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BANKING AND OFFICE CENTER OF OAKLAND, CALIFORNIA

Oakland Facts:

Bank assets, over \$70,000,000; bank clearings gain 100 per cent in two years; annual real estate sales, \$30,000,000; water front development, \$25,000,000; railroad development, \$25,000,000; new city hall costing \$1,500,000; two new hotels, costing \$3,000,000; two new department stores, costing \$2,000,000; new city auditorium, costing \$500,000; new school buildings to cost \$3,000,000; new city parking system, costing \$2,000,000; fourth largest city in gain of population, U. S. census, 1910; thirty-first city in United States as to population; Oakland ranks twentieth city in United States in value of new construction; Oakland ranks fifteenth city in United States in number of new buildings; population (1900) 66,000, (1910) 150,153, (1914) 184,158 (including Berkeley, Alameda, Richmond and suburbs, 300,000). New York Life, Equitable and other big insurance companies have loaned millions on Oakland real estate. Oakland business men have just subscribed and paid in one million cash capital for a fire insurance company. Southern Pacific terminates here; Western Pacific terminates here; Union Pacific terminates here; Santa Fe terminates here; San Francisco, Oakland and San Jose terminates here; Oakland and Antioch and Eastern terminates here. Grasp this: Thirty-two million people traveled on Oakland ferry system in 1912! Southern Pacific has just spent fourteen millions here and is spending ten millions more. What does this mean? Oakland is one of the cities of the United States that owns and controls its own water front (thirty miles) and is spending millions to make it ready for Panama Canal traffic. Oakland is opposite San Francisco and the Panama-Pacific World's Fair site. It is on the land or continental side of the great San Francisco Bay and is destined to be the New York of the Pacific Ocean. Why? If the 1913 plans of the U. S. Government is carried out as recommended on western and southern waterfront, which means a fifty million dollar harbor development by U. S. Government, City of Oakland and private and railroad interest that will rank with Hamburg, Havre, The Hague and Liverpool. **REMEMBER THIS, The United States Government has recognized Oakland's great waterfront on the land side of the great San Francisco Bay.**

Direct ferry now running from Oakland to Exposition grounds.

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