

year, so that today the most fastidious shopper can have every want supplied at home.

Near the bay shore, along the lines of the Southern Pacific and Santa Fe main line railroads, an industrial district has grown up in the past few years, and the city now has a hundred and twenty-five manufacturing plants, employing 3,764 persons with a gross annual payroll of \$4,184,860. The value of products for 1921 amounted to \$45,766,400.

The water front has been leased by the City of Berkeley to the Pacific Port Terminal Company for a period of fifty years, and plans have been made by the engineer of New York Harbor for a series of piers about three-quarters of a mile wide and extending out into the bay a distance of three miles. When this plan is put into execution by bulkhead lines enclosing a filled area, the factories will be located down the center, with warehouses and docks adjacent, and spur tracks from the main line railroads meeting the ships at the factory. This development lies directly opposite the Golden Gate, the entry way to San Francisco Bay. Around the shores of this bay will center the great industries and commerce needed to serve the people of South America, of Australia, and of the Orient. Berkeley is co-operating with Oakland and San Francisco with the idea that the communities about the bay are interrelated in their interests and well-being.

The Berkeley Chamber of Commerce, with a membership of over six hundred, is working under a big, vital program of city building. It is carrying on an educational campaign for residents of Berkeley to develop their own community by buying at home. It is co-operating in street improvements, in city planning, in better transportation facilities. It is advertising Berkeley with attractive rotogravure pictures and a printed leaflet of information. It has made an industrial survey and is co-operating in the location of factories here and in having good working and living conditions. It is working with the public schools and the park and playground departments. It gives an annual fair in a great tent, where the industrial, commercial and civic activities of the city are displayed in attractive exhibits. It held a three days' Music Festival in the Greek Theatre last autumn during which the compositions of California musicians were presented, with a great chorus and a symphony orchestra. The Chamber of Commerce is assisting in developing an art center in Berkeley, and is making a collection of paintings by California artists. In fact, this civic-commercial organization aims to stimulate all those elements of the community which will make this a better city in which to live and work.

Berkeley is growing so rapidly that its present population can only be estimated. The last returns showed about 60,000 inhabitants but the number is greatly in excess of this today. The Chamber of Commerce is especially inviting those people who like the atmosphere of an educational center, who appreciate the best type of wholesome living conditions, and who are interested in joining with us in our work to make Berkeley an ideal city, to come here and dwell amid our rose bowers, in this chosen spot looking through the Golden Gate where autumn slips into spring with scarce a breath of winter wind.

