

tory in East Oakland and is now supplying tanks and other accessories to the Chevrolet, Durant and Star Motor factories, as well as having contracts approximating more than \$2,000,000 from local oil companies for tanks and other similar material. The Detroit Steel Products Com-



New Roos Bros. Building at 15th and Broadway.

pany, another concern attracted to Oakland by its importance as an automotive center, has purchased property in the eastern part of our city on which to erect a factory. The U. S. Light and Heat Corporation is now manufacturing batteries in its Oakland factory for use in the automobiles being turned out of the local plants. It has been rumored that the Ford Motor Car Company plans to establish a Western factory in Oakland. This will be another

recognition of Oakland's rapidly growing importance as an automobile center.

Another company that has been bringing national notice to Oakland is the Magnavox Company on East 14th Street, which reports a business of more than \$6,000,000 in 1923 for radio supplies and accessories.

In addition to these nationally known concerns there has been a great number of important industries locating in Oakland during the past year. Building permits during 1923 again exceeded the figures for preceding years by aggregating a total amount of \$27,628,175.00. Of these \$11,754,093.00 were for the construction of office and business buildings; the remainder, \$15,874,082.00 having gone into the construction of homes. In spite of this tremendous amount being expended in home building construction, there is today a housing shortage in Oakland that will require an even greater amount of home building construction during the next year in order to meet the situation, and if our rapid growth continues, still additional construction must take place to provide facilities for the increasing population. It seems to be a general understanding, based on statistics gathered by the Public Utility Companies and others, that Oakland's population even now exceeds 300,000 people.

The past year has seen a number of splendid additions to our office and downtown buildings through the completion of the Medical Building, the Oakland Bank Building, the Roos Building, Midgley Building, the Tribune Tower, Montgomery Ward & Com-



New Building of the Alameda County Title Insurance Company