

dustries as Colgate Palmolive Peet Soap Company, H. J. Heinz Corporation, Durkee Famous Foods Incorporated, Hall Scott Motor Company, Byron Jackson Company, California Ink Company, and a host of others are located in Berkeley. The products of Berkeley's industries are shipped to practically every country in the world, and with exceptionally fine industrial sites being offered the future of Berkeley as an industrial community is assured. The use of hydro-electric power, eliminating smoke and dirt commonly associated with industrial development, gives Berkeley an opportunity to develop both as a beautiful home city and as an industrial center.

Another field in which Berkeley is doing pioneer work is the Police Department. The basis of Chief August Vollmer's work is the education of children who have established bad and unsocial habits. In this work he is now ably seconded by a highly trained policewoman. Many of the police officers are college graduates or students, chosen for a combination of physical and mental proficiency. They are gaining a training which makes many other communities look to Berkeley for police chiefs. The lie detector, the highly developed fingerprint department and the expert work in criminal identification have made the Berkeley police system internationally famous.

All charity, welfare and social agencies receive public contributions under the Community Chest plan, which has now served twenty-one agencies for the past six years.

Berkeley has operated for the past six years under the Council-Manager form of government, which has been conducted in a thoroughly business-like way and has gained very general approval from the community. John N. Edy has served as City Manager since the revised charter was adopted. The Mayor at the present time is Thomas E. Caldecott, who with the city council is enthusiastically behind Mr. Edy and his administration.

Today Berkeley, christened by the founders of the University of California after the idealistic Bishop of Cloyne, stands upon the westernmost rim of Western civilization, looking through the Golden Gate, out over the vast waste of the Pacific. Beyond the sea is the ancient East, that land of hoar antiquity teeming with its millions. California is the farthest west where the New World must pile upon the last margin of the Indo-European migration. Berkeley, the intellectual center of California, standing upon its hill slopes with the vision of the setting sun in its mystic portal, must look steadfastly through this gateway and must ponder along on the problem which it conjures to the imagination. The Pacific, now linked by the Panama Canal with the Atlantic, is the center of the civilization of tomorrow. Here where West meets East in trade and the interchange of ideas, is the theater of the mighty deeds of the world to be. Berkeley, the Pacific capital of learning, must fit herself to be worthy of the leadership which fate has thrust upon it. It must rear a city of supreme beauty wherein men will think great thoughts and exercise that leadership which flows from knowledge and high ideals. Come to us, all you who see the vision, and help us to worthily fulfill our destiny. Berkeley, looking through the Golden Gate, is calling you!