

OAKLAND

Oakland, situated on the continental side of San Francisco Bay, is the third largest city in California, the fifth largest on the Pacific Coast, and the fastest growing industrial city in the West.

Though it has grown with tremendous rapidity, both from the standpoint of population and the standpoint of industry, Oakland is a city of homes. Stretching away from the bay there is ample room for a city of several million population before reaching the sloping hills which have become the exclusive residential section of each of the several cities along the eastern shore of the bay.

It is only in comparatively recent years that industries, recognizing the advantages offered by Oakland, began to claim the excellent factory sites along the bay shore. Today there are more than 500 plants, making a total of more than 2,000 different products in this great east bay city.

THE HARBOR

Oakland has 27 miles of deep water frontage on the greatest land-locked harbor in the world. Improved freight docking facilities have been installed by municipal and private interests, and repair facilities, superior to any on the Pacific Coast, are available here for the fleets of the world. Oakland lays claim to the largest floating dry docks in the world and the largest marine railroad. It has numerous other dry docks and marine railroads of lesser size.

A majority of the leading steamship lines, carrying either coastwise or trans-Pacific freight, have made Oakland a regular port of call, and the volume handled on Oakland docks is growing with great rapidity.

United States Government engineers recently recommended the expenditure of more than a million and one-half dollars on the Oakland harbor.

INDUSTRIES

The recently issued government census shows that Oakland gained 175.3 per cent in the number of persons engaged in manufacturing in the five years immediately preceding the compilation of these figures. In the same period of time, Los Angeles gained 87.9 per cent and San Francisco 45.7 per cent.

In the matter of capital invested, Oakland gained 226.9 per cent, San Francisco gained 124.1 per cent, and Los Angeles 56.5 per cent.

Salaries and wages increased 378.6 per cent in Oakland, against 176.5 per cent in Los Angeles and 122.2 per cent in San Francisco; and the value of products manufactured gained 326.5 per cent in Oakland, 170 per cent in Los Angeles, and 157.1 per cent in San Francisco in this five-year period.

W. C. Durant, when head of the General Motors, said that the efficiency of labor in his Oakland plant was greater than in any other plant of the extensive General Motors chain of factories throughout the United States. The fact that the new Durant factory was located in Oakland in the face of the greatest kind of competition from Seattle, Portland and Los Angeles, confirms the impression that the Durants were eminently well satisfied that Oakland offers the best manufacturing conditions on the Pacific Coast. The manager of one of the largest fruit packing plants in the United States recently said that, in his judgment, an Oakland fruit packing plant's advantages in efficiency of labor over a similar plant in the Sacramento or San Joaquin valleys amounted to 20 per cent.

CLIMATE

Oakland's climate is extremely equitable. The average temperature for the twelve months is 56 degrees. The days are never too hot for comfort and the nights are always cool. Seldom, even in the so-called winter months, does the mercury drop to 32 degrees F. It is due to this ideal working climate that Oakland shipyards—and incidently Oakland is one of the largest ship-building centers in the world—were the ones to set one building record after another during the World War.