

duced better and at lower cost than elsewhere, their manufacturers declare.

Let us turn to that new product that is absorbing the attention of the keenest and most imaginative business men of the age—plain cocoanut.

In days gone by cocoanut was the joy of the childish heart. Shredded, it topped off the big layer cake mother used to bake, and don't you remember the delicious pudding it made.

Nowadays cocoanut meat is the joy of the big business man. To be sure, it still adorns the top of mother's layer cake and makes up the pudding filling, but only on festal occasions.

For under the name of copra, cocoanut has become one of the most valuable and most trafficked in the world's commodities. Some experts predict that copra will be the means of saving humanity from a butter famine, these same experts having figured out that the cows of the world are not "giving down" enough milk to provide the cream for the churns and that soon we will be eating imitation butter made from vegetable oils. And we'll like it, they say.

Before the present Herr Wilhelm Hohenzollern invented his unspeakable U-boat, copra was mostly known on the Pacific Coast through South Sea Island tales and an occasional tubby, greasy trading schooner that nosed up to a dock with a mondescript crew and a similar smell.

When the assassins of the sea began stabbing below the belt, ships naturally sought the lands of safety and the Pacific Coast came into its own in the copra traffic. The vile breath of the submarine was the ill wind that blew good ships and costly cargoes of copra and cocoanut oil to the Pacific seaboard of America. And the most of the product of the palmtrees of the atolls made its way to Oakland.

The result is that the copra and cocoanut oil industry has become of almost as great importance in the city as its shipyards—and they are famous the world over. Some experts account Oakland as the greatest port of entry for such cargoes in the world. This new industry has grown amazingly here, due principally to the evenness of the climate. Absence of heat and cold extremes reduce storage and treatment costs to the minimum.

Now, Oakland should not be regarded as a single track city, with its objective solely an industrial one. There is the esthetic side and it is emphasized.

Its Skyline Boulevard is accounted by Baedeker's Guide Book for tourists as among the three most beautiful drives in the world, and the most beautiful in America.

Its Lake Merritt, the only salt water park in the world inside a city's limits, is famed around the globe as the winter haunt of wild ducks.

Its scenic beauty draws thither annually thousands of tourists from every quarter of the earth.

Its City Hall, a towering pile of granite 433 feet high, is accounted the most magnificent municipal building on the Pacific Coast, and its Municipal Auditorium is a model that other cities are following.

So it is that in Oakland one finds the rare and unusual combination of the esthetic and the hard, work-a-day business world.

"Beauty Spot of the World" is what the late John Hay, secretary of State, called Oakland. "Busiest Beauty Spot of the World," would probably be his paraphrase were he to revisit it.

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