

Expansion of Old Established Plants

It is also gratifying to note that there has been considerable expansion in industrial East Bay's older and already established plants. Chamber of Commerce representatives interviewed 25 of the larger of the manufacturers to determine how their 1929 volume of production compared with that of 1928, and in only one instance was there any decrease in volume, and that a very slight one. In the balance of cases noted the range in gain over the preceding years was from 10 to 100 per cent, with an average of more than 25 per cent.

In addition to the industrial plants locating here during the past year there were 941 new business houses. This indicates a 25 per cent greater increase in the establishment of new business institutions over the preceding year.

Oakland's Supreme Industrial Advantages

Again I wish to emphasize the superlative advantages Oakland has to offer industry.

Oakland's central location is, of course, outstanding; and our city's nearness to raw materials, plentiful supply of high-class labor, exceptionally adequate transportation facilities, bring our reasonably priced, well-located industrial sites into increasing recognition. Our central location is such that in terms of freight rates Oakland has an advantage of 15 per cent over any competitors south of the Bay region and nearly 50 per cent over Northern Pacific Coast points, thus allowing the city to serve an ever-increasing market in the eleven Western States at less cost than can any other Pacific Coast community. The local market within a radius of 40 miles includes more than 1,700,000 population; and contact with the great foreign markets, not only of the Pacific Coast but of the Atlantic, via Panama Canal, is increasing daily through the rapidly developing Port of Oakland.

THE BUSINESS DISTRICT

General Construction

As stated before, building operations in the central business district, due to many reasons, were not great. Outstanding among such constructions, however, is the new Financial Center Building rising to a sixteen story height at Fourteenth and Franklin Streets. This structure is another expression of the faith of Oakland citizens in their city. It will house, as its name implies, many business institutions in the realm of finance. But of particular interest to the people in general is the fact that it will bring to a more central location the office and facilities of the Oakland Chamber of Commerce, which has taken the entire second floor. It is distinctly an architectural triumph and a most pleasing addition to Oakland's skyline.

Another construction, which, though not of the skyscraper type, displaces an old wooden structure built forty years ago, is the three story steel and concrete building of the Pacific States Savings and Loan Company. This building is on the west side of Broadway between Thirteenth and Fourteenth, and a distinct advance over the antiquated wooden structure that it displaces.

Another splendid addition to Oakland's commercial section is the new Sears, Roebuck structure on Telegraph Avenue, near Twenty-sixth Street. This building will house the western branch of this world famous mail order and retail company. With both Sears, Roebuck Company and Montgomery Ward & Company having western plants in Oakland, this is again proof that our city is looked upon with the greatest respect throughout the business world.

New Federal Building and Post Office

After many years of endeavor on the part of myself and other officials, Congress and the Post Office Department have at last definitely agreed to give Oakland a Federal Building worthy of our city's prestige. The structure will cost in the neighborhood of a Million and a Half Dollars and will house not only the post office facilities but other Federal Government branches. The location chosen is in my estimation a perfect one, it being the block bounded on the north by Thirteenth Street, on the west by Alice, on the south by Twelfth and on the east by Jackson. With an entire block at its