

THE \$250.00 PRIZE

Which we offered for the most appropriate name of our new 400-acre tract on the western slope of the Berkeley Hills, has not been awarded as yet. There were nearly 400 names suggested, and on account of the large list the selection of the best all-round name is made rather difficult. Each director of the FERRIER-BROCK DEVELOPMENT CO. has been furnished with a complete list of the proposed tract names from which to make a careful selection, the author's names being withheld until the tract name has been decided upon, when the lucky party will be announced.

The tract is to be cut up into high class residence property, the equal of which cannot be found about the bay. Superintendent McLaren of Golden Gate Park, San Francisco,

the famous landscape artist, will lay out the tract and under his guidance the preservation of the natural beauty of the property will be carried out to the utmost extent. There will be a beautiful wide boulevard commencing at the foot of the slope, and gradually ascending at not more than a five per cent grade. This will wind back and forth over the entire slope, and will make one of the most popular boulevard drives on the coast for automobiles and rigs.

The first subdivision to be placed on the market will cover the eastern 120 acres and from this tract the lucky prize winner will have his choice of lots of the entire tract, and his \$250 will apply on the purchase price.

FERRIER-BROCK COMPANY

2121 Shattuck Ave.

Berkeley, Cal.

Berkeley Reporter- January 1907

HOW CRAGMONT GOT ITS NAME

CRAGMONT NEIGHBORHOOD - CRAGMONT ROCK - CRAGMONT SCHOOL - CRAGMONT AVENUE

In 1907 Ferrier-Brock Real Estate Company was ready to develop its 400 acres on the western slope of the Berkeley Hills. As a promotion they held a contest for the name of the development. The prize was \$250. It turns out to be \$250 credit toward a lot with the winner having his choice of lots in the entire development. There were over 400 names suggested. The winner was Mrs. Ida A. Brooks of 1403 Le Roy Ave.

The development was laid out under the guidance of Supt. John McLaren, the famous landscape artist who designed Golden Gate Park. The developer claimed Cragmont would be made beautiful by nature and art joining hands and be the show piece of central California. In addition it would be overlooking what they hoped would be the new California State Capitol in North Berkeley. In 1907 the movement toward attracting the new capitol was in full swing.

Francis Ferrier was: President of W. Berkeley Bond and Real Estate Co, An officer of The Homsted Loan Co. and President of Ferrier-Brock Company.

Berkeley Reporter- February 25, 1907

CRAGMONT

is the name that wins
the \$250.00 Prize

- ❑ CRAGMONT is the name of our new tract of land on the western slope of our beautiful North Berkeley Hills.
- ❑ CRAGMONT is the name suggested by Mrs. Ida A. Brooks of 1403 LeRoy Ave.
- ❑ CRAGMONT is the most appropriate name suggested.
- ❑ CRAGMONT comprises 400 acres of beautiful hill-side building sites.

- ❑ CRAGMONT will be cut up into high-class residence property and the first subdivision of 120 acres will be placed on the market next month.
- ❑ CRAGMONT will be laid out under the guidance of Supt. John McLaren, the famous landscape artist.
- ❑ CRAGMONT will be made beautiful by Nature and Art joining hands.
- ❑ CRAGMONT will be the show place of central California.

FERRIER-BROCK CO., Inc.

2121 SHATTUCK AVENUE

BERKELEY, CAL.