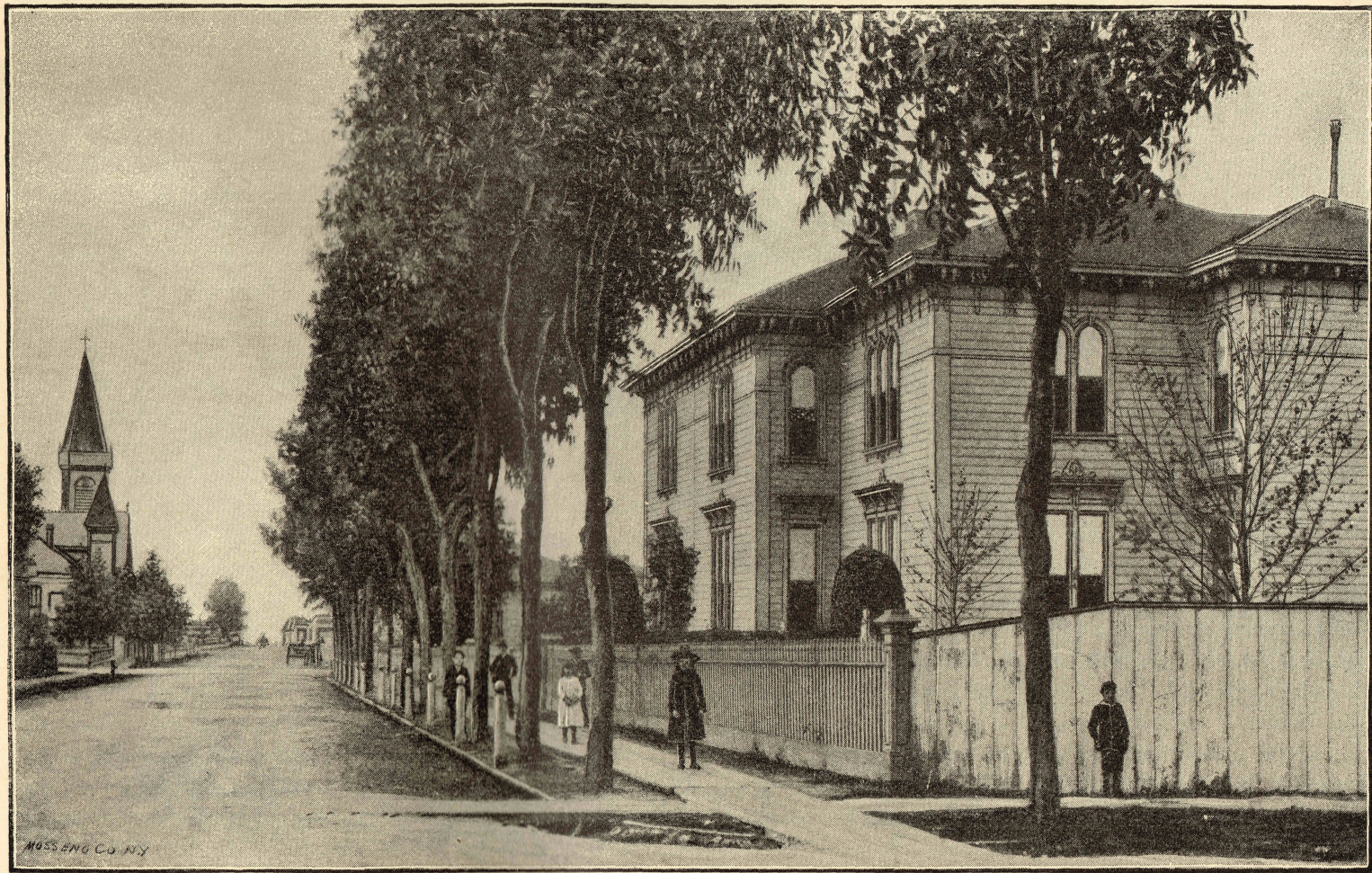


East Oakland
and Fruit Vale

A land of
Health and Homes

Alameda County
California.



MOSS ENG CO. N.Y.

FRANKLIN PUBLIC SCHOOL.

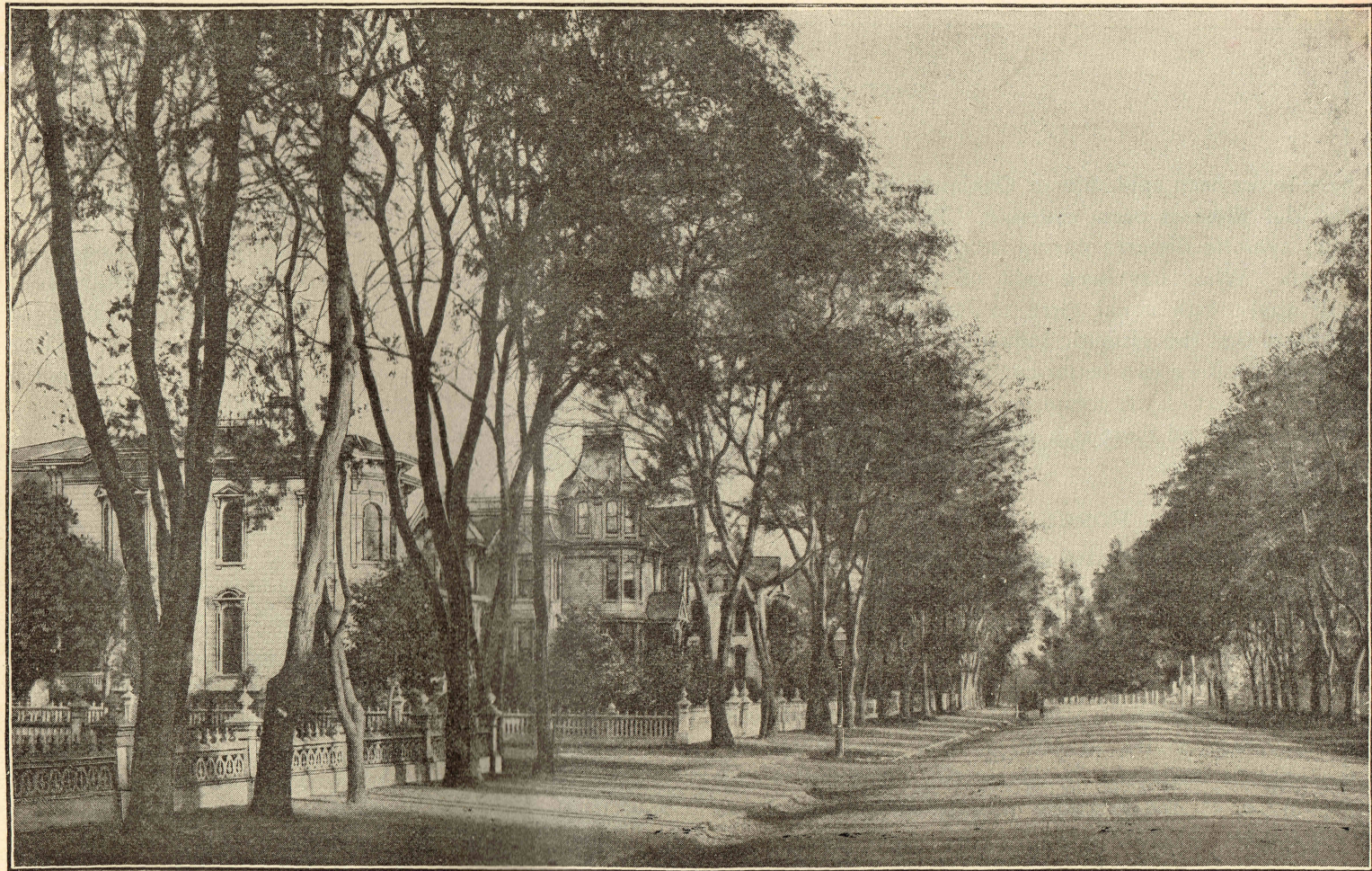
EAST OAKLAND AND SURROUNDINGS.

CLIMATE.

It is only necessary to present a few figures from reliable records of meteorological observation to prove that the climate of East Oakland is equal, if not superior to that of any other part of the world. The mean temperature of winter in this city is 52.12 degrees; the mean temperature of spring is 55.06, of summer 61.60, and of autumn 56.79. The difference between the coldest and the warmest of the spring months is only about two degrees, the average difference between the coldest and warmest of the summer months being about three degrees, and the difference between the coldest and the warmest months of the entire year a little more than thirteen degrees. The record for eleven years shows that the difference between the warmest and the coldest months of the seasons during that time was 16.51 degrees. This is certainly a favorable showing compared with the rigorous winters and the torrid summers of the Eastern States. The relative humidity for 1886 in East Oakland was 87.15. During the fiscal year ending June 30, 1886, there were 239 clear

and fair days, 126 cloudy days, 63 days in which rain fell, 21 foggy mornings and 92 mornings overcast. During 302 days the people of this city had no use for umbrellas, rubber coats or gum boots. The average annual rainfall is 24.12 inches. The exceptional climate enjoyed by East Oakland is due in a great measure to its location. It lies well to the south of the heavy rain belts of the northern coast, it is far to the north of the dry belt of the southern coast, and it lies so near the Pacific that the rain-laden winds blowing from the ocean have no chance to deposit their moisture before striking the rolling hills, at the foot of which the city lies, ever green and temperate.

The effect of this climate and the excellent sewerage system of Oakland is shown with convincing force in the vital statistics of the city. The average death rate calculated upon an estimated population of 50,000 is only 12.04 for each thousand people. In Europe not a single city or town has a death rate as low as that of Oakland, and there are but few cities in the United States in the most favorable localities, that can show as healthful a record. Contagious or infectious diseases



VII EW IN FRUIT VALE,

EAST OAKLAND AND SURROUNDINGS.

have never been epidemic in Oakland, nor have typhomalarial diseases been endemic. The average deaths from zymotic diseases during 1887 was but nine each month. What has been said of Oakland generally will apply with equal force to East Oakland except, perhaps, that the climatic influences in this section of the city conduce to a better condition of health than in any other part of the community, owing to the fact that in East Oakland there is a better opportunity for more effectual drainage.

POPULATION.

It is impossible to estimate accurately the population of East Oakland as embraced in the Seventh Ward. Basing an estimate on the number of school children as shown by the school census taken May, 1887, which was 1603, and multiplying this number by 4.26, the ratio of persons in the families, the total number of individuals in the ward would be 6828. This number would probably be increased by about two thousand if the population of the territory usually allotted to East Oakland be included.

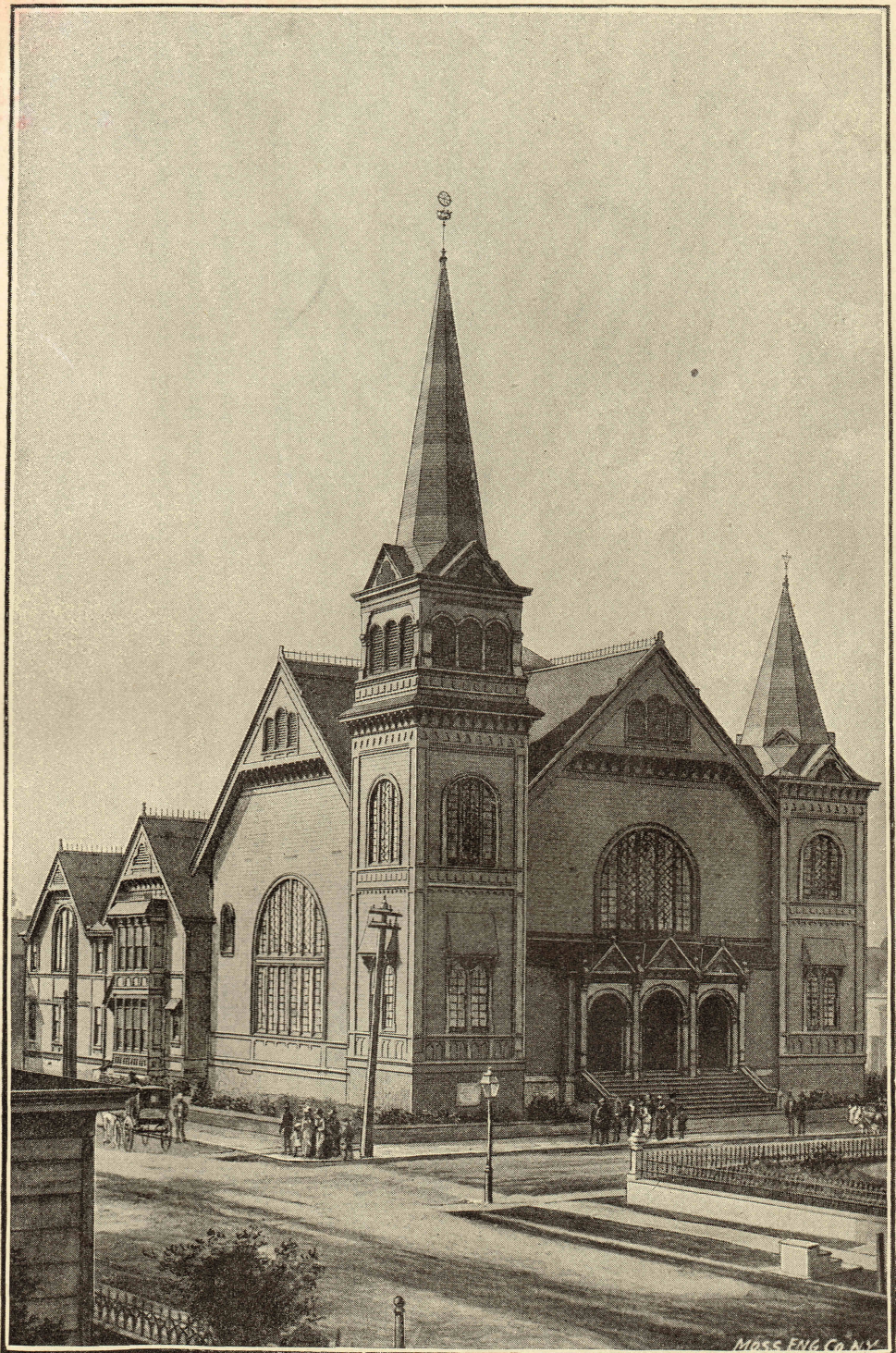
STREETS.

THE streets of East Oakland are in excellent condition. They are paved with macadam, which packs well, making a very smooth bed. These streets are preserved by constant sprinkling during the dry season. Trees are planted on either side of the streets, and the effect in the spring and summer is very pleasant.

The wooden sidewalks which have hitherto been in use are rapidly giving way to cement walks, which are much cheaper when their enduring qualities are considered, more cleanly at all times and handsomer in appearance.

DRIVES.

THE drives throughout this section of the city are generally in good condition, and penetrate to the most picturesque suburbs of East Oakland. These drives include a broad highway known as the San Leandro road, the Redwood Cañon road to the north of Haywards and Laundry Farm, the Piedmont road around the head of Lake Merritt, and the Hays Cañon road to Moraga



MASS. ENG. CO. N.Y.

PRESBYTERIAN CHURCH.

valley. These roads place East Oakland in close proximity to many beautiful suburban towns and scenic points along the hill-slopes of the Coast Range.

DRAINAGE AND ALTITUDE.

THE matter of drainage is always an important factor in the selection of building-sites whether for business purposes or residences. In this respect East Oakland is admirably situated; in the more thickly settled portion the lowest grade is three feet to the block of three hundred feet thus insuring perfect drainage. Along the surface of the higher elevations the grade is much more precipitous. At the intersection of Twentieth street and Fifth avenue the elevation is 63 feet; at the intersection of Sixth avenue it is 88 feet; from Sixth avenue to Seventeenth avenue the elevation ranges between 59 and 89 feet; Seventeenth avenue is 106 feet; Eighteenth avenue is 113 feet—the highest elevation in this direction.

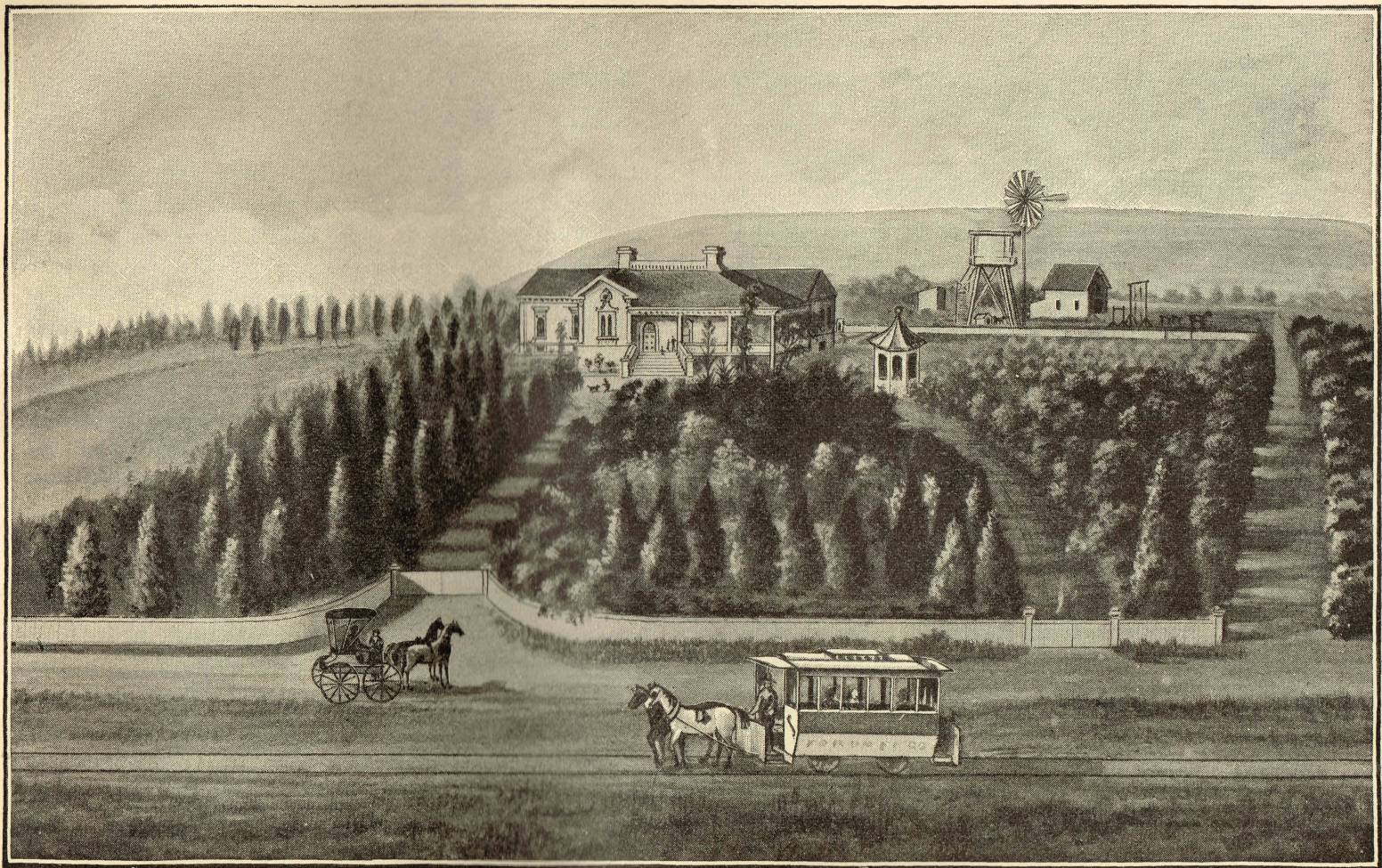
The average of these grades is 72.62 feet from Twentieth street to high-water mark in the Bay, and although the country lying east of these limits has a

lower elevation it is still ample to insure good drainage.

The sewerage system of East Oakland is equal to that of any city in the United States. Only the best quality of sewer-pipe is used (vitrified iron-stone), and the grade is such, as shown by the figures already given, that the clogging and obstruction of the pipes is an impossibility, thus obviating the annoyance and expense of constant repair so necessary in other localities.

GAS AND WATER.

MAINS for conveying gas and water are laid on all the principal streets. Gas lamps are erected at the crossings of all streets, and extend into the suburbs, including Highland Park and Fruit Vale. Water is supplied from the reservoir of the Contra Costa Water Company at San Leandro through mains extending over a distance of seven miles. Hydrants are distributed at convenient distances, and an efficient fire department is a guarantee of protection to property from fire. The pressure in these mains is sufficient to afford a full and constant supply on the highest elevations. The electric light is also being supplied.



EAST OAKLAND SUBURBAN RESIDENCE—35TH STREET.

EAST OAKLAND AND SURROUNDINGS.

HARBOR AND WATER-FRONT.

The estuary along the water-front of East Oakland has for many years been the winter refuge of the fleet of Arctic whalers, the steamers and sailing vessels of the Alaska Commercial Company, and also of many coasting vessels; and before the inauguration of the present local train system, Brooklyn, now the business center of East Oakland, was the eastern terminus of the ferry system connecting Oakland with San Francisco. East Oakland has a frontage upon this harbor, which can be made valuable for commercial and manufacturing purposes, of more than $1\frac{1}{2}$ miles. The view presented on page 3 gives a good idea of its appearance at the present time. With the improvements projected and already accomplished under the direction of Colonel Mendell of the United States Engineer Corps, the facilities which will be afforded to commercial and manufacturing enterprises will be of such a character as to enhance the value of the entire water-front

and to further the success of industrial enterprises already in operation. This portion of East Oakland is particularly valuable to those whose means and business facilities enable them to secure property adjacent to this harbor, and they will have ample opportunity of securing a profitable return upon their investment. The probability that Congress will appropriate a large amount for the further improvement of the harbor, especially in this portion of the estuary, including the construction of a canal through the Alameda Peninsula to San Leandro Bay, should be a satisfactory inducement for the improvement of this water-front and the development of many new and profitable enterprises. To capitalists who may desire to secure sites for manufacturing or other industrial interests we promise hearty co-operation and encouragement on the part of our citizens. A cursory investigation of the facilities afforded by the water-front of East Oakland will convince the most casual observer of the possibilities, both present and future, for a great manufacturing center.



CATHOLIC CHURCH.



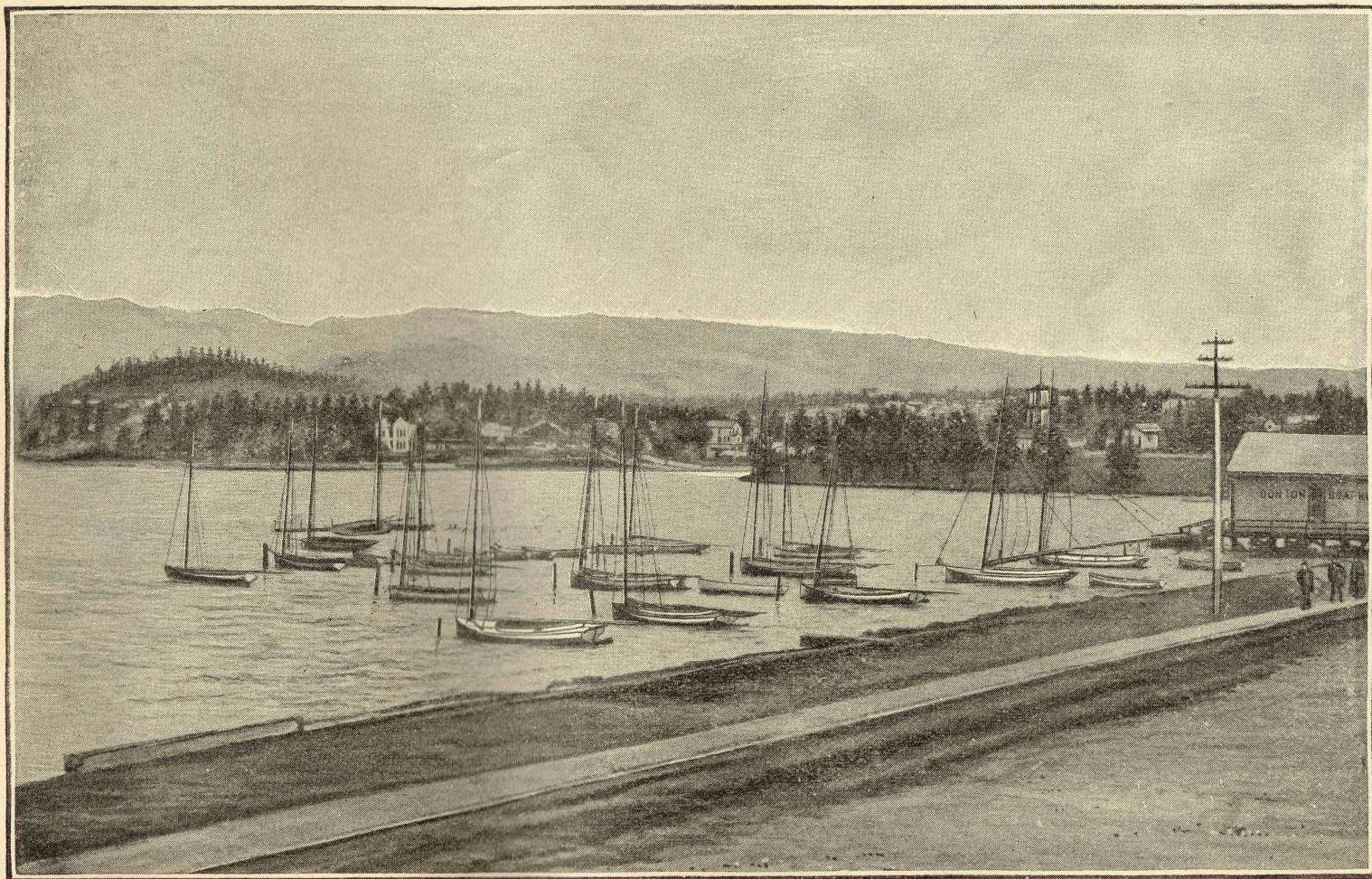
WASHINGTON SQUARE.

Issued by the
East Oakland Improvement Association,

Office:

628 East Twelfth Street,
East Oakland, Alameda County, California.

1888.



LAKE MERRITT, LOOKING TOWARD EAST OAKLAND.

EAST OAKLAND AND SURROUNDINGS.

EDUCATIONAL FACILITIES.

The Public School system of Oakland is acknowledged to be the best in the State of California. The corps of teachers employed comprises some of the best educators on the coast. The system of government, discipline and organization is not experimental, but the result of careful study and application of methods during all the years that the schools have been established. The teachers have always taken a personal pride in their several schools and classes, and the result is an exceptional excellence throughout the entire department.

These public schools form a solid basis for proficiency in the various courses pursued at the State University, the cap-stone of the educational fabric of California. At the University, which is located at Berkeley, five miles from East Oakland, there are colleges of agriculture, mechanics, mining, civil engineering and chemistry. The College of Letters includes classical training, literary and political science courses. The

Hastings Law College, the College of Dentistry, the College of Pharmacy, the College of Medicine and the Lick Observatory, are adjuncts of the University.

East Oakland has four public schools, employing twenty-five teachers, each school occupying one block of land. The aggregate value of the school property exceeds \$100,000. Besides these schools, educational facilities are offered by two kindergartens, a free library and a reading-room.

Pupils graduating from the grammar schools also have the choice of a thorough course in the Oakland High School, acknowledged to be one of the best of its kind in the United States for fitting its students for entrance to any college or university, or for the active practical duties of life.

Private institutions of learning are also located in this section of the city, all of them of the highest character as regards educational facilities and mental training.

Mills College and Seminary was established as a seminary at Seminary Park, a short distance from Fruit



MILLS COLLEGE.

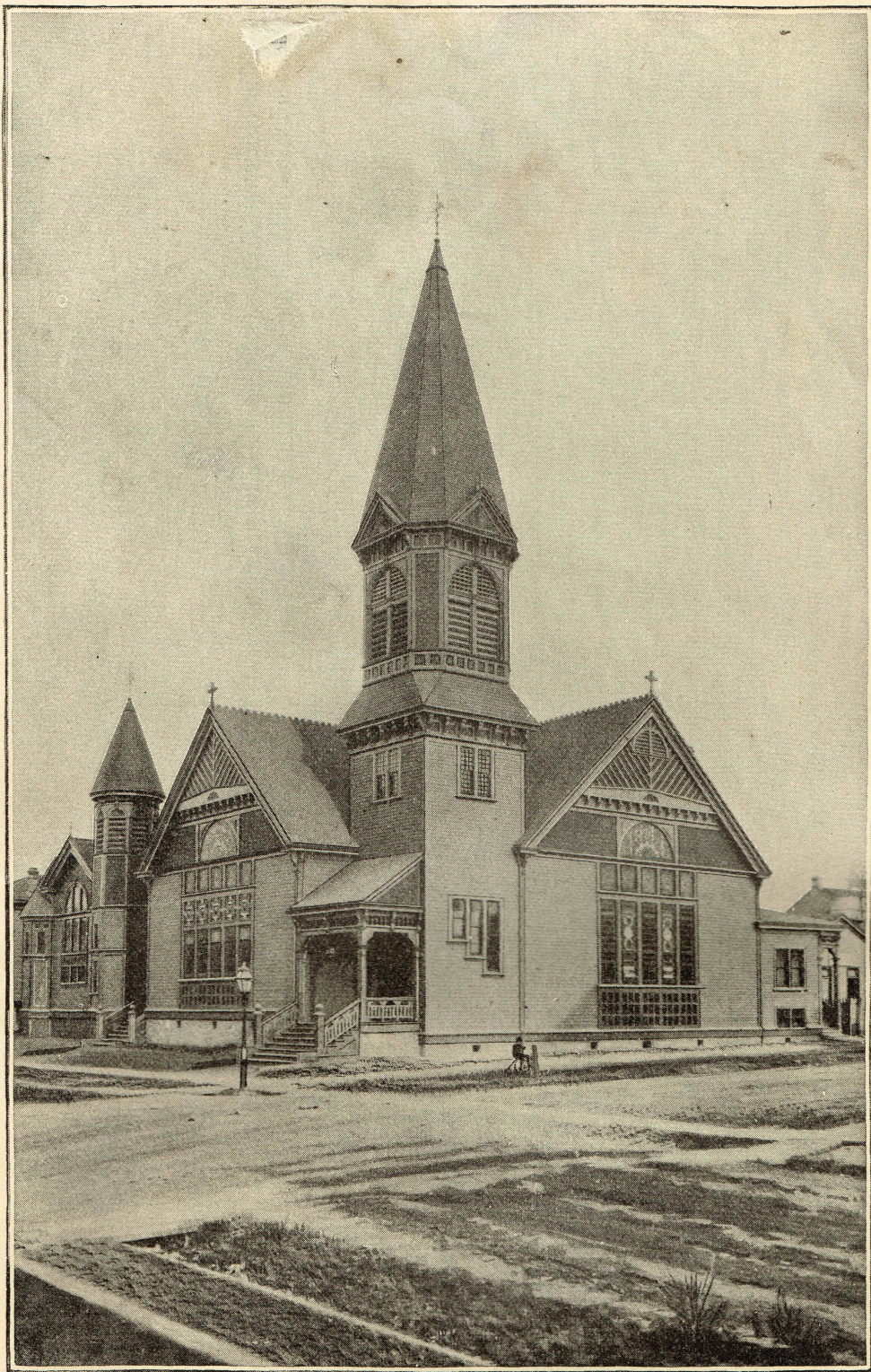
EAST OAKLAND AND SURROUNDINGS.

Vale, in 1871. It was incorporated as a college in 1885, and the courses of study were then arranged to correspond with those of similar institutions in the Eastern States. For the present, two courses are prescribed; the classical and belles-lettres continuing through four years. C. C. Stratton, D.D., is the President, Mrs. Susan L. Mills is the Principal, and the faculty numbers twenty-eight teachers. The seminary course remains substantially the same, but with added facilities. There have been 330 graduates from this course. The grounds surrounding the College now comprise 100 acres, which are secluded, and yet easy of access. A large portion is already well improved. Its location at the base of the Contra Costa Range is admirable for its healthfulness as well as for its beauty. The buildings are well adapted to their purposes. The property is valued at over \$300,000. During the present year there has been an attendance of about 230 students. The seminary training at this institution is similar to that of Mt. Holyoke, Massachusetts.

Miss S. S. Bisbee's boarding and day school, for

young ladies and little girls, is located in East Oakland. The building is new, and is constructed in the most improved style of modern architecture, securing sunshine and ventilation in every part. A thorough course both primary and academic is prescribed occupying four years, the senior year fitting pupils for Eastern colleges. The school is limited in number, and is strictly select. Each pupil is considered a member of the family, and all freedom and comfort consistent with good order are enjoyed as at home.

California College (Baptist) at Highland Park comprises a building which cost \$18,000 and a campus of twelve acres valued at \$20,000. In addition to this the college owns 250 acres of fruit land near Vacaville worth \$20,000. It also has a cash scholarship endowment of \$10,000, and the library contains two thousand volumes. The faculty consists of a President and six professors. The course of study embraces the academic course of three years and the college course of four years. Each of these courses is divided into classic and scientific. The location of the college is healthful and picturesque.



TENTH AVENUE BAPTIST CHURCH.

EAST OAKLAND AND SURROUNDINGS.

CHURCHES.

The churches of East Oakland include nearly every denomination, and all the organizations are supported by large congregations.

The congregation of the Baptist Church numbers 400; the seating capacity of the building occupied by them is 700; the Sunday school has an attendance of 300 scholars. The property of this church is valued at \$25,000.

The Presbyterian Church has a congregation of 400 and an attendance of 250 in their Sunday school. The seating capacity of the church is 550. The value of the property is \$40,000.

The Episcopal Church has a congregation of 250 in a structure the seating capacity of which is 400. Over 125 scholars are in attendance in the Sunday school. The value of the property is \$15,000.

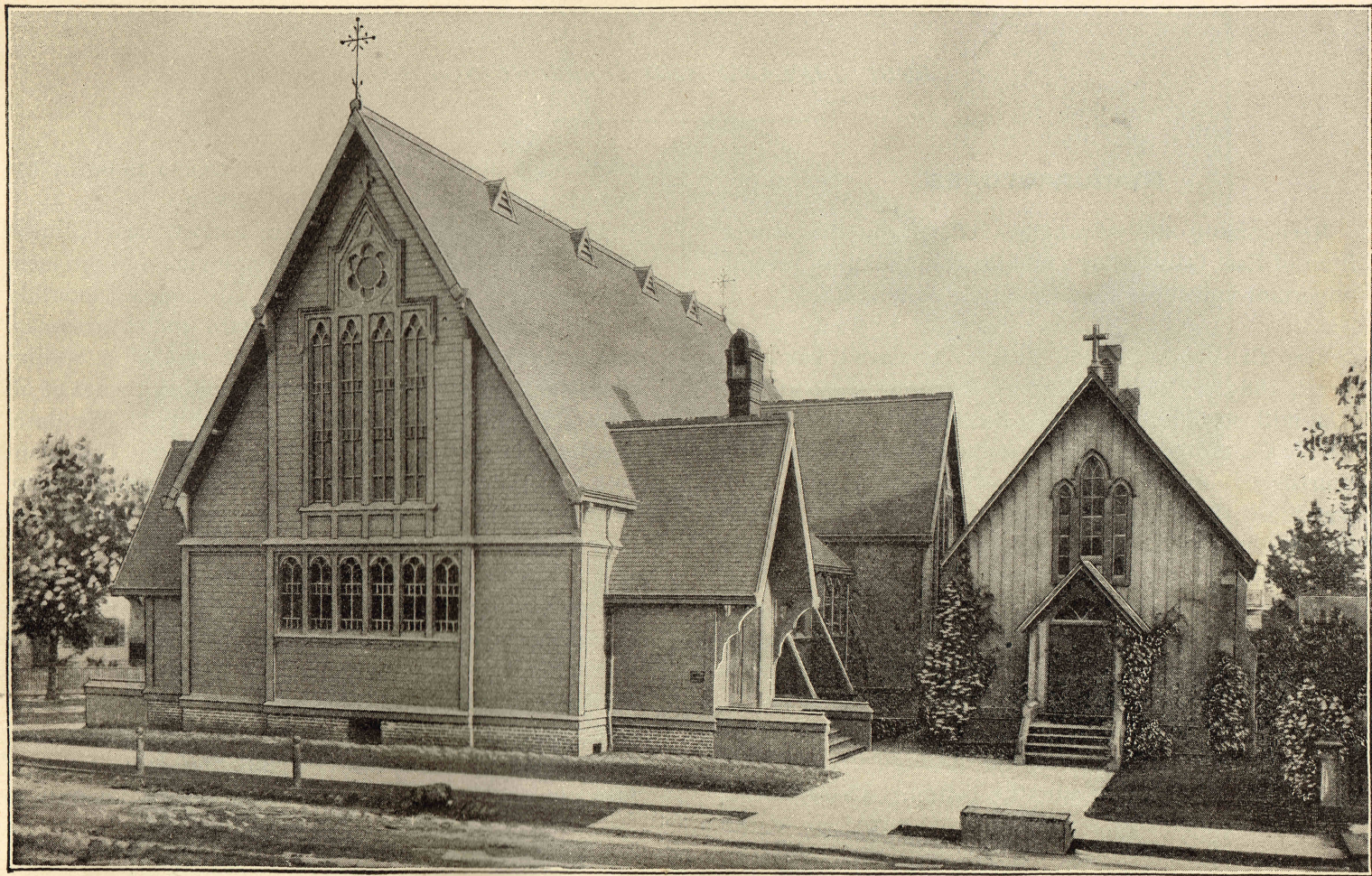
The Catholic Church has a congregation of 350. The church has a seating capacity of 450. The value of the

property owned by this church, including its schools, is \$40,000.

The Methodist Church has a seating capacity of 300 to accommodate a congregation of 350, and a Sunday school of 150 scholars. It is the intention of this organization to locate a fine building on the corner of Seventeenth street and Eighth avenue to accommodate the increasing membership. Their property is at present valued at \$10,000. The new church building will cost between \$25,000 and \$30,000.

The Congregational Church of East Oakland has a membership of 100, and a Sunday school of 100. The seating capacity of the church is 300. The value of their property is \$10,000. This society also intends to build a new church.

All of these congregations are prosperous and constantly adding to their numbers. Their effect upon the community of East Oakland is evinced by the high state of morality that prevails in this section of the city, crime of even the most petty character being almost unknown.



EPISCOPAL CHURCH.

MANUFACTURES.

Recognizing the advantages offered by the waterfront of East Oakland as a site for manufactures, several important industries have already been established.

The California Cotton Mills commenced work in April, 1885. The capital stock at present is \$600,000. The mill occupies 450 feet on the line of the Southern Pacific Co. at Twenty-third Avenue station. The plant consists of looms, spindles, bobbins, etc., dye-house, warehouse, and a 50-horse-power engine. The goods manufactured are seamless bags for grain, flour, alfalfa, salt, coffee, etc.; bolting for batting and mops, cotton wicking, rope, towels, burlaps, wraps, carpeting and twine. They employ 250 persons, and pay for labor over \$100,000 annually. The company offers to purchase at a fair price all the cotton that can be raised in the State. They also offer to supply free ten pounds of the best cotton seed that can be obtained to those who will plant it and cultivate the cotton. These liberal

offers have already induced many farmers to begin the experiment of raising cotton in California.

The California Jute Mills are located near Clinton Station (4th Avenue) and afford employment to 400 men, boys and girls. Over 750 bales of jute are used monthly in the manufacture of grain, potato and flour sacks. Horse-blankets and other heavy fabrics of a similar character are also manufactured, as well as twines of all sizes. The mill is 3000-spindle capacity. The daily operation is 2800 spindles and 135 looms. The plant cost \$300,000, and over 250 different machines operate in the various departments. The pay-roll amounts to over \$100,000 annually.

The Pacific Flax Mills were established last year with a capital stock of \$75,000. The principal product is twines and flax goods. They employ 40 hands and pay upwards of \$15,000 annually.

Other manufactories include planing mills, tanneries, potteries, iron and steel works, carriage shops, and numerous smaller industries employing large forces of men, and the aggregate product of which amounts to



GARFIELD PUBLIC SCHOOL.

EAST OAKLAND AND SURROUNDINGS.

hundreds of thousands of dollars per annum. Mercantile interests of every character are also well represented.

The rate of wages paid for labor in the manufactories will average from fourteen to forty-five dollars per month for boys and girls. Men and women are paid a proportionally higher rate, according to the efficiency of their labor.

The East Oakland lumber yards are located on the water-front between Twelfth and Fourteenth Avenues. The yards furnish nearly all the lumber required in East Oakland and the immediate vicinity. Redwood and Oregon pine comprise the bulk of the lumber used. The mills are located in the northern portion of the State, and the lumber is brought direct to the wharves in steam and sailing vessels. From \$60,000 to \$75,000 worth of lumber is kept in stock in these yards.

TRANSPORTATION FACILITIES.

In the matter of transportation facilities East Oakland is particularly favored. The local train and

ferry covers the distance between East Oakland and San Francisco in about forty minutes. These trains leave the East Oakland stations every half hour during the day, and no less than thirty-two depart during that time, the same number arriving, on the ferry system alone. This ferry system of the Southern Pacific Company is the most complete in the world. It is equipped with large and commodious steamers and well appointed trains. The service is excellent. The same trains also accommodate travel to and from Fruit Vale. In addition to the ferry-system trains, main-line trains run by the same company pass East Oakland daily in each direction, making a grand total of seventy-eight trains which accommodate passengers at East Oakland. These main-line trains are scheduled for all the principal cities of the Pacific Coast and the Eastern States.

Connected with the ferry system at East Oakland is the Fruit Vale horse-car line, carrying passengers through the town, its suburbs and Highland Park to Fruit Vale. Another line of horse-cars runs directly

INTRODUCTORY.

THIS PAMPHLET is issued by the EAST OAKLAND IMPROVEMENT ASSOCIATION, an organization of citizens whose purpose is to awaken an interest which will tend to the development of the resources of EAST OAKLAND, and to call the attention of our own citizens as well as strangers to the advantages of our unrivaled location. The main object is to present, in a compact and concise form, the principal benefits, present and prospective, accruing to the resident of this particular section of the city. The facts and statistics presented are based upon ACTUAL FIGURES, and are in no wise exaggerated. All that is submitted in these pages may be readily verified on application to the Secretary of the Association, at 628 East Twelfth Street, East Oakland, to whom all communications should be addressed.

The photographic views herein presented were taken during the midwinter months of December and January.

April, 1888.



CALIFORNIA COLLEGE (BAPTIST).

EAST OAKLAND AND SURROUNDINGS.

through East Oakland along Twelfth street to Oakland proper, a distance of two miles.

Monthly commutation tickets between Fruit Vale or East Oakland and San Francisco are sold at the low rate of three dollars. Single fares are fifteen cents, or twenty-five cents for the round trip. No charge is made on the steam lines within the limits of Oakland.

A cable line from Oakland connecting this portion of the city with the cable system of Oakland proper has been under discussion for some time past, and there are prospects that this improvement may be made at no distant day.

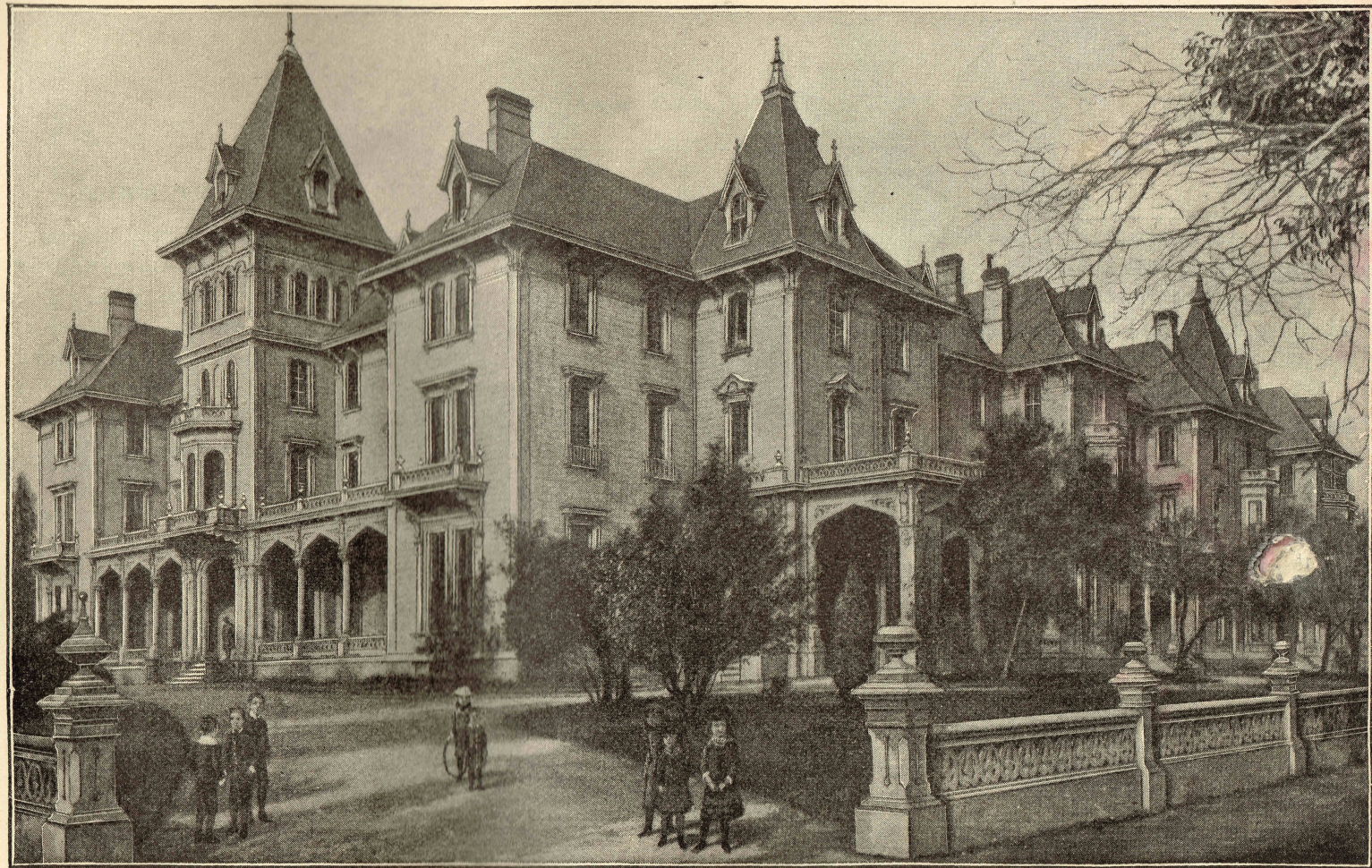
LAKE MERRITT.

In the center of Oakland, and separating East Oakland from Oakland proper, is a salt-water basin, a mile long and three-quarters of a mile wide, known as Lake Merritt. The ebb and flow in this lake is regulated by automatic gates in a dam at Twelfth street. It is a beautiful sheet of water set like a gem in a delightfully picturesque landscape, and is a constant resort for boating parties.

This water park belongs to the city, and it is the intention to improve it by constructing a boulevard along its margin for a distance of about three miles. This boulevard will be about 150 feet wide and will provide for footmen, street-cars, and a double driveway. When these improvements are made, Lake Merritt will be the handsomest municipal park in the United States.

HOTELS.

East Oakland has three hotels. Tubbs Hotel is a centrally located building containing 200 rooms, properly exposed for the reception of air and sunlight. It is within easy distance of Lake Merritt, and is surrounded by handsome grounds, and being on the line of the Central Avenue street cars, is a desirable transient as well as family hotel. The Union Hotel, containing 56 rooms, and the East Oakland Hotel, of 30 rooms, are both well-conducted establishments, close to the various lines of travel. Besides these hotels, accommodations may be obtained in private families, with or without board, in any section of town.



TUBBS HOTEL.

EAST OAKLAND AND SURROUNDINGS.

PARKS.

There are two parks in East Oakland, one of which, Washington Square, shown on page 16, is in excellent condition as regards cultivation. This square occupies an entire block, and the lawns and walks are bordered and shaded by trees and shrubbery, carefully selected and constantly attended to. Independence Square lies partly on the southern face of a hill and partly upon the crest, between Seventeenth and Nineteenth Avenues. It contains ten acres, and is more than quadruple the size of the other plazas of Oakland. This park, which is admirably located for the purpose, overlooking the city and the surrounding country, is being improved, and when the work is completed it will be the favorite resort of all who may wish to seek the fresh air and the bright sunlight of the suburbs, where the birds sing in the cool shadows of the trees and where the soft winds are perfumed with the odors of wood and field—a park where those who need it most may secure rest and recreation and release from the cares of business and labors.

HIGHLAND PARK AND FRUIT VALE.

No more desirable places of residence may be found within the borders of California than are now awaiting occupation in Highland Park and Fruit Vale. The former is located on gently sloping ground, amid groves of trees and handsome gardens. The soil is well adapted for the cultivation of flowers and fruit trees, and its advantages as a site for cottage homes and pretentious residences is yearly becoming better appreciated as is evidenced by the steady improvement in this direction.

Fruit Vale lies at the foot of the hills on the eastern verge of the city and is one vast garden. Fruit Vale Avenue, a firmly paved roadway, is lined with elegant residences and villas surrounded by beautiful lawns and gardens. Numerous orchards are planted here, producing every kind of fruit, including the citrus varieties, in semi-tropical luxuriance and plenitude. The soil is easily cultivated and everything planted in it thrives. Fruit Vale is the garden spot of California as a place of suburban residence within easy access to San Francisco.



FRUIT VALE AVENUE.

EAST OAKLAND AND SURROUNDINGS.

IMPROVEMENTS.

In the past year there have been over one hundred buildings erected, including churches, dwellings and business houses, among which are the Baptist, Presbyterian and Episcopal churches. Streets and avenues that were formerly enclosed in broad tracts, which had no other designation than that given on an official map, have been improved by macadamizing, sewerage, and the laying of gas and water mains, and by the erection of many beautiful and palatial residences. Manufacturers are erecting new, and making additions to their, buildings along the harbor. A new

railroad has been surveyed from Fruit Vale to that favorite suburban resort, Laundry Farm, and no doubt will be built in the near future.

SURROUNDING COUNTRY.

There are no more fertile or productive valleys in this State than those adjacent to and surrounding East Oakland. Here the peach, apple, pear, plum, prune, cherry, apricot, fig, almond, English walnut, grape, strawberry, raspberry, blackberry, citrus and other fruits grow in abundance without irrigation. In fact, no finer fruits are grown in California than are produced within the borders of East Oakland.

This is the prospect and these are the surroundings of East Oakland—what more can be desired?

Where may be found a pleasanter or more desirable locality?

GEO. R. WILLIAMS, President.

BEN L. WADE, Secretary.

OFFICE OF THE

EAST OAKLAND IMPROVEMENT ASSOCIATION,

628 East Twelfth St., East Oakland, Alameda County, Cal.



CARD FROM THE SECRETARY.

DEAR SIR:

Any communication addressed to me will be cheerfully and promptly answered, to the end that the correspondent may be fully enlightened on any subject that may have been touched upon in this descriptive pamphlet giving a brief outline of the advantages of East Oakland as a place of residence.

If you will kindly send me the name and address of any person in your vicinity whom you think would be interested in receiving information about this, by far the most eligible home-site in the State of California, I will be pleased to mail him a copy.

Very respectfully,

BEN L. WADE,

Secretary.

April, 1888.

East Oakland.

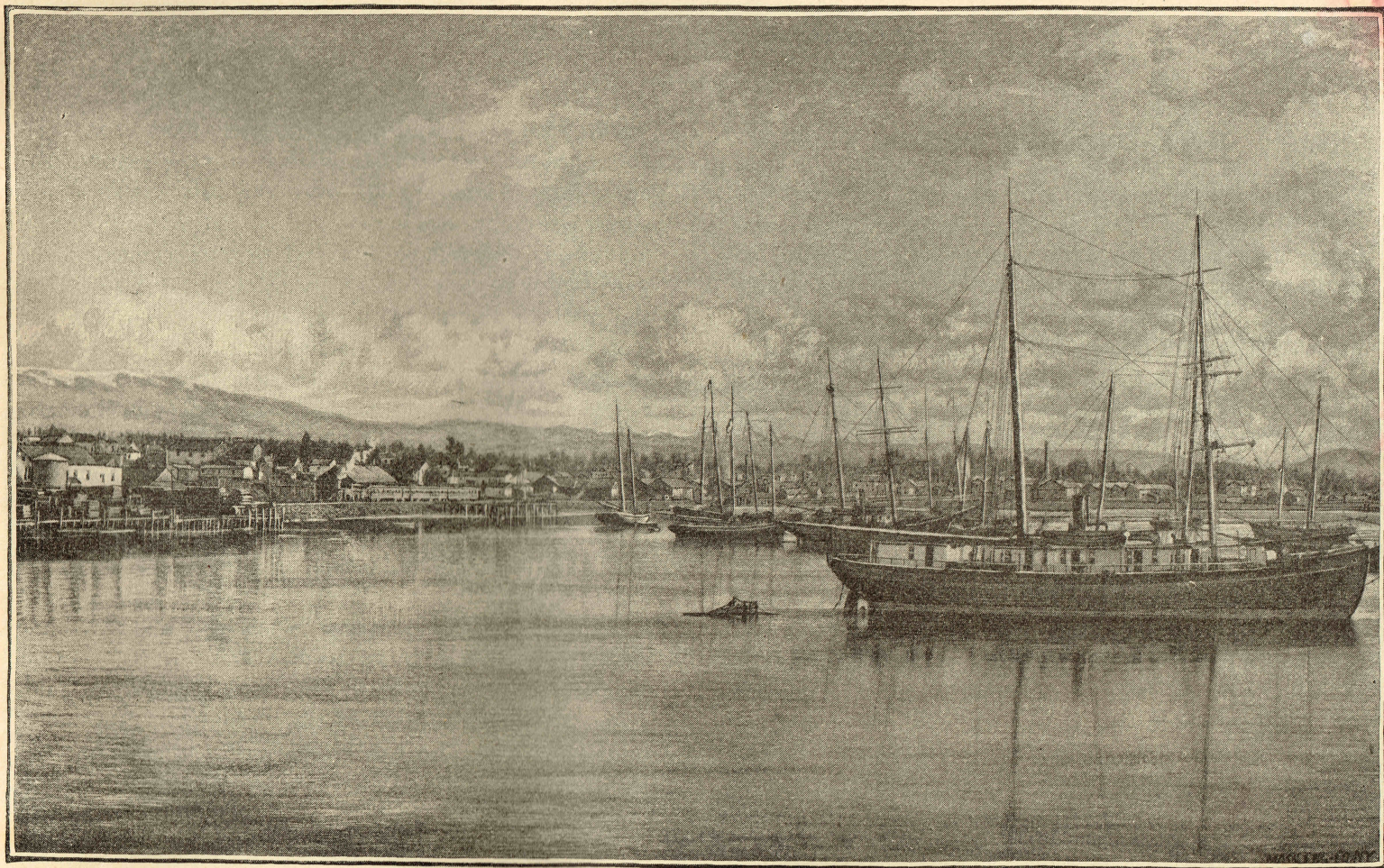
On the eastern shore of the Bay of San Francisco, directly opposite the Metropolis of the Pacific Coast, lies OAKLAND, fairest of all cities, looking out through the Golden Gate upon the broad Pacific Ocean.

AS a geographical division of the city of Oakland, that section known as East Oakland, to the description of which and its environs these pages are indited, is very clearly defined. It embraces all the country east of Lake Merritt and north of the estuary of San Antonio, extending to the city limits. Within the proper scope of East Oakland, however, may be included all the territory outside the city limits variously designated Fruit Vale, Melrose, Laundry Farm and the Seminary Park tract.

A proposition is about to be submitted to the votes of the citizens to enlarge the boundaries of the city so that much of this outside territory shall be included within the corporate limits of Oakland.

From the summits of the rolling hills that overlook

the city, one of the most varied and picturesque panoramas in the world is presented to the view. It is beautified by elegant residences and comfortable homes, surrounded by luxuriant gardens where the rarest exotics bloom the year round; it is easy of access by rapid transit; churches of every denomination, and schools of the highest reputation are within easy distance; the water front is lined with manufacturing enterprises; the climate is unsurpassed for salubrity and evenness of temperature; it possesses a soil capable of producing anything that will grow in the temperate or semi-tropic zones; and to sum up all the advantages offered by East Oakland, it may be said that it is, by far, the most eligible home-site in the State of California.

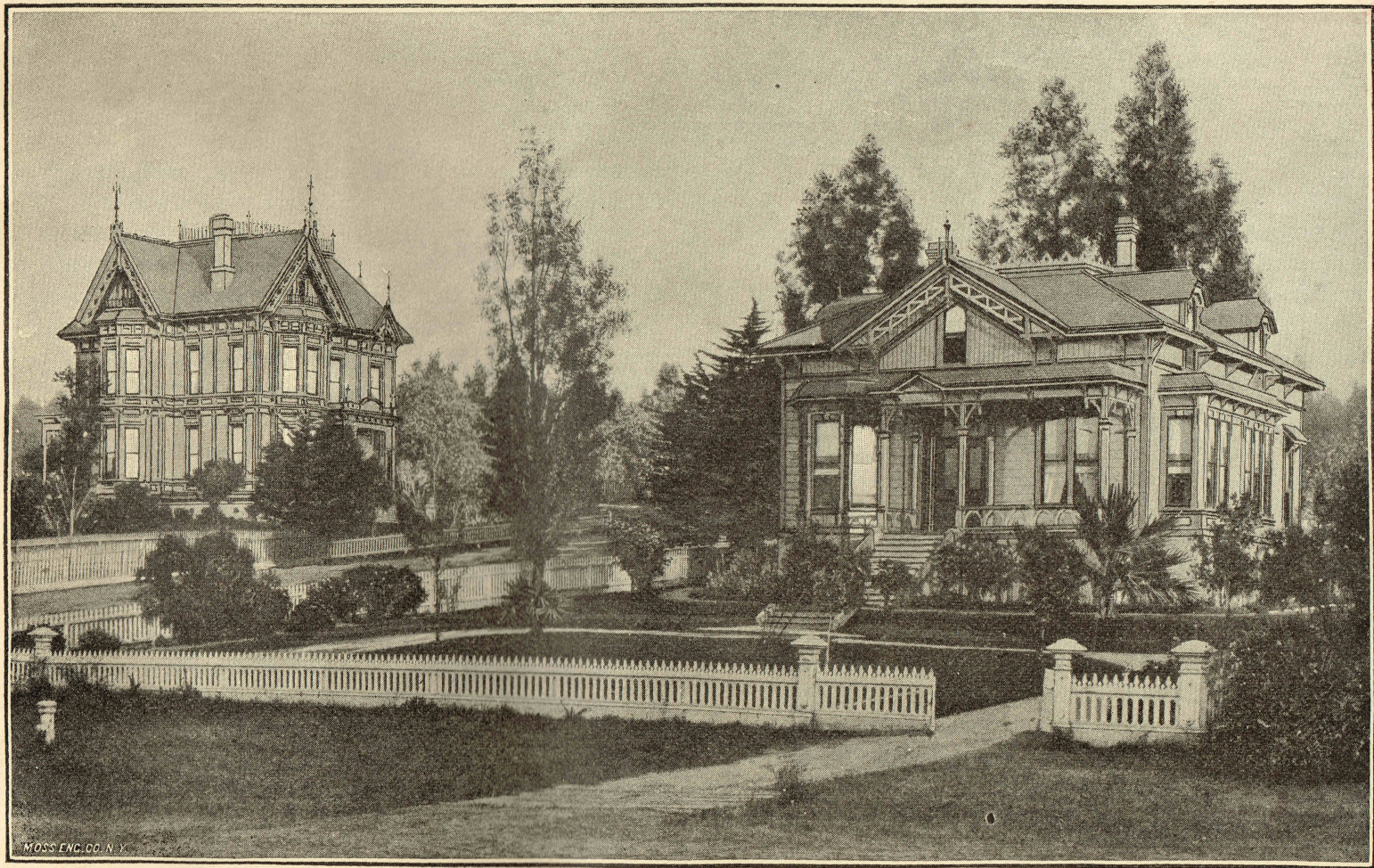


EAST OAKLAND HARBOR.

EAST OAKLAND HOMES.

FROM a purely esthetic point of view the suburbs of East Oakland, which include Highland Park and Fruit Vale and the territory stretching eastward to Seminary Park and Laundry Farm, are pre-eminently attractive. Standing upon any one of the many hill-slopes overlooking this part of the city on a clear day, a landscape is spread before the observer that is unrivaled on the American continent. To the north the emerald hills of Berkeley slope seaward, rifted by wooded cañons, through which flow limped streams; on the east stretch the broad acres of alluvial land; at the foot of the hills on which you stand is Fruit Vale, a cluster of villa homes embowered in orchards and gardens, out of which is wafted the perfume of ever-blooming roses, and which, in the spring of the year, is snowy white with the blossoms of the almond, the cherry, the peach, the apricot and the apple—orchards and gardens where the orange and the lemon thrive, where the magnolia blooms, and where the stately palm rears its feathery crest. Looking to the south-

ward, from an elevation of 700 feet above sea-level, the prospect is varied and extensive—beyond the encinal of Alameda, out over the salt marshes and sinuous sloughs of Alvarado and Alviso, across the grain fields and vineyards of Santa Clara county, even to the garden city of San Jose—a prospect rimmed round by the serrated summit of the Coast Range out of which leap a dozen towering peaks whose sharp outlines stand clear and distinct against the deep blue of the sky. Sweeping back from the south to the westward, the vision of the beholder is gladdened by the flashing of the waters of the bay of San Francisco, on the surface of which floats the commerce of the western ocean; the teeming metropolis; the Golden Gate through which the broad Pacific is horizoned by shifting mists; grand old Tamalpais brooding over the waters like an aged Indian chief standing guard over his tribe. To the westward from the hill-slopes of East Oakland, as far as the shore of the bay, lies the city of Oakland, properly named from the groves of oak in which it is built—a city of spires—a city of schools and churches and homes.



MOSS ENCL. N. Y.

VIEW IN HIGHLAND PARK.

EAST OAKLAND AND SURROUNDINGS.

TAXATION AND VALUES.

AMONG the first questions asked by a stranger seeking a place of residence in any community is in regard to the value of property, improved and unimproved, and what is the rate of taxation? Regarding the taxes imposed upon property in this city, it can be said that they are as light as could be reasonably expected in a growing community. The municipal levy for the present fiscal year, just made, is 95 cents on each \$100 of valuation, and the total levy for city, State, and county purposes, will not exceed \$2. This light tax is owing to the fact that the city is only slightly encumbered with indebtedness. In this connection it is proper to state that owners of property in this city have never held it at its true value as fixed by the general market of the State. Considering all the advantages offered by East Oakland as a place of residence, for business, and as a site for manufacturing enterprises, property of every description is offered at a figure at least thirty per cent lower than in any other part of the State. This proposition will hold, in very many

instances as regards the prices alone, without any extraneous consideration whatever. As there are no inflated values of property in East Oakland it is not with a view to inviting mere speculators that this pamphlet is issued; but for that class of people who will become residents of the community—public-spirited men and women who will assist us in the improvement of every neighborhood and section; home-seekers who will prove a benefit to the city—to such people we offer a hearty welcome to this land of sunshine and flowers, and promise our earnest co-operation in every effort that shall tend towards the welfare of the individual as well as the community. Regarding the price of real estate within the limits of East Oakland it ranges anywhere between \$11 and \$60 a front foot, according to location and the depth of the lots. Outside lands are worth from \$100 to \$400 an acre, improved property or land under cultivation sometimes being held at the latter figure or even higher where the fruit crops justify it, but in no instance is the price exorbitant when the amount of the return upon the investment is taken into consideration.