

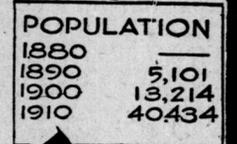
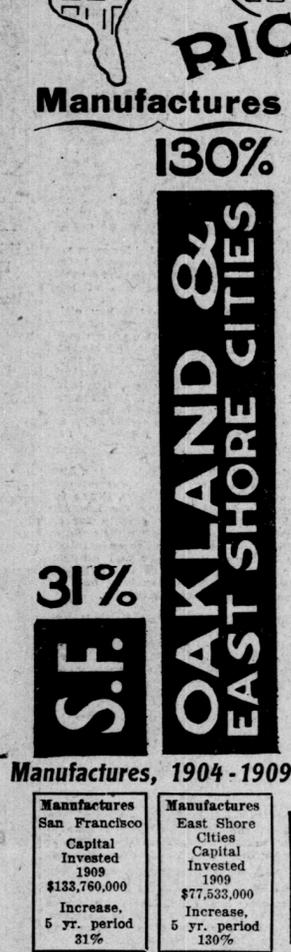
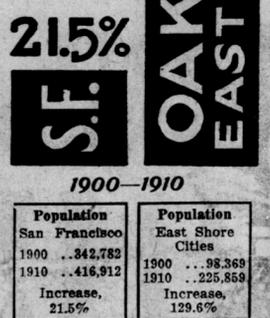
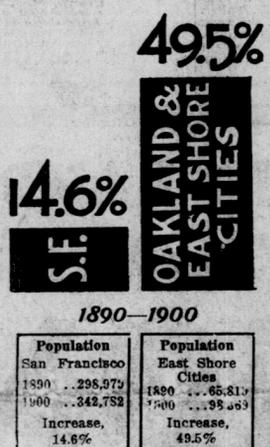
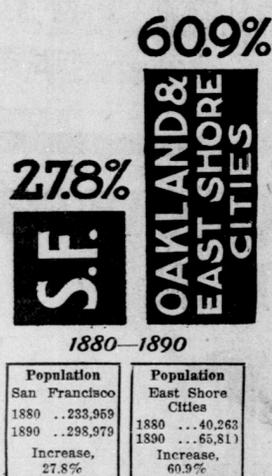
OAKLAND and the East Shore Cities

Their Astounding Growth in Population and Industrial Importance

The Diagrams Show the Increase for a Period of 30 Years, in Comparison With San Francisco--From the U. S. Census Reports



In Eight Years More, at the Present Rate of Increase, the Population of The East Shore Cities Will Exceed That of the City of San Francisco



During the last thirty years, the population of San Francisco has been increasing at the rate of 21.3% every ten years, while that of Oakland and the East Shore cities has been increasing at the rate of 80% every ten years.

While San Francisco is growing steadily in wealth and population, Oakland and the East Shore cities have been growing with FAR GREATER rapidity. During the last thirty years San Francisco nearly DOUBLED its population. But the population of Oakland and East Shore cities increased more than FIVEFOLD.

In this time, the cities of the East Shore, from Richmond to Alameda, have grown into practically one great community—a community whose gigantic future is scarcely dreamed of.

The events of 1906 are but a small factor of this drama of population growth and industrial development. For while the east Shore cities increased MORE rapidly in population during the period 1900-1910, San Francisco ALSO made a percentage growth over the preceding ten years.

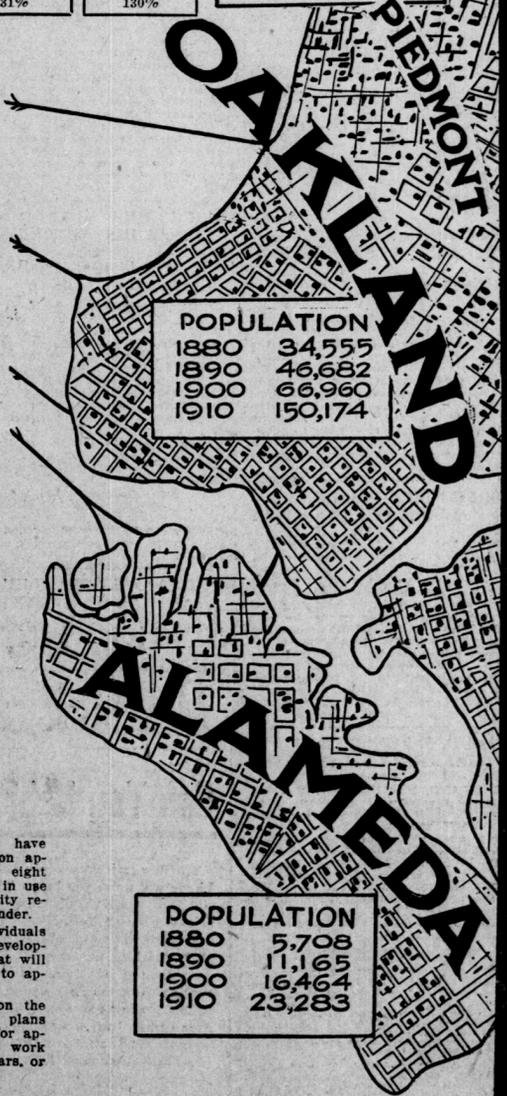
No, the movement is rather based upon deep-lying causes involving the factors of (a) superior climate, (b) extensive areas suitable for purposes of manufacturing, (c) a much larger and ul-

timately more practicable water front, (d) and the advantage of the direct service of three transcontinental railway lines.

The fact of this astounding growth and approaching supremacy of Oakland and the East Shore cities is yet only partly appreciated. Real estate values are still extraordinarily low in comparison with population and rate of growth. While the East Shore cities are today nearly TWO-THIRDS as large as San Francisco, real estate values are on the average only ONE-THIRD as great.

Real estate values in cities of equal population tend to equalize, and upon this basis, the equalizing of population between San Francisco and the East Shore cities during the next few years, will mean an increase in real values on the East Shore to an amount conservatively estimated at two hundred millions of dollars, and this increase will represent PROFIT to the present holders and future investors in real property in the East Shore cities.

BY this surge of population and manufacture to the East Shore enormous opportunities are presented for the manufacturer, for the merchant, and for the investor. An irresistible movement of population and industry is in progress, which spells wealth for those possessed of the foresight, wisdom and enterprise to seize their opportunity.



THE OAKLAND WATERFRONT

Owned Practically in Its Entirety by the City of Oakland

The work of developing the harbor and waterfront of Oakland is being actively carried on by the Federal Government, by the municipal government of Oakland, by transportation corporations to which grants and leases for definite terms have been given, by private firms and corporations engaged in wharfing, shipping, warehousing and manufacturing business.

The Oakland waterfront capable of development and use by deep draught vessels extends 26 miles along the shore of the bay and the estuary. The present improvement work is being carried on in a district covering eight miles of this

entire frontage. The Federal Government is completing harbor work that from the beginning has cost \$3,800,000. This has been confined to making and keeping open the channel of the estuary. There is now a channel 500 feet wide and 30 feet deep, low-water measure, for a distance of four and one-third miles from the bay to above the Webster street bridge. There is a channel of 300 feet width and 18 feet depth from the foot of Tenth avenue to the Park street bridge and entrance to tidal canal, one and a half miles.

The Federal Government is expending about \$250,000 in deepening this upper channel.

The City of Oakland has expended during the last two years and is now completing the first stages of waterfront improvement at a cost of \$2,500,000. This municipal work includes a concrete pier at Livingston street, costing \$150,000; 2,700 feet of quay wall along estuary with streets back of it, and 5,000 feet of retaining wall and wharfs on Key Route Basin. Reclamation of 400 acres of land back of the retaining wall is part of the city's plan. This waterfront work by the City of Oakland will require to complete it ten or twelve million dollars.

The Southern Pacific, the Western Pacific, the Key Route Railroads and other

corporations and private firms have leases, franchises and holdings on approximately three miles of the eight miles of Oakland waterfront now in use and under improvement. The city retains and is improving the remainder.

The corporations, firms and individuals are making expenditures for development work on the waterfront that will amount in the next three years to approximately \$15,000,000.

The total improvement work on the eight miles of waterfront under plans now being carried out will call for approximately \$25,000,000, and this work will be completed within three years, or by spring of 1915.