

ALAMEDA

ALAMEDA: A city of homes and industries, of culture and education, located on the east shore of San Francisco Bay, having an area of 10.76 square miles, with a population of 40,000.

GOVERNMENT: City manager form of government administered by a city manager and a legislative body consisting of five Council members, the president of which is mayor.

RECREATIONAL: Five beautiful parks conveniently located, equipped with modern apparatus and supervised by competent playground directors; as well as the nationally known Neptune Beach Park with its huge salt water tank and many forms of amusement; miles of sunbathed, sandy municipal beaches, and private outdoor swimming facilities, provide all forms of diversion for both old and young. Boating in the peaceful waters of the San Francisco Bay and San Leandro Bay, is enjoyed by yachting and motor boat enthusiasts throughout the seasons, while the Annual Regatta and Water Sports Carnival brings deserved fame to Alameda. Bass and other salt water game fish attract fishermen and lovers of this sport to the environs.

FLOWERS: Lovers of flowers and gardening may in the rich sandy soil of Alameda, produce the choicest of blooms. There are several floral societies and the annual Flower Festival attracts great throngs of enthusiastic admirers.

EDUCATIONAL: In the belief that children are entitled to a well rounded education, ten public schools including a modern High School, which was erected at a cost in excess of a million and a half dollars, are maintained and these together with the State University at Berkeley and the famed Mills College in Oakland, both in close proximity to Alameda, offer everything in the field of education.

PAN AMERICAN AIRWAYS: Alameda is now the west base of operations for this international system of over 32,000 miles of airways. World trade routes linking many foreign countries are now to be augmented by the Trans-Pacific Aerial Route from Alameda to the Orient and a huge trade relation between the Orient and the mainland is assured, as well as mail and passenger service via the gigantic Clipper Ships.

GOVERNMENT ACTIVITIES: On Government Island, located in the Estuary separating Alameda from Oakland, sixteen modern buildings house the Federal Department of Coast Guard, Bureau of Public Roads and Western Division of Forestry. There is now under construction by the Federal Government, who has acquired 1,100 acres in west Alameda, Benton Field, which will be the Army's West Coast Air Depot and Landing Field, and when completed will represent an expenditure in excess of three and one-half million dollars, and will employ some three hundred men, including many officers of high rank, bringing to Alameda an annual payroll in excess of a million dollars. Immediately adjacent is the site of the new \$15,000,000 Naval Air Station to be used as a Seaplane Base by the Navy.

LIGHT: The municipally owned Electric Light Plant distributing all light and power to the community, was established in 1887 and has been successfully operated, producing a source of revenue that contributes largely to the low city tax rate.

WATER: Alameda receives its water supply from the East Bay Municipal Utility District through the people's Mokelumne River Mountain water project and distributing system, which assures consumers of an ample supply of pure water at a minimum cost.

INDUSTRIES: Careful zoning of industrial lands which has preserved a large acreage, adequately served by rail and water, permits location of large enterprises desiring to establish themselves in the great metropolitan Bay Area. Already many large nationally known industries are located in Alameda, and with an ambitious construction program that will reflect itself in industrial development not surpassed by any community, Alameda's future is assured.

The Alameda Chamber of Commerce is prepared to furnish information and statistical data of all character, and earnestly invites inquiries.