

BUSY ROCKRIDGE VERNON DISTRICT

Seven years ago an open garden. Today one of the most famed home sections of the great East Bay District with a well developed and thoroughly equipped business district. That is the story of the Vernon-Rockridge District with its center on College Avenue running south from Chabot road for several blocks.

The Vernon-Rockridge District is peculiar in this. It has all of the characteristics of a complete city with everything in the line of homes from the modest bungalow to the mansion of the capitalist and from a modern apartment house to the standard "flat" for a moderate family. In one part of the district is the best developed bungalow section of the whole East Bay. There has been built every variety of the bungalow type of home that ingenuity of the architect can devise. Up on the hillside and on the slopes of Rockridge Park some of the most handsome mansions in the East Bay District have been built by wealthy owners.

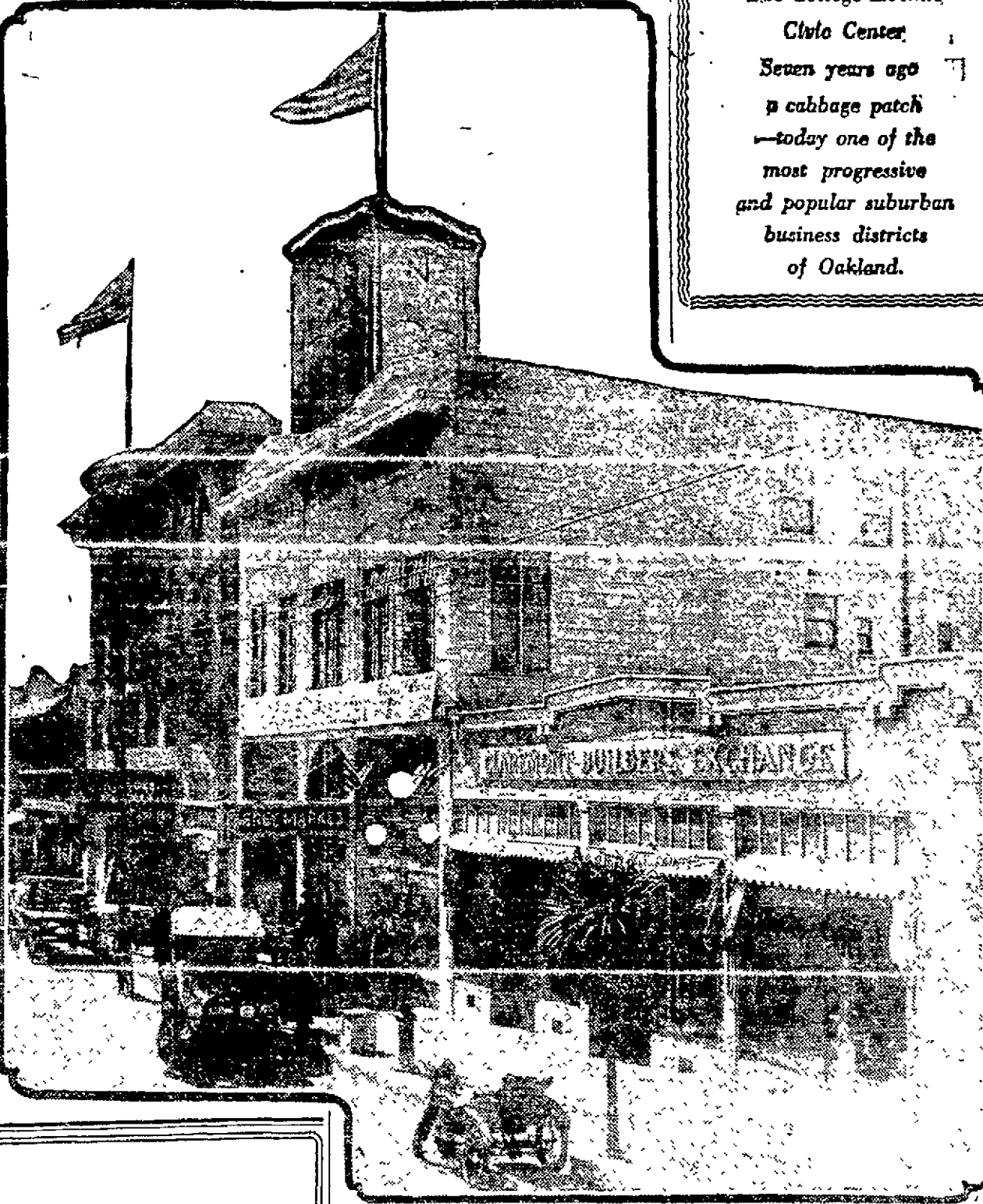
And in the midst of this has grown up a little business center. There are no department stores but there is a complete line of business houses that supply the want of the most exacting neighborhood. The immediate or future wants of every resident in the district can be met in this well equipped business center.

There is also one of the best organized improvement clubs on the east side of the bay. The Vernon-Rockridge Improvement Club has a membership above the thousand mark, and meets regularly to consider the needs of the district. The public affairs of the community are watched carefully. If the members feel that there is something needed or something to be done they "do it." There is no waiting. If it is a matter of better streets or improved sidewalks it is taken up with the city officials. If it is a matter of cleaning up the neighborhood they take it up with the people themselves.

The result has been that the Vernon-Rockridge District has made its name as the progressive and up-to-date section of the East Bay.

The living facilities are excellent. There are well equipped moving picture theaters and modern stores.

Looking South on College Ave Today



The College Avenue Civic Center
Seven years ago
a cabbage patch
—today one of the
most progressive
and popular suburban
business districts
of Oakland.

COLLEGE AVENUE FREE MARKET

The College Avenue Free Market has become an institution by itself. It is a modern institution sanitary in every way and carrying a stock that can not be exceeded in places downtown. The College Avenue Free Market was the first effort to establish a neighborhood free market, and it has proved an instant success. It has become a feature of the district.

The College Avenue Free Market represents an investment of \$80,000 and to the courage of C. B. Strong is due this improvement. Mr. Strong lived on College Avenue before a car line was ever dreamed of in that section, and now that this has become an important community he has done everything in his power to show his confidence, and the College Avenue Free Market is the result. The success that has attended the establishment of this institution has justified Mr. Strong's confidence.

WHAT IT MEANS

The establishment of this market means that the residents of North Oakland and Berkeley will no longer feel obliged to spend their time and carfare to visit the downtown cash markets. Right at their own door they have a market that for beauty, convenience and sanitary arrangements cannot be surpassed on the Pacific Coast.

It is estimated that any family may make a saving of \$5 to \$10 per month by the modern Hooverizing method of buying food products direct from the large cash public markets instead of the old way of ordering over the telephone to a credit and delivery store.

(Signed) C. B. STRONG.

T. HAROLD SMITH
5531 COLLEGE AVENUE
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Hats Remodeled—Evening Classes
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ARCHITECT
AND
SUPERINTENDENT
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CONSTRUCTION
ON
THE COLLEGE AVENUE
FREE MARKET

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We use filtered and softened water. That's why our customers' goods last so much longer.

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Imported, Fancy and Staple Groceries

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"Variety is the Spice of Life"
and the Life of a Progressive Grocery Store.

We have a stock of
STAPLE AND FANCY
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That is UNUSUAL in its
VARIETY

We keep QUALITY that
spells SATISFACTION, and
with prompt and efficient
SERVICE, puts economic
management within your
reach.

TRADE AT HOME

NEW ROCKRIDGE FRUIT MARKET

Fancy Fruits and Vegetables at Most Reasonable Prices.

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Free Delivery

College Avenue Branch

OF

Security Bank

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Recognized by the Public as Purveyors of Clean,
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ARTCRAFT, PARAMOUNT and GOLDWYN PICTURES.

Fred Frediani & Co.

Growers of and Wholesale and Retail Dealers
in all Kinds of Fruits and Vegetables

Full weight and quality guaranteed, at down-town prices. Our large basement warehouse is ideal for the storage of potatoes, onions, etc., enabling us to handle same direct from the ranch to the consumer. Free delivery in box or sack lots only.

NEW COLLEGE AVENUE FREE MARKET

Hooverize on Your Bread Prices
Your Choice—

WHITE---RAISINO---BRAND
14c—2 for 25c

Also the finest line of Cakes, Rolls and Pastry in Oakland, baked in the FINEST, CLEANEST BAKING KITCHEN in America, under expert supervision and perfect sanitation.

HEMPERLY BREAD is the real answer to Hoover, and the public should take advantage of his Quality Large Loaves, 2 for 25c

which is in reality wholesale price to the consumer.

The Hemperly System of Baking Kitchens are out in the open in their operation, and anyone interested in the welfare of his family will come and visit the place supreme for baked products.

HEMPERLY SYSTEM OF BAKING
KITCHENS

NEW COLLEGE AVENUE FREE MARKET

NEW COLLEGE AVENUE FREE MARKET

"Where Quality and Price Meet"

5637-39 College Ave.



W. R. HARPER
The Butcher

willing to change my system, but in the meantime I will keep nothing but the best in this market.

New College Avenue Free Market

Harper's Policy—

is different from the ordinary "Free Market" style. Harper believes that in this part of Oakland and Berkeley the average family wants the best meat the market affords, at the lowest possible margin of profit. His success during many years of business is based on this policy. The recollection of quality remains long after the price is forgotten.

No Chinese fed hogs or meats of any description will be sold in this market, nothing but the best corn-fed steer beef being offered to our trade. If a majority of my customers wish me to handle the cheaper grades of meat, I am willing to change my system, but in the meantime I will keep nothing but the best in this market.

OUR California Groceterias

Are Winners—Why?

Because we pay you big money for being your own clerk and delivery man. Bring your suitcase, bag or basket—all goods guaranteed satisfactory or money back. We have no specials—all prices regular. Popular brands only. Come in and inspect our stock—it is our best advertisement. Compare our prices with prices you have been paying. Pay us a visit—it will pay you—two stores.

2165 Shattuck Ave., near Center St., Berkeley
5637-39 College Ave., in New Free Market

42 STORES

42 STORES

A Million People Are Saving 15c on Every
Pound of COFFEE They Buy

BEST COFFEE, 25c per lb.

(Right out of the roaster)

Try this Coffee along with any 40c to 45c Coffee—if you do not like it as well, we refund the money.

GOOD COFFEE, 20c per lb.

Guaranteed as good as any 30c to 35c Coffee or money back.

Get your Coffee at the Coffee Roaster

PACIFIC COFFEE STORES CO.

Reliable Coffee Merchants

in College Avenue Free Market

Other Branches—1362 Park Street, Alameda,
and 2084 University Avenue, Berkeley

A New Era Has Been Established by the

Golden Gate Creamery

in this Market. We manufacture our own Butter and are offering it to you daily fresh from the pasteurizer and churn AT WHOLESALE PRICES.

We court your interest to investigate the quality and prices of our

EGGS, BUTTER, and CHEESE

as compared with down-town stores and free markets. You will always find us right—all goods fully guaranteed to please.

It will pay you to call on us at the—

NEW COLLEGE AVENUE FREE MARKET
or STALL 20, SANITARY FREE MARKET

By a Rock Ridge Resident

College Avenue has seen many great changes. Of recent years it has witnessed two events which have given a distinct and added dignity to our immediate section.

We look back with pride to the first lighting of the electrolights.

Moving on in the chain of events we come to the opening of the Chimes Theater, and we remember that very recent event with a distinct feeling of gladness for from that time we have had offered to us the cream of the moving picture classes.

But following swiftly upon the opening of the Chimes Theater we come to the present time—the opening of the Free Market. No one single event has ever occurred in this district that has and will continue to have a more intimate relationship with every household than the opening of the Free Market.

College Avenue Florist

M. S. THOMAS

Cut Flowers, Potted Plants
House Plants, Ferns
Hanging Baskets

Special Floral Designs

5675 College Ave., cor Shafter
and in the new College Avenue
Free Market.

FISH Every Day

at free market prices. We carry in their season all kinds of fresh fish, also oysters, crabs, clams, lobsters, etc. This being the first and only complete every-day fish market in this part of town, should be appreciated and encouraged. Satisfaction guaranteed.

Frank Filigrasso
& Co.

NEW COLLEGE AVENUE
FREE MARKET