By Writer

By CLAUDE CHAPLIN.

Foothill Boulevard—the Eastern Gateway to the Eastbay district. For the past five years the district along Foothill Boulevard has been leading the way in the marvelous development of Oakland.

In houses, in hotels and in property values this broad thoroughfare has set the pace for practically all other streets in the Eastbay district.

Property values have grown by leaps and bounds, numerous buildings have been erected by the score and new homes have literally been put up for the thousands in the Foothill Boulevard territory.

True activity has gone forward throughout the entire length of the boulevard from one end to the other. While the greatest activity has been reported in sections further out along the boulevard.

An analysis of the remarkable development of the Foothill Boulevard shows many interesting things.

The first important consideration is the fact that Foothill Boulevard actually the eastern gateway to the Eastbay district. The entire length of the great thoroughfare and much of the wealth of the city and county is located and the Michael Creek district, and county, pours into this city through the boulevard. Such a large amount of travel naturally keeps the boulevard constantly before the public. People think about the boulevard and the amount of work advertising the Foothill Boulevard district has received is tremendous.

Another important reason for the development of Foothill Boulevard has been the growth of industry and manufacturing centers in East Oakland. With the coming of many national industries along East Fourteenth street, the Chevrolet plant on Foothill Boulevard and the Ford plant nearby, many hundreds of business opportunities and essential workers have been attracted to this district.

A large number of industrial workers found beautiful homes along the Foothill Boulevard close to their work. It was only a natural consequence that they should purchase homes in this district. Large outside up of the Foothill Boulevard section has naturally attracted business to follow.

Another factor has been the necessity of establishing branches along the Foothill Boulevard. Within the past few years the Oakland Bank constructed a branch at Foothill and Foothill and the resulting development has been remarkable. This bank is now constructing a branch at the junction of Walnut, Berkeley and Foothill.

The establishment of this bank at this point means the rapid development of the boulevard further out. Hundreds of homes are being built on both sides of the boulevard just beyond the Chevrolet factory. Further out there have been hundreds of homes built along the boulevard and up into the hills.

Company naturally attracted attention to the particular section of property in the district, with a result that large new tracts have been opened and modern homes constructed.

One city planning expert who has been carefully watching the growth of Oakland summed up the remarkable development of the Foothill Boulevard as follows:

"The Foothill Boulevard district is the largest area in the Eastbay district open to development. It is ideally located both as to transportation and with relation to the industrial and business development of Oakland. It has practically every type of building opportunity, thereby giving the prospective home owner the largest wide range of choice. It is near enough to the East Oakland industrial centers to be ideal for residential purposes for factory workers, while at the same time it is far enough away to prevent the industrial and factory districts from detracting from the beauty of the property and its desirability as a residential district."

"Most of the subdivisions now under way have made provision for protecting property and insure the creation of beautiful homes, an adequate building restrictions have been provided. Foothill Boulevard has experienced a remarkable development in the past but its great future is just starting. The erection of the new building for the State's College will signal the start of the greatest developments in this district of Oakland and the county."

Property purchased now anywhere along the Foothill Boulevard cannot help but show a marked increase within a short time.

CHAS. T. NEWMAN NAMED VICE-PRES. OF LARGE ADV. CO.

Advertising circles in the West will be interested in the announcement that Charles T. Newman, formerly of the Adams, Messers and Foster and Kleiser, has entered the agency of the Lockwood-Shackelton company in the capacity of vice-president.

Newman is recognized as one of the West's ablest executives and counselors in outdoor advertising.

Vanishing Opportunity

Oakland's great development, the powerful staff of officers, the successful record of profitable earnings, the high standing of the company, and following in dependable evidence of merit.

Paying 7% on both Common and Preferred Stock.
Surplus 3 Times Dividend Requirements
 Units are fully secured by ultra-conservative mortgages upon improved city lots available.

Act at Once
 Mail the attached coupon for full details. No obligation.

Pacific Bond & Mortgage Co.

WILLIAM H. HILLINGBORN
 District Agent
 4116 Alameda Title Bldg.
 Oakland, California

Name _____
 Street _____
 City _____

GOLFERS AND OTHERS Exchange Par Excellence

Three bungalows of superlative quality near Sequoyah Country Club and Municipal Links. Houses range in width from 72 ft. to 86 ft. Stippled living and dining rooms. Tiled baths, double garages, each lot 100x170. Wrought iron fixtures, electric water heaters. Exquisitely decorated. A sermon in good workmanship. The epitome of refinement. On each the owner will consider clear property to \$6000; some cash and bal. easy terms. Ask Wm. McAuliffe or S. J. Viganego with

WICKHAM HAVENS INC.
 EXCLUSIVE AGENTS
 1510 Franklin St. Oakland 1750

Money to Loan

Our plan is recognized as the best—that is why we have been in business for 36 years and are the largest Association in Northern California.

California Mutual Building and Loan Association
 SAN JOSE OAKLAND

Represented by **RORKE & PARK**
 390 17th Street Phone Oakland 2408

SEQUOYAH HIGHLANDS

This 200-acre tract, adjoining the beautiful Sequoyah Country Club, will be subdivided for restricted homesites.

This property, from the points of location and contour, exceeds the Beverly Hills section of Los Angeles.

Opportunity for profit was never greater.

EAST BAY DEVELOPMENT CO.

710 Title Insurance Building
 14TH & FRANKLIN



Have you ever pined a city sparrow as he dipped his head and spread his wings in the city's dirty gutter stream, vainly trying to refresh and cleanse himself? Did you ever watch him as he dropped forlornly on the coping of a gray building during a heavy rain. And, didn't you wonder why any silly sparrow would choose the city when he might bask in clear streams, perch on branches of green trees and feed on large, juicy worms in the country?

Foothill little sophisticated sparrows—"Wouldn't you like to find a spot where the sun shines brighter, the sky is bluer, the days are warmer and the nights are cooler? Where, in the days that 'come up like thunder,' you look across the bay and see the windows in the houses of your friends sparkling like a translucent mass of jewels?

Come, then, to Sequoyah Hills, the only Piedmont east of Lake Merritt, where natural beauty and investment opportunity are greater than in any other high-class residential district. The size of all lots is restricted to 100 feet, allowing ample room for rambling houses and artistic landscaping. Every house there is different and many new and more beautiful ones are to be started at once. From every home site you can watch the sunset drift east to sea, which at times is so heart-renderingly beautiful that one just has to do something about it.

The beautiful Sequoyah Country Club is right there and another country club is within a stone's throw. For one who cares for the great outdoors, sunshine and freedom, it is paradise.

If one is looking for an investment, it is a rare opportunity. Come and see for yourself. Turn left at 98th Avenue off Foothill Boulevard and keep bearing left until the Hills of Sequoyah in all their spiritual majesty dawn upon your vision.

MARION EZELL CO.
 355 Seventeenth Street



How many Electrical Connections will your new home have?

If your new home is to be a real home of electrical comfort the wiring must be done by a qualified electrical contractor who installs convenient connections for electrical appliances, provides correct lighting and uses standard wiring devices.

Such qualified contractors are identified for you by the "Check" Seal of this Company. Before you build or buy, insist on "Check" Seal electrical wiring. Also when you need electrical appliances, remember that "Check" Seal electrical retailers sell quality electrical merchandise.

PACIFIC STATES ELECTRIC COMPANY

SAN FRANCISCO LOS ANGELES LONG BEACH OAKLAND
 PORTLAND SEATTLE SPOKANE

Distributors for General Electric

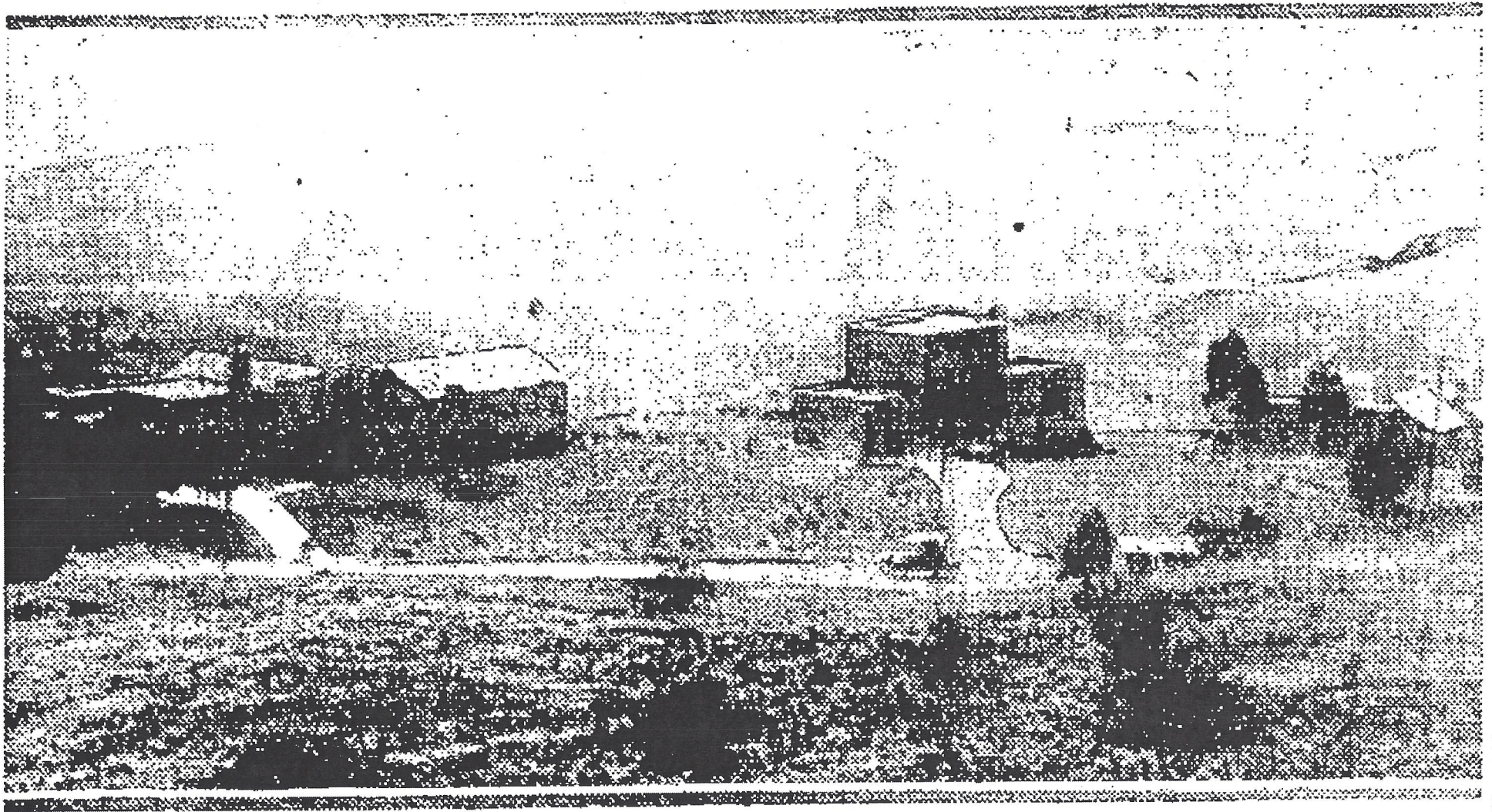


Before you build, buy or rent—get the "Check Seal" of this company. This seal is on the back of every electrical contractor's order who displays the "Check Seal" as a sign of his membership.

Oct 4, '25

View in Sequoyah Highlands

Sequoyah Highlands is enjoying a continuous building program. This view is taken looking towards the bay from a point below the golf course.



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Oakland Tribune
May 25, 1924

SEQUOYAH HILLS HAS RECORD WEEK EZELL STATES

Although there is still another week in May the total sales this month have already doubled the

gross business of April, according to the reports of the Marion Ezell Company. Marion Ezell said:

"Sequoyah Hills is being built as a beautiful park for fine homes, to surround the Sequoyah Country Club.

"Bids are now being taken for the widening of the winding drives. This will be of material assistance in the landscaping.

"Architecturally the homes in Sequoyah Hills are remarkably fine and I feel that it is only fitting that the surroundings should be in keeping with the building.

"Last week's sales totaled \$25,110. This record is no doubt due to the opening of the new municipi-

pal road and the activity on adjoining property during the last two weeks.

"The developments in East Oakland are so rapid that it is necessary for one to keep in constant touch with the situation."

FORESTRY AND FREIGHT BILLS.

Charles Lathrop Pack, president of the American Tree Association, told the New England Society the other day that the people of that section of the country were paying \$3,000,000 per year in freight rates on forest products which they produced at home.

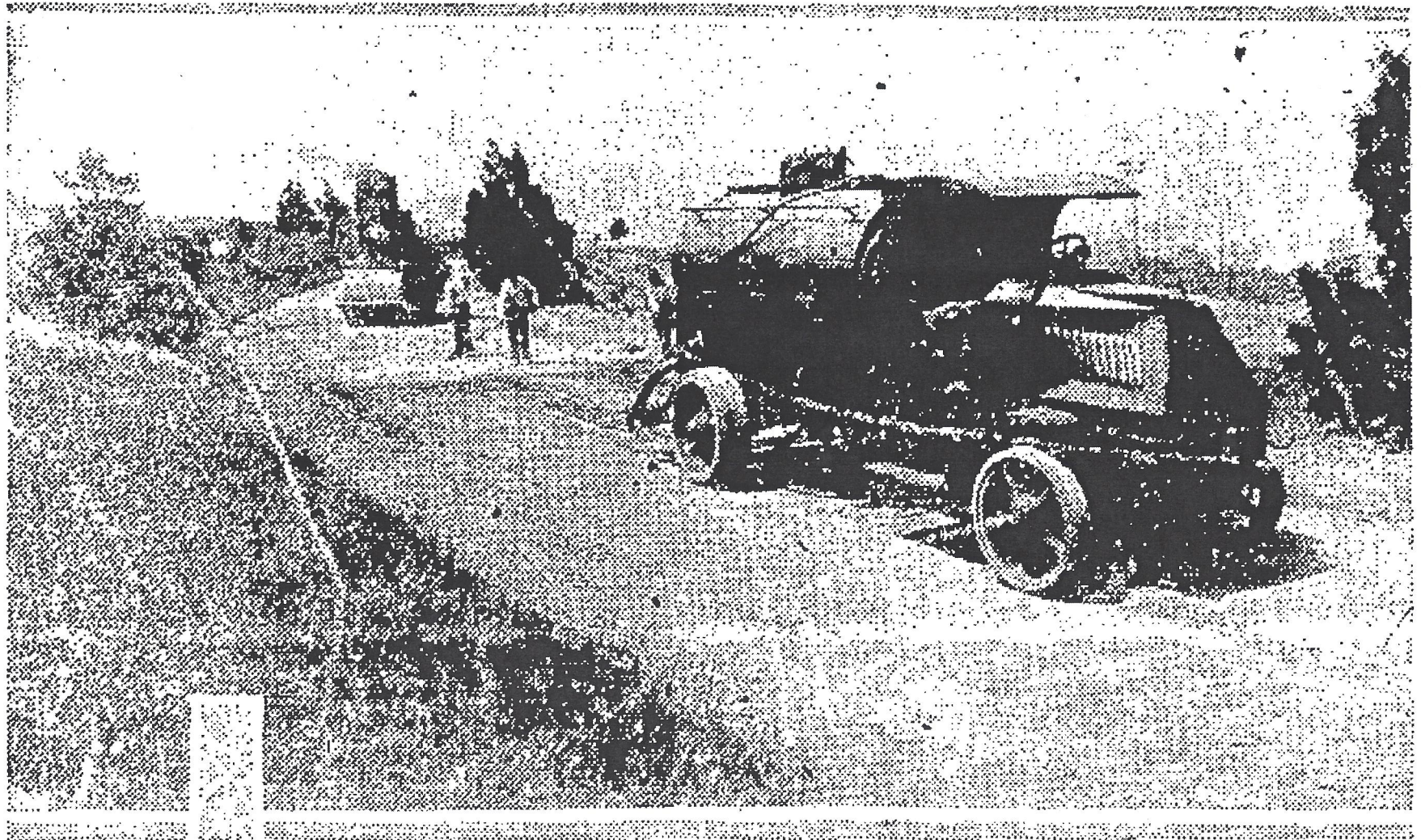
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SUNDAY, JULY 20, 1924

Home Sites Grow as City Expands

Sequoyah Hills subdivision adjoining Sequoyah Country Club, showing development work now in progress by the Marion Ezell Co.



OCTOBER 5, 1924

**Co. Will Develop
New Water Supply**

Port Costa Water company, supplying water to the town of Concord, Port Costa, Crockett and Va-

lona and the city of Martinez at wholesale, has applied to the railroad commission for authority to issue \$60,000 of first mortgage sinking fund bonds and \$40,000 of promissory notes as first payment

on the purchase of 1716.33 acres in the government ranch, Contra Costa county, for the sum of \$150,000. It is proposed to develop an additional water supply on the newly acquired property.

SEQUOYAH HILLS

WHERE ARE YOU GOING TO BUILD YOUR PERMANENT HOME?

WHAT ARE THE PRESENT ENVIRONS?

WHAT WILL THEY BE IN THE FUTURE?

You owe it to yourself to weigh these questions carefully. Had you done so in the past you would have saved money and annoyance. Many of you have selected what you considered a good homesite, built an expensive house, was proud to show your friends the excellent judgment you displayed. It never occurred to you to investigate the building or racial restrictions in your immediate vicinity. What has been the result? Simply to find in a short time an unsightly apartment house or some other undesirable structure next door to you built to the edge of the sidewalk, shutting off your view. This means that the value of your property has depreciated 25 to 50 per cent overnight. The annoyance caused by the racial question is too well defined to require any extended comments from us.

PERPETUAL RESTRICTIONS

We can say without fear of contradiction that SEQUOYAH HILLS is the most exclusive, highly restricted residential district within the environs of Oakland, nor will we except any city in the Eastbay region.

WHAT CAN NOT BE DONE AT SEQUOYAH HILLS

No homesite of less than 100 feet frontage, with an average depth of 125 feet. Not more than one home to a lot. No flats or apartments or stores. No person not a Caucasian can rent, lease, occupy or own any portion of this property. No home can be built for less than \$7500 independent of the cost of the lot.

These restrictions are embodied in all deeds and contracts.

PLANS AND SPECIFICATIONS

Building activities are now under way. Plans and specifications for five beautiful homes are now in the hands of the American Building company, whose reputation for high-class work is second to none. Three of these now are in course of construction. These five homes will cost \$62,000.00 (not including the price of the land). The lowest cost of any one of these five is \$9,000.00.

SEEING IS BELIEVING

In order to appreciate the beauties of SEQUOYAH HILLS you must see it. Turn north from Foothill Boulevard at Jones avenue, follow the highway to Sequoyah Country Club.

MARION FZELL COMPANY

202 Oakland Bank Building.

Tract Office Tel. Elm. 1591

Tel. Lakeside 710

