

Surely no other section in the world can point so satisfied a finger at such a record. Certainly it is a matter of pride that Alameda County has a citizenry that is so steady, so dependable, so efficient that manufacturers all over America yearn to employ it.

Climate is the trite reason. Let us not harp on this subject, but let us dismiss it with the statement that we have that here which makes a man like his labor, that sends him in the evening back to a home environment which makes him feel like a man among men, and that makes of him a happy, contented, productive employee.

Oakland and its sister cities have spoken often and loudly, perhaps boastfully, of their great shipbuilding industry. During the war the whole world came to know and applaud the shipbuilding wonders here performed—the triple launchings, the quadruple launchings, the sextuple launchings, the punching records, the riveting records, the building of a 12,000 ton ship in 26 days when the U-boat was stabbing the world's water commerce from beneath. The shipbuilder was our most prominent citizen.

Now, comparisons are not odious, a well known authority to the contrary notwithstanding.

Turn to the pages of the 1910 census as compiled by the federal government and there you will find that altogether the manufacturing establishments of Oakland, Alameda and Berkeley totaled 576. And now they total nearly 1,400.

Sixty-five of those came to Alameda County in 1921, representing a manufacturing investment of \$11,000,000. That sum was 40 per cent of the total investment in factories here a short decade ago.

The New Industries Committee of the Oakland Chamber of Commerce took stock recently after its successful efforts in locating 60 new plants and these are the three principal conclusions the hustlers came to with regard to the reasons factory men like to put their plants on the continental side of San Francisco Bay:

FIRST—Recent favorable adjustment of freight rates from the East to the Pacific Coast, making it an advantage to manufacture here.

SECOND—Shorter haul to the markets of the Orient, which not only saves freight charges, but reduces the amount of exchange paid during the ocean trip—and that, by the way, is a big item in three days, when the American dollar has soared in value and the British pound has fallen to a record low figure.

THIRD—Climate advantage, which permits plants here to operate with 100 per cent efficiency the year around, as compared with 57 per cent efficiency in eastern states in the extreme cold of winter and the enervating heat of summer.

The committee also arrived at the opinion that, although the Pacific Coast was the last to feel the effects of the world war, it had been the first to "come back" in post-war activity and development.

The committee came to the further conclusion that with the increasing interest in trans-Pacific trade, eastern men of affairs had awakened to the fact that in Oakland they found the ideal arrangement for domestic and foreign commerce—ships alongside of wharves, where cargo can be slung from hold to boxcar for carriage to Cathay or California, or other coast destination.

Uncle Sam has recently finished counting up the industrial plants, their employes, their products and other facts that go to make up the official manufacturing census. Some of the facts that will be developed regarding the industrial section on the east side of the bay are:

That the population of the district had grown in ten years from 225,276 to 335,100, an increase of 48½ per cent.

That the industrial population, conservatively estimated at 55,000, showed an increase of 400 per cent in ten years.

That the industrial payroll totaled \$60,000,000, as against \$6,953,000 in 1919.

That manufacturing investment in a little more than four years amounted to \$43,000,000.

You have read of the diverse possibilities of manufacturing in the Oakland district. As one goes down the list, it becomes remarkable, almost astounding, to note the numerous commodities that are produced, and pro-