

ALAMEDA

Alameda, the Dahlia City—the city of beautiful homes, of an unexcelled climate. This is the appellation which is frequently given to Alameda which is within forty minutes ride by fast electric train and ferry boat from San Francisco.

Alameda is one of the most beautiful of the San Francisco bay cities. It is situated on an island three miles long and one-half mile wide, with San Francisco bay gently lapping the southern and western shores while San Leandro bay borders the east side, and the tidal canal, separating Oakland and Alameda, bounds the city on the north side.

The city hall of Oakland is but $3\frac{1}{2}$ miles from the central business district of Alameda and may be reached by three different street car lines.

Because of the excellence of the climate and the splendid school system in the city, hundreds of San Francisco and Oakland business men make Alameda their home, and some of the most beautiful small estates in northern California are here.

Taxes in Alameda are low with a tax rate for 1923 of \$2. This is due to the fact that Alameda owns and operates a municipal electric light plant which gives electricity to consumers at a much lower rate than other neighboring cities pay, the plant profits annually approximate \$75,000.

Alameda's school system has reached that pinnacle of efficiency where it is one of the most talked of systems in the entire United States. There are four elementary, three primary and a high school. At the present time the high school district is erecting one of the most modern high schools to be found in the United States at a cost of \$1,000,000.

A new \$250,000 modern hospital is under course of construction in Alameda. A health center to care for the health of the city has been completed at a cost of \$30,000. This money was appropriated from the profits of the Municipal Electric Light Plant.

Five of the most beautiful public parks in Northern California are located within the boundaries of the city. They are the mecca each year for more than one million people who come from miles away to take advantage of the cooling breezes while their children frolic among the trees and foliage or on the sandy beaches or enjoy themselves on the most modern play equipment found anywhere. Attesting to the popularity of the pleasure resorts located on San Francisco bay in Alameda, a careful check shows that between 75,000 and 100,000 people each Sunday during the summer months, visit these resorts to enjoy the surf bathing and other pleasures provided for their entertainment.

Alameda has more than 160 miles of excellent paving, and the streets and parks are under the supervision of experts who yearly plant, prune and care for the thousands of beautiful trees which border each boulevard.

Flowers grow in profusion in the city, the dahlia being the most prolific, and some of the prize winners in the large dahlia shows are grown in Alameda. Scores of other blooms are also to be seen, while many houses are partially hid from view by the gorgeous flowering vines such as the wistaria, climbing roses and others.

Besides the advantages of home life which the city offers, it has an unexcelled industrial district located along the shores of the tidal canal where shipping facilities are of the best. This district is also served by a Municipal belt railroad connecting with all transcontinental railroad lines.

Such industries as the Alaska Packers' Association, the largest fishing corporation in the world; the Bethlehem Shipbuilding Corporation; Pacific Coast Borax Co; The Lister Pencil Corporation; Saylor's Chocolates; lumber, coal, bridge and oil companies are located in the industrial district.

A newspaper, the Alameda Times-Star, carrying the full United Press telegraph report of world news and covering every section of the city in local happenings, is issued each afternoon.

And there is room for other large industries along the tidal canal. Alameda is under the city manager form of government and all branches of the city administration come directly under this official's supervision.