

UPWARD TURN IN BUSINESS IS NOTED HERE

Opening of New Acreage Subdivision Is Announced By Oakland Company

Proof of the upward turn in business comes from the office of White, Pollard, Fred T. Wood, Inc., realtors, who announce the opening of a new acreage subdivision in Castro Valley Orchards. The character of the property offered for sale demonstrated the trend of the times, and in this connection the realty company quotes the advice of Secretary Agriculture, Fred T. Wood, who recently recommended the little farm idea for city workers. "Move to the suburbs and buy an acre of ground," said the secretary, who went on to say that on this acre the owners could not only make their home but raise fruits and vegetables for their own use. "But owners of property in this subdivision can do more than that," said Fred T. Wood. "They can also make this one acre furnish income for many of the necessities of life. Castro Valley Orchards lies in the heart of what is rapidly becoming the hub of a chicken industry in the State. Soil, climate, water are all suitable for chicken raising. The location is ideal and the soil is going to be a deep loam and gravel formation. Close to the center of Hayward and only 40 minutes from the Oakland City Hall, it possesses every advantage of the city, with all the charms of the country. New oil macadam roads are being built through the property, which is easily reached by Foothill Boulevard or via East Fourteenth Street and Castro Valley Highway.

"We believe we are offering in Castro Valley Orchards the ideal proposition for the city worker who wishes to build a home in the country and raise his own produce. The family will find here a congenial community; shopping centers within easy reach; a new school in the valley and the Hayward High School only 10 minutes distant. "One of the first units we are going to install is a model one acre chicken ranch. This will have a new five-room house; chicken houses, incubators, brooder houses, and everything necessary for the industry. We are starting work immediately upon this demonstration ranch, and as soon as it is completed we will put it in charge of an expert, who will explain every detail of the scheme, and the methods for raising chickens. The home itself will represent modern ideas in low-priced home construction; and the entire ranch will be built and equipped at a surprisingly moderate outlay. "Buyers are invited to visit Castro Valley Orchards. They will find here, a real opportunity for profitable operations. The public is invited to view the property and to learn the low prices and easy terms now being offered."

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EXPANSION PROGRAM COMPLETED



Goldman's Cloak and Suit House has now completed the project providing for the enlarging, remodeling and redecoration of the store building at Fourteenth and Washington Streets. Pictured above are the store structure with inset of Isaac Goldman, founder of the firm. Left: Harold Goldman (upper), active partner; H. F. Baruh (center), general manager, and S. Klein (lower), manager.

NEW STORE IS TO BE BUILT

Construction is about to start on a new store building at the northeast corner of Foothill Boulevard and Coolidge Avenue, according to an announcement by Edwin A. Roller, owner of the property. It will be occupied by Hagstrom's Food Stores when completed. The corner, including a lot 100 feet on Foothill Boulevard and 124 feet on Coolidge, now is occupied by a frame dwelling and an old store building. Roller plans to raze the old structures and erect a new Mission style store building in their place. The new building will be faced with brick and tile, and will be an attractive addition to the business community on Foothill Boulevard near Fruitvale Avenue. When occupied, this will be the forty-first unit of Hagstrom's Food Stores. It will be one of the firm's standard markets, with meat, grocery and fresh produce departments.

Remodel Studio To Open as New Cabaret, Cafe

Extensive remodeling and redecoration of the studio building at 1338 East Twelfth Street is under way in preparation for the opening of a Spanish cabaret to be operated by V. L. Maston and L. R. Foss. Maston and Foss are well-known locally, the former among food purveyors and the latter as the manager of the Foss Studios, manufacturer of parchment shades and novelties. "The cabaret is to be known as the Caliente," states Foss, "and in keeping with the name, a Spanish atmosphere is being created in the decorations and will be maintained in the entertainment. The main dance patio and dining room will appear as if flooded by tropical moonlight filtering through flowers and palms. The entertainers and other employees will be attired in colorful Spanish costumes. Both Spanish and American dishes will be served. An artistic decorated buffet is to be among the features, and private dining rooms and a commodious balcony are being provided. The studio architecture of the building readily adapts itself to the necessary changes this being the section that was heretofore used for the shade displays and offices, which are being moved to the Fourteenth street frontage. "The opening is scheduled about the twenty-third of June, with members and their friends for three evenings prior to that date."

MONEY OFFERS AID BUSINESS

Resumption of the lending of mortgage money for the financing of home purchases, announced by the Oakland Real Estate Board during the past week by several lending agencies, has been an immediate stimulus to the local realty market, according to a market letter issued yesterday by James H. L'Honnadieu, president of the board. One of these lending companies reported that restrictions on its lending policies which have been effective for many months have been removed as of June 7, and it now has available for local home loans many millions of dollars. Interest rates, terms and conditions are to be substantially the same as those commonly in operation prior to 1929 when stringently restrictive loan policies were adopted by practically all lending institutions. Of especial significance, L'Honnadieu points out, is the fact that one of the leading companies which has resumed the making of loans, is prepared to lend for home building. This concern reports that it has more than \$8,000,000 now available for such purposes. "The greatest obstacle to the selling of homes and the building of homes during the last two or three years has been the almost total absence of mortgage money," L'Honnadieu states. "A return of capital to the field of home financing is of the greatest importance to the realty dealer handling existing homes and the resumption of building loans in the Eastbay will have an immediate beneficial effect on the entire community through stimulation of employment. "Reports to the Realty Board from members dealing in residence properties clearly indicate the need for new home construction in almost every area of the city and almost every class of property. "No new homes have been built in any consequential numbers for several years. Local occupancy of single-family homes is far above normal and more than 7000 of the Eastbay's 100,000 such homes are now occupied by more than one family. Gradual resumption of employment and the return of confidence has, during the last two weeks, brought a marked increase in home purchases. The potential shortage of homes which now exists in this district will soon be an actual shortage which can be met only by new construction. "Many builders of the Eastbay have been ready to launch new construction projects for several months but have been unable to finance their operations. Individual planning the building of new homes have been prevented from doing so because of the unresponsive policy of lending institutions. Announcement that these concerns are beginning to lend money for such purposes again is of the greatest importance and significance."

ANNIVERSARY SALE STARTS AT GOLDMAN'S

Enlarging and Remodeling Is Carried Out for Big Merchandise Event

Celebrating the completion of a comprehensive expansion program, Goldman's Cloak and Suit House has launched its annual anniversary sale under auspicious circumstances. The firm recently acquired three adjoining stores on Fourteenth Street, thereby gaining occupancy of the entire three-story structure facing Fourteenth and Washington Streets. Commenting on the enlarging and remodeling program as successfully carried out by the firm, Harold Goldman stated: "The enlarged quarters which we now occupy are especially favorable to the development of the type of service which my father had in mind when he inaugurated the business in 1897. "With his unmistakable vision and business acumen he saw that this corner would one day be the center of tremendous retail activity. Consequent events have served to confirm his judgment. "Every indication by which we judge the future, points to a resumption of business, and re-employment of many idle workers, and gives us every feeling of security and confidence in the soundness of our expansion program at this time."

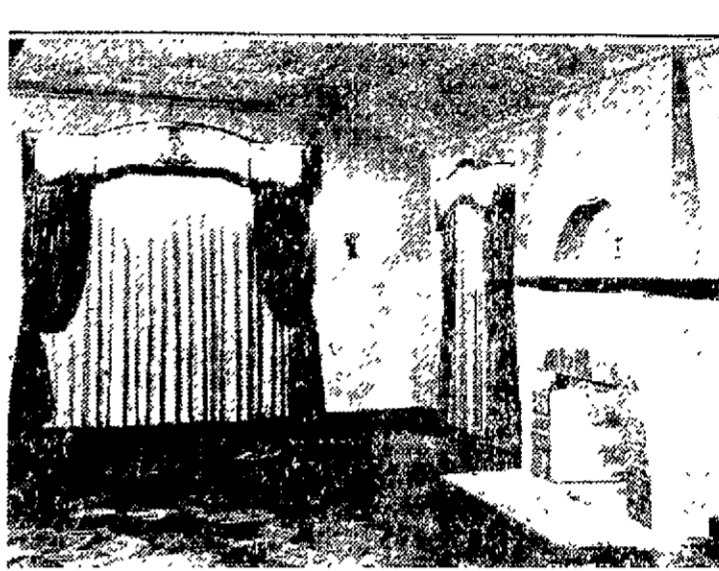
BIG SELLING AREA

Goldman points out that the store now operates over a total selling area of more than 15,000 square feet. The first floor of the building accommodates the entire costume, jewelry, bags, corsets and other accessory departments, as well as two new units—a glove department and a smart economy dress shop. The latter unit makes a specialty of dresses in price ranges not shown in the second floor dress department. A new "junior miss" shop will open at an early date on the third floor, specializing in coats and suits for the small woman, the "junior miss" and the young girl. Another novel feature, to open shortly on the third floor, will be a fur department, operated in conjunction with the coats and suits. The recently completed program marks the second expansion of Goldman's in less than a decade. In this connection, it is pointed out by H. F. Baruh, general manager, that the store personnel has also been doubled within ten years.

DEPARTMENT HEADS

The following are executives and department heads of the store: L. Goldman, founder and head of the firm; Harold Goldman, his son and partner in charge; H. F. Baruh, general manager; Sigmund Klein, manager in charge of first floor merchandise; Klein is assisted by Mrs. J. Baldwin, Miss In Mason, manager and buyer of coats, suits and furs; Miss Jeanne Redding, manager of the dress department; Mrs. Rose Wolf is millinery manager; Miss Frances Moore, manager of the corset department; Mrs. Ida Wiley and Mrs. Joan Adams, in charge of alterations; Miss Laura Ross, advertising manager; Oliver Blanchard, display manager; Mrs. Vivian E. Keith, office manager; Miss Grace McGoldrick, credit manager; Mrs. Betty Plummer, manager of shipping department; Mrs. Lillian Tabor, manager of delivery department; and Joe Freese, superintendent of the building. Goldman's is a member of a national buying organization which comprises 48 leading ready-to-wear stores.

NEW DISPLAY HOME



This residence is located at 624 Glen Drive in Bancroft Gardens, the White, Pollard-Fred T. Wood subdivision in San Leandro. It features the luminous drapery installations in the main rooms, a system diffusing light from the windows for general lighting instead of from the conventional wall type fixtures. Charles F. Lodge and Son was the builder. The house will be open for one week.

LODGE OPENS MODEL HOUSE AT BANCROFT

Unique Lighting Features Home; Display to Be Kept Open for Week

Charles F. Lodge, local builder, announces the opening of his second model home in Bancroft Gardens, again featuring the luminous window draperies that proved such a success in the first home. "We are going to give our visitors a better opportunity to inspect this home and its unique lighting system," states Lodge, "and will keep it open for one week. The first house was sold the first day it was displayed, and was immediately closed to the public, so that many visitors who wished to inspect it during the week were unable to do so. The luminous drapery lighting system is one that has been developed and patented by an Oakland interior decorating concern, the Home Drapery Shop. The innovation is said to eliminate the necessity for the conventional electric lights, substituting a diffused glow apparently coming from the windows. Different degrees of light intensity are obtained by a variance of the valance, it is explained, such materials as decorative parchment, filigreed metal and translucent textiles lending themselves to the purpose. The decorations are custom-made to conform to any decorative scheme or architectural style, and are consequently individual for each home. The present display home is located at 624 Glen Drive, just off of Bancroft Avenue, in San Leandro. It is described as of Spanish architecture, executed in white stucco, white brick, with a heavy tiled roof, dark woodwork trim, dark wrought-iron railings, and with a colored tile fountain and colored tile inserts to soften and mellow the lines of the front elevation. The home comprises three bedrooms, two baths, a full tiled kitchen, large living room and dining room in which the luminous drapes are featured, a breakfast room and reception hall on the main floor levels. A four-car garage, a finished recreation room, 18x35 feet, a furnace room with California warm air furnace installation, and a laundry room, complete the home. The complete heating system was installed by the California Furnace Company.

Speedway Opening Scheduled for July

A new motorcycle speedway is scheduled to open at Forty-seventh and San Pablo, in Emeryville, the evening of June 27 by Emeryville Motorcycle Speedway, Inc. Hap Alzina, local motorcycle and auto board motor dealer, is president of the company; Harry Hintze, another local man, is vice-president, and Oscar Klatt, former boxing promoter, is the general manager. The track plans were drawn by George Ellinger, Oakland architect, who is supervising the construction. Alzina states "The track will be of the English oval dirt type with out banks, a design that encourages the spectacular on the part of the riders. I've laps to the mile, a grandstand to seat 5000 spectators and a brilliant lighting system are other specifications. "Tentative plans call for similar tracks in San Jose, Stockton, Sacramento and San Francisco, with the formation of a regular circuit."

LUMINOUS DRAPES FOR INDIRECT LIGHTING

Sketches prepared for individual homes, by competent interior decorators. Period designs with antique or modern effects.

This innovation in home lighting gives a subdued sunlight effect at any time. Inspect the installation in the Lodge home, 624 Glen Drive, off Bancroft, in Bancroft Gardens, San Leandro.

HOME DRAPERY SHOP

3643 Grand Ave. HOLLIDAY 2427

CURTAINS, DRAPERIES, MADE AND HUNG FREE

DRIVE OUT TO BANCROFT GARDENS TODAY

The new Charles F. Lodge home, now open for inspection, is characteristic of the type of homes that is making Bancroft Gardens so exceptional in its home environment.

Close to trams, schools, stores and intelligently restricted.

White-Pollard, Fred T. Wood, Inc. 640 Bancroft Ave. Phone SW eewood 3100

AN INVITATION

You are invited to inspect the novel model home at 624 Glen Drive, near Bancroft Avenue, in Bancroft Gardens in San Leandro.

TODAY OPEN DAILY AND EVENINGS

C. F. LODGE & SON

Builders of Distinctive Homes

749 Collier Drive San Leandro TR inidad 4218

BETTER CONSTRUCTION—MATERIALS—AND PRICE

CALIFORNIA GAS FURNACES

Cabinet, floor and basement types, in suit the requirements of any home, office or industrial plant. All installations bonded to insure satisfaction.

California Furnace Co.

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Watson Attending Realty Meeting

D. D. Watson of San Francisco, past president of the California Real Estate Association, will attend the annual convention of the National Association at Chicago this week. He will speak on "Finding and Qualifying Prospects."

T. A. Van Aken of Los Angeles, developer and lecturer, will address the gathering on "The Realtor Appraiser's Great Opportunity."

Darrell T. Neighbors, winner of the state contest at Del Monte last October, will represent Long Beach in the five-minute home town speech contest for the Chicago Real Estate Board trophy. California has five times won the national cup.

DIEDMONT PINES

A Supreme Homesite... \$3050

Perhaps nowhere else will you find as perfect a homesite as this acre property, 1 1/2 x 161 x 60 in size, studded with pines and live oaks, 13 minutes from downtown Oakland and looking down on the whole vast panorama of cures and waters that it occupies anywhere in the world. Financing of a home can be arranged. Call at the Piedmont Pine Tract Office, Park and Mountain Blvds., or at L'HONNADIEU, INC., Selling Agents 1400 LAKESHORE AVENUE - GLENCOURT 6366

Here is your big Opportunity

Acres in CASTRO VALLEY Orchards

And on ONE ACRE of This Wonderful Land You Can Build, Not Only a HOME, But AN INCOME.

IMPROVEMENTS consist of Oil Macadam Roadways, Utility Water and Electricity. The orchard is planted in 5 to 20 year old Plum, Apricot, Almond and Walnut Trees and Grapes.

BACK TO THE SOIL is the slogan of today, and Castro Valley Orchards is the answer for the man who wants to own a small ranch. If he has a job in the city he can spend his spare time with his family raising all the necessities of life. If he is out of a job, he wants to devote his entire time to the property, he can make both a living and a profit. It is being done today in the vicinity of many one-acre ranches.

But the Real Value of This Land is in Chicken Raising

Climate and Soil are Ideal for this purpose, and Castro Valley Orchards are right in the center of the district that will soon be the hub of the Chicken Industry of the State.

Only 46 Minutes From Oakland City Hall

Don't take our word for this. Jump in your car TODAY and drive out Time it for yourself. Bring the family and see this wonderful country. To the man who purchases an acre the road to Castro Valley Orchards will be the Road to Independence.

PRICED FROM \$900 AN ACRE EASY TERMS 25% CASH 5 Years to Pay Balance at 6% LOW TAXES

WHITE, POLLARD, FRED T. WOOD, INC. Sales Agents

Main Office: 1727 Franklin Street Phone HOLLIDAY 3700

Branch Office: Castro Valley Highway and Lake Chabot Road (OR YOUR OWN BROKER)