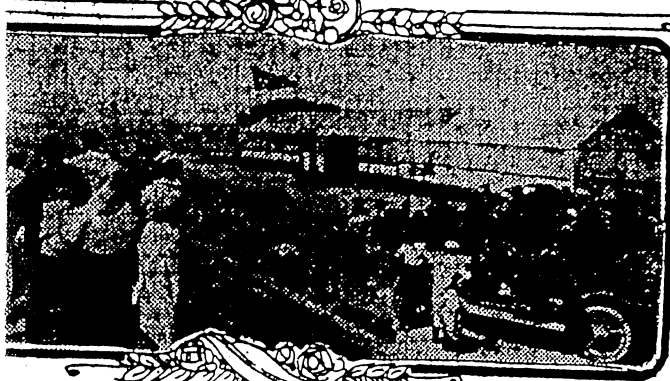
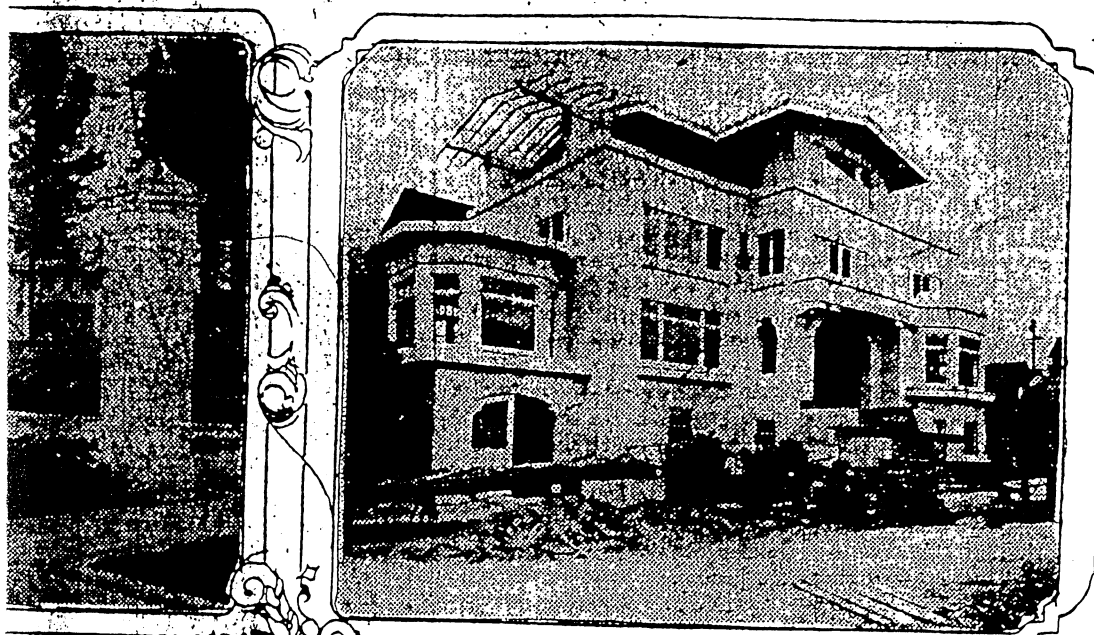


WORKED BY SELLING AND BUILDING

Circle; Louis Christian

New residence in West Clay Park being erected by S. A. Born Building Company; E. T. Bolles, architect.



aviation at the site of Solano City, in Solano Irrigated Farms.

BIG VIRGIN Y HAS BEGUN

s Estimating Cost
 vements Planned
 Solano City.

are now studying the
 for nearly half a million
 of street, sidewalk, curb
 improvements for Solano
 early award of contracts
 The beginning of build-
 is awaiting the settle-
 grades and the instal-
 streets and sidewalks in
 District.
 rs, in presenting their
 ked forward to the fu-
 of the city. The sewer
 out with a view to fun-
 with an outfall sys-
 be necessary when the
 ses the 5000 mark. The
 len to the water piping.

Final Improvement Of Harbor Center

RICHMOND, September 12.—The fill-
 ing to grade of Cutting boulevard with
 material being pumped from the inner
 harbor section by a big dredger will be
 finished in about sixty days, the City
 Engineer estimates. With this stretch
 of filling completed the 110-foot boulev-
 ard, on which Wall's Harbor Center,
 containing the City Hall site, is located,
 will be at grade its entire length.

The leveling and paving work will
 proceed under the supervision of the
 City Engineer. It is the intention of
 the Southern Pacific to build its elec-
 tric system on this boulevard through
 Wall's Harbor Center, while the final
 improvements are being made, so as to
 obviate tearing up the thoroughfare
 afterward.

The improving of Cutting boulevard,
 to be followed by the construction of
 the Southern Pacific's new line and the
 ultimate erection of a City Hall, is
 making Wall's Harbor Center a lively
 investment center. Besides all these
 features of development it will have
 the shipping of the inner harbor,
 which is expected to give it values ap-
 proximating the values of some San
 Francisco business property.
 The street paving com-

Fastidious Buyers Seek Exclusiveness

Residence parks in this city are be-
 ing sought more than ever by fas-
 tidious buyers. This is especially true
 of West Clay Park, where the S. A. Born
 Building Company has for the
 past three years been erecting homes
 of the highest class. In fact, the de-
 mand for these homes in this exclu-
 sive residence park has for some time
 past been greater than the supply. Of
 four elegant residences now in course
 of erection by S. A. Born, three have
 already been sold long before com-
 pletion.

The remaining residence, an artistic
 three-story mansion of the Spanish
 renaissance type, is being built on the
 southeast corner of West Clay street
 and Twenty-fourth avenue. This site
 commands an unobstructed view of the
 Golden Gate, Presidio and Marin
 county hills. The interior arrangement
 is for fifteen rooms and four baths. It
 will be elegantly appointed throughout.
 The finish will be in selected hard-
 woods—Jenifero, Circassian walnut and
 Southern gum—with inlaid oak floors,
 tapestried walls, bronze lighting fix-
 tures and glass hardware. The first
 floor will contain a reception hall, liv-
 ing-room, dining-room, breakfast-room,
 library, kitchen, butler's pantry, ser-
 vant's room and bathroom. The second
 floor is arranged for four bedrooms,
 two baths, a main chamber and large
 dressing-rooms, and the third floor will
 have a spacious social hall, servant's
 bedroom and bath; also two view decks
 and solarium. The basement will have
 a billiard hall, chauffeur's room and
 service equipment.

Rats and Mice as Food Detectives

Cincinnati to Raise White Rodents
 to Test the Purity of All Sus-
 pected Supplies.

REVEALS SECRET OF BIG BUSINESS

Joseph A. Leonard of Urban
 Realty Company Credits
 Newspaper Advertising.

Uppermost in the minds of the own-
 ers and selling agents of developments,
 both large and small, city and sub-
 urban, is the eternal question: "How
 can I best bring my property to the
 attention of the buying public, and
 what is the surest way to make profit-
 able sales and satisfied customers at
 minimum cost?"

The answer frequently expressed by
 prominent owners and agents of im-
 proved properties is "newspaper adver-
 tising, not spasmodic, but steady and
 consistent, the variety which continu-
 ally emphasizes the advantages of the
 development to be offered."

To obtain the best results, however,
 judgment must be used in the word-
 ing and make-up of the advertisements,
 so that prospective buyers may be en-
 abled to obtain a clear idea of the prin-
 cipal features of the property. First
 impressions go a great way toward sell-
 ing real estate. Truthful statements
 of facts eliminate misrepresentation and
 redound to the advantage of the seller.

That newspaper advertising, properly
 placed, bears good results is witnessed
 by the success of the Urban Realty Im-
 provement Company in disposing of its
 property at Ingleside Terraces. Joseph
 A. Leonard, president of the company,
 in speaking of the large number of
 building sites and homes disposed of to
 buyers through the daily press, said:

"Ordinarily speaking, the summer
 months are considered the 'dull period,'
 so far as the real estate sales market
 is concerned, but this has not been the
 fact as regards Ingleside Terrace resi-
 dential park, for with us the market
 has been brisk and active.

"I consider this continuous demand to
 be due in a great measure to the fact
 that the property actually has unusual
 merit; nevertheless, in order to bring
 the development to the attention of the
 purchasing public, the company adopted
 a consistent newspaper advertising
 campaign, a campaign which has been
 kept up every day in the year.

"To this policy I attribute to a great
 extent our success, for it must be re-
 membered that no matter how desir-
 able a property may be, it cannot be
 sold until it is brought to the atten-
 tion of a sufficient number of discrim-
 inating persons, able and inclined to
 buy, so that sales can be effected. The
 newspapers, both Sunday and week
 days, offer the greatest and best of all
 real estate selling mediums.

"Ever since the inception of Ingleside
 Terraces it has been the policy of the
 company to advertise the property in
 the newspapers, and each month has
 seen a greater increase in the number
 of homes sold. This increase has been
 logical and natural, and the so-called
 quiet summer season has not been ex-
 periened by this company.

"The company sold between June 10th
 and September 10th, the dull summer
 season, homes and building lots ag-
 gating \$105,450, our sales force making
 sales on an average of from three to
 four each week. Our experience has
 proved to us that this method of dis-
 playing our wares before the public is