

# CITY HAS NEW RETAIL DISTRICT

## Twenty-Ninth and Mission Is Now a Bustling Center.

There is a prevailing belief in the Mission that the neighborhood of Twenty-ninth and Mission streets before long will be one of the most active retail districts outside the downtown retail section. Since the part of the Mission has advanced with rapid strides, and it now has some of the largest retail stores of any suburban business location, its residents and property owners are determined on keeping up its business standard, and they point to the success attained by a branch bank at that point and the liberal patronage bestowed on theaters at Twenty-ninth and Mission streets.

"The United Railroads has done much to make that part of the Mission," said Secretary Churchill of the Mission Promotion Association yesterday. "The transfer facilities at Twenty-ninth and Mission streets are among the best of any section of the city. The Mission and Polk streets line has its terminus there, and so has the Fillmore and Broadway line. The Valencia street line downtown passes the corner and runs into the Noe valley district to Twenty-ninth and Church streets. The Glen Park line on Guerrero street and Mission street passes within a block of the corner at San Jose avenue and Twenty-ninth street. The San Mateo cars and the Colma and Cemetaries, Ocean View and Ingleside lines pass.

"The Bank of Italy opened a branch bank there in 1907 to accommodate the large Italian population in the adjacent districts, and this branch bank has prospered beyond expectations of the officers of the institution, as I am informed by one of them. It is the nearest shopping center for the Excelsior Homestead, Sunnyside, San Bruno, Academy tract, Ingleside, Lake View, Hillcrest and other districts of the south end. With the projected electric street railway over Russia avenue, to connect the San Bruno district with the Mission road, the vicinity of Twenty-ninth and Mission streets will become even more of a business center than it is to-day."

The United Railroads has announced its intention of building its Cortland avenue franchise, which will connect the northern portion of the San Bruno district, the Rolis tract, Visitacion Valley, Bay View and Silver Terrace with the southern part of the Mission.

The people of South San Francisco have been actively engaged in securing from the wholesale butchers and property owners out there subscriptions to a fund for bringing South Fifteenth avenue to grade, and as soon as that avenue is graded, the railroad company will build a line connecting its track on Railroad avenue, South San Francisco, with its San Bruno avenue road.