

# Metropolitan Oakland Area SCRAPBOOK



*Oakland, Calif.*

The photo story that shows...

W H Y Industry chooses MOA for  
branch plant location

W H Y MOA offers greater opportunity  
for profitable growth

*Alameda County new industries committee.*  
INSTITUTE OF  
INDUSTRIAL RELATIONS  
LIBRARY [Oakland, n. d.] AUG 9 1971



ALAMEDA COUNTY

NEW

INDUSTRIES COMMITTEE

427 THIRTEENTH STREET  
OAKLAND 12, CALIFORNIA  
TELEPHONE GLENCOURT 1-7800

This is the Metropolitan Oakland Area Scrapbook. It's a picture story that you or any executive might well prepare for your Board of Directors when they are considering branch plant locations.

We've combined in it the answers to the questions of many executives. Questions like the ones we've been asked by presidents, sales managers, production and traffic managers...in fact, by just anybody who is interested in this area. What are the living conditions like? How large is the consumer market? Are transportation facilities adequate? What about schools? Climate? Utilities? Warehousing facilities? And so forth, with the hundred and one items that directly concern the men seeking an ideal plant location.

These questions -- and more -- we've summarized in photos and clippings. They will give you a general picture of why MOA is a good place to live, to manufacture, and to market. We've purposely avoided cluttering up our book -- and your mind -- with a lot of statistics that are soon out of date. This information we furnish in our Data Sheets. They cover -- in up-to-the-minute detail -- our Climate, Markets, Distribution and Living Conditions.

In addition, we will furnish special confidential reports designed for your business. Market information, availability of sites, labor supply, and other facts important to your industry will be covered.

So now, we cordially invite you to take our "scrapbook trip" through MOA...

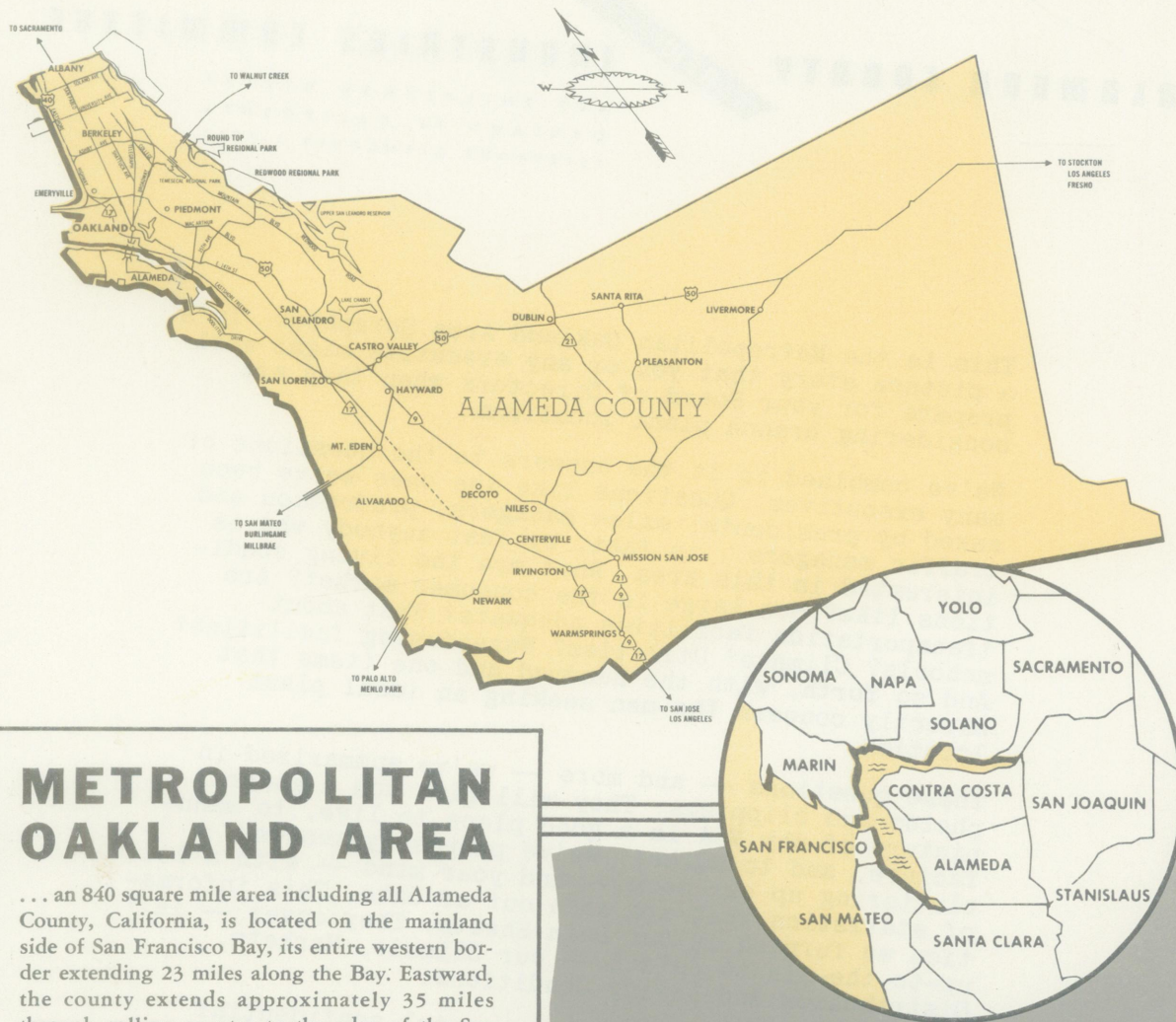


OAKLAND CHAMBER OF COMMERCE

...READY...ACTION...CAMERA







## METROPOLITAN OAKLAND AREA

... an 840 square mile area including all Alameda County, California, is located on the mainland side of San Francisco Bay, its entire western border extending 23 miles along the Bay. Eastward, the county extends approximately 35 miles through rolling country to the edge of the San Joaquin Valley.

The northern and western sections present an unusual combination of suburban residential areas and industrial concentrations, with the agricultural region primarily in the eastern and southern sections of the county.

MOA includes 10 incorporated communities (Alameda, Albany, Berkeley, Emeryville, Hayward, Livermore, Oakland, Piedmont, Pleasanton, San Leandro), and numerous rural and unincorporated communities. Oakland, the largest city in Alameda County and the third largest in California, is the point of convergence of highway routes and airways which blanket the state to the north, east and south. Additionally, it is the hub of water and air routes linking the Pacific Ocean area trading centers with the mainland of the United States, and the terminus of three trans-continental railroads.

Industry is the greatest source of income in the county and over 215 nationally known industries are located here. It ranks first in world production of calculating machines, and is the home of the world's largest baby food plant.

Two advantages I noticed immediately: Industries are in concentrated areas, yet are close to fine residential sections. Also, industries are linked directly to their markets over high-speed highways and mainline railroads.



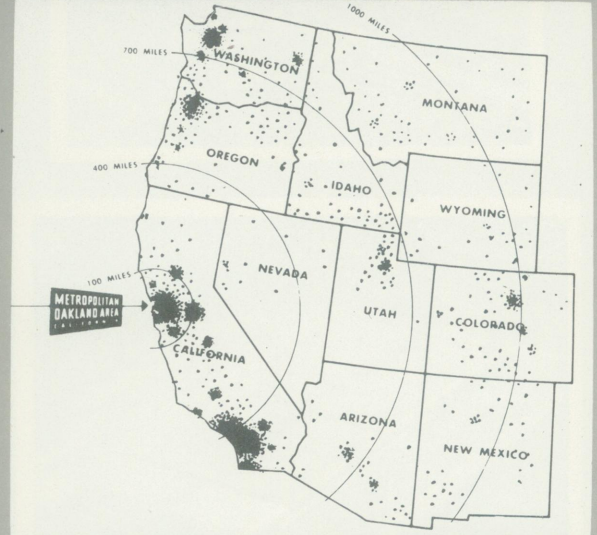
## WESTERN CONSUMER AND FARM MARKETS



Downtown Oakland — a segment of one of the West's concentrated consumer markets. MOA accounts for 27.5% of the more than 2.9 million population of the 9 Bay Area counties.

*A sight to warm any Sales Manager's heart, eh, Jim? Especially with per capita buying income and retail sales well above national average!*

*Bill: wouldn't this central location reduce our shipping time and cost?*

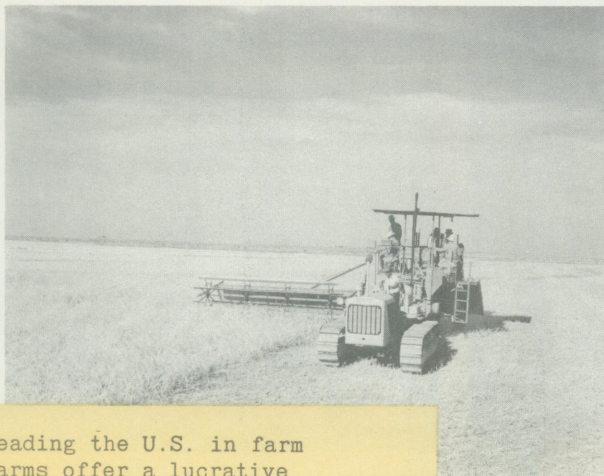


Concentration and distance map. Note heavy concentration in coast states. California has over 50% of population of entire 11 western states.

### CALIFORNIA POPULATION INCREASES 1000 PER DAY

California is growing at the rate of 1,000 new persons daily. The annual increase of births over deaths accounts for approximately 150,000 persons a year. The yearly immigration accounts for about 235,000 persons.

Every year since 1940 the population growth of the 11 western states has exceeded 600,000 a year. This figure means that a population equivalent to a city the size of Milwaukee is added to the western states each year.

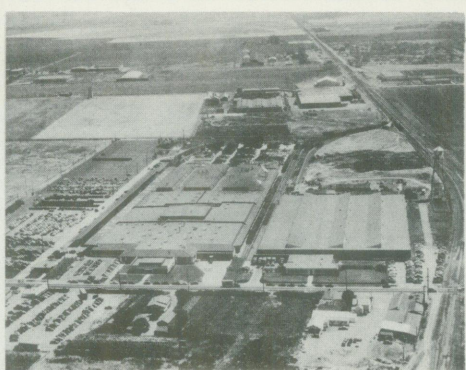
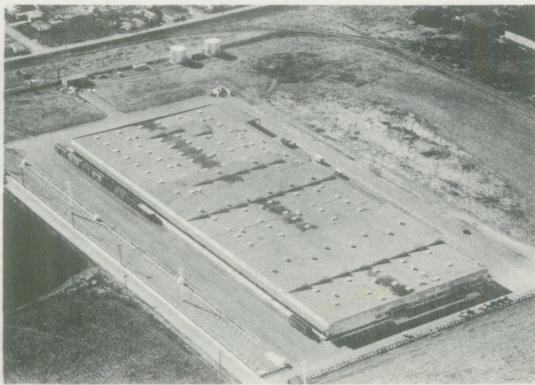
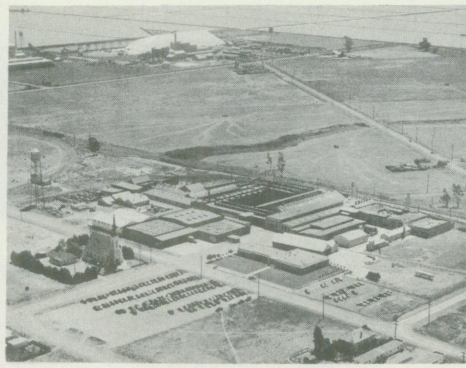


With California leading the U.S. in farm income, western farms offer a lucrative market for irrigation, harvesting equipment; fertilizers; equipment for ranchers' own repair shops. Crops are diversified — fruit, cotton, rice, wheat, etc., totaling over 280 different crops. Above, harvesting barley on typically large California farm.



When I asked "Mike" Tessier, Plant Manager of Maxwell House Division of General Foods, about the market they serve, he said — "our consumer market extends over the 11 western states...and proof of the growth of that market lies in our increased sales which has resulted in our expanded operation and the addition of new products to meet the growing consumer demand."





Above photos show some of MOA and its plants from the air.

Bottom photo illustrates one of MOA'S great advantages - transportation - since it includes view of estuary, freeway and rail lines.

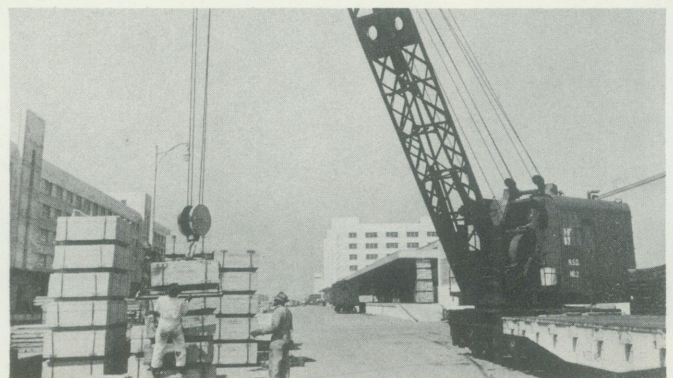
## NEW INDUSTRIES EXPANSIONS AVERAGE 168 PROJECTS YEARLY

Industrial growth in Alameda County since 1945 has averaged an annual increase of 168 projects. An average of 56 of these projects are new industries with a total investment of \$10,546,875. This provides a yearly increase to the area's payroll of \$4,913,225.

The balance of 112 projects is the average number of expansions of established manufacturers each year. This provides a yearly investment in excess of \$21,662,300 and addition to the industrial payroll of nearly \$6,340,450. Official estimates indicate this growth is expected to continue over the next 25 years.



Chevrolet-Oakland Division of General Motors, the first automobile assembly plant in the San Francisco Bay Area. Chevrolet truck assembly and Fisher Body plants are also located in Oakland.



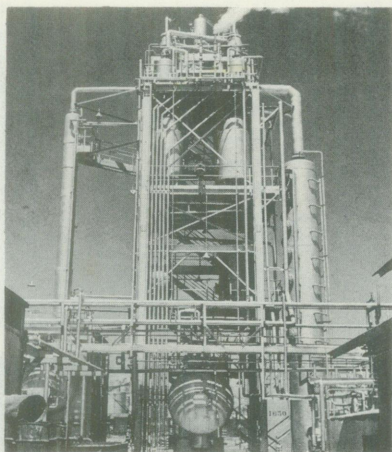
The more than 100 government installations in the area are a valued source of income to MOA. They include the Oakland Naval Supply Depot (world's largest), Oakland Army Base, and Alameda Naval Air Station. In photo, crane loads supplies at Naval Supply Depot.



*Took this photo in 2 feet  
of snow at 4500 feet.  
This is Chester, Calif.*



Winter logging of Ponderosa Pine at Collins Pine Company. California produces over  $\frac{1}{4}$  of the board feet of lumber produced on the Pacific Coast.



Distillation column at Standard Oil's Richmond plant, first in the world to produce phthalic anhydride, a basic ingredient of fine paint, from petroleum. This ingredient, formerly obtainable only from eastern coal mines, now provides western paint manufacturers with nearby source.

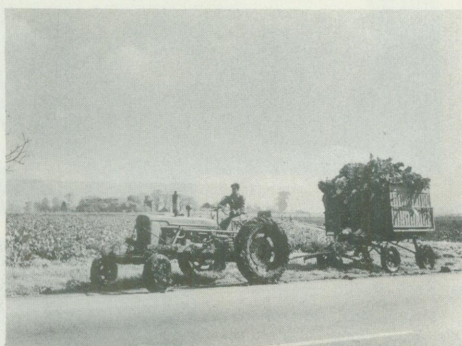


Photo of agricultural region in southern part of county. An excellent source of top-notch fruits and vegetables, and year round growing season has resulted in a large number of food processors (including world's largest baby food processor) locating plants in this area.

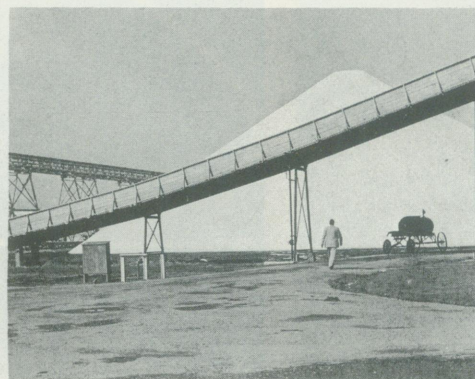
## RAW MATERIALS IN ABUNDANT SUPPLY for MOA INDUSTRIES

**AGRICULTURAL PRODUCE** is MOA's most important raw material. Location in this area offers local or nearby sources of supply for most food processors and manufacturers using food by-products. Fruits and vegetables can be delivered within  $\frac{1}{2}$  to 5 hours. Sugar and vegetable oil are refined in nearby locations, and almost every type of container is manufactured locally.

**FOREST PRODUCTS.** The Pacific Coast contains more than 80% of the nation's virgin timber and over 50% of the national saw timber stand. Douglas Fir, Ponderosa Pine, Hemlock, White Fir, Redwood, Sugar Pine, Cedar and Spruce are principal species. Lumber, plywood, hard-board, pulp and paper mills offer abundant supply at low transportation cost.

**MINERAL PRODUCTS.** California produces approximately 52 commercial minerals. Western mines are among the nation's leading producers of copper, lead, mercury and alloying metals. Non-metallic minerals are available locally or from nearby points. Extraction of minerals from sea water in the Bay Area affords an excellent local source of magnesia, bromine, salt, potassium chloride and related chemicals.

**Natural gas and petroleum** are the leaders in minerals from the standpoint of value and production volume, and have made available an extensive list of petrochemical products used in almost every industrial field.



Pile of unprocessed salt in lower Alameda County. The salt industry is just one of many in MOA devoted to extraction of minerals from the sea.





the size of Milwaukee is added to the west  
ard,  
iles  
an  
un  
al  
he  
ad  
es  
y-  
n,  
-m  
i-  
ay  
he  
ub  
an  
he  
e  
es  
on  
e

## WESTERN STEEL NEEDS FILLED IN THE WEST

Steel users in the Metropolitan Oakland Area are now obtaining their steel almost exclusively from western facilities. There has been a 300 percent increase in ingot capacity in the 7 Western States since World War II, and the diversified line of steel products available in abundant supply includes:

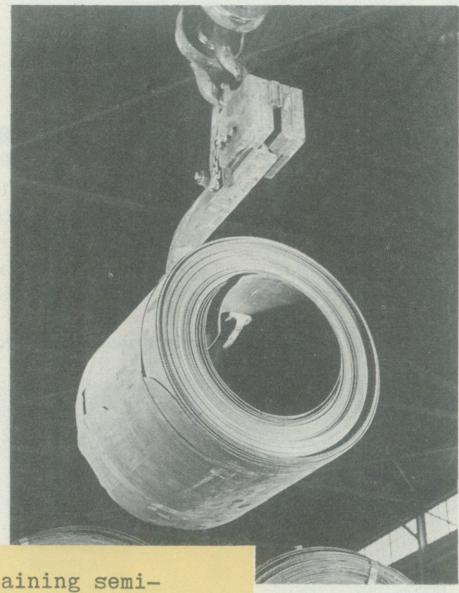
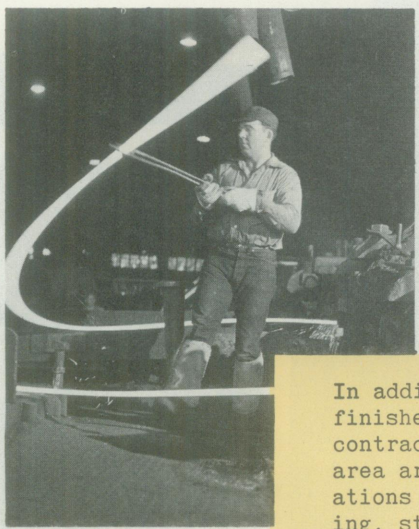
Steel plates, continuous weld pipe, electric weld pipe, tin plate, hot rolled strip, hot rolled sheet alloy bars, carbon bars, structural shapes, cold rolled strip, special bar sections, semi-finished steels, ingot molds, pig iron and coke oven by-products.

Two of the largest West Coast supply sources are the Columbia-Geneva Division of U.S. Steel Corporation, which is located at Pittsburg, a few miles north of the Metropolitan Oakland Area, and the Kaiser Steel Corporation, whose mill at Fontana, California, is overnight by truck from the area.

WORLDWIDE STEEL CORP.

### MEMO

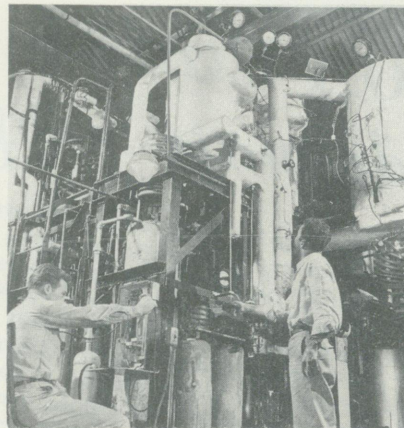
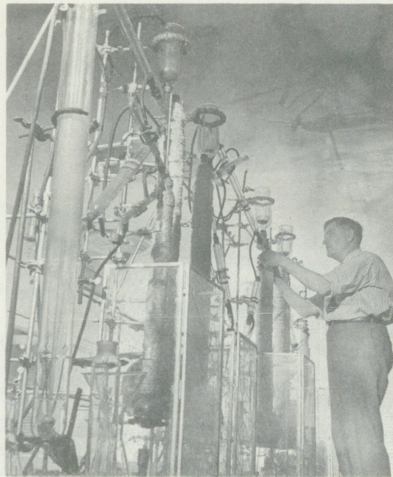
As facilities expand so does the force of skilled steel workers — which means MOA industries have no worries on the amount of diversification of products and processes.



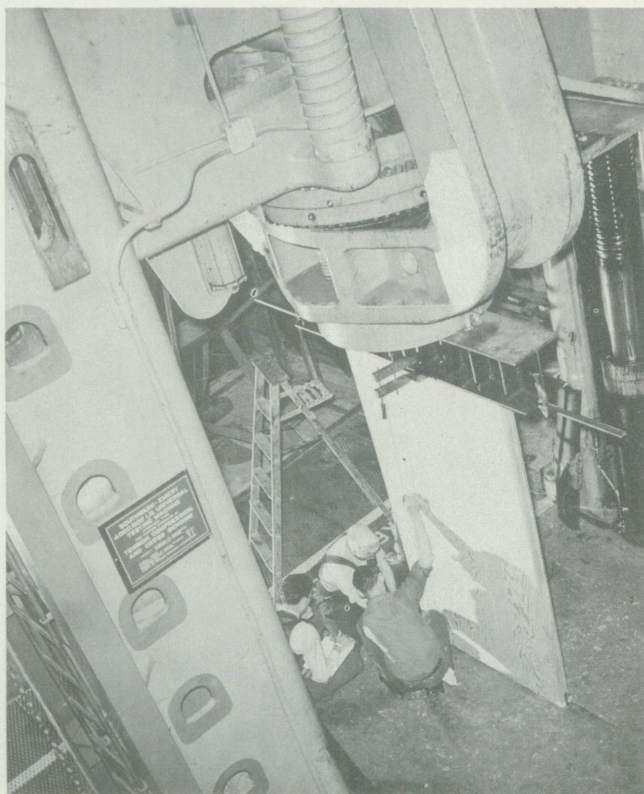
In addition to obtaining semi-finished materials locally, sub-contracting facilities in the MOA area are available for such operations as foundry, forging, drawing, stamping, tool and die making, heat treating, enameling, plating, galvanizing, packing, packaging and crating.



## RESEARCH AND TECHNICAL FACILITIES



Research facilities are extensive and diverse. Around 70 major laboratories in the Bay Area are operated either commercially, by industries, by state or federal government or in conjunction with universities and colleges. Photos above show the California Research Corporation's pilot plants for developing new techniques of refining and drawing chemical by-products.



Above: testing plywood with 4,000,000 lb. capacity testing machine, University of California, Engineering Department. The University, at Berkeley, has nearly a million square feet of laboratory space devoted largely to research in a score of different fields. Stanford University and the Stanford Research Institute engage in extensive research activities particularly in the fields of engineering, economics, physics and medicine.



Emeryville Research Center of Shell Development Co. is one of the largest industrial research installations in the country. Mr. Bruno Stolley (above) pointed up a unique MOA advantage when he told me: "Among the attractions of the area for professional people must be mentioned the universities and colleges with their important contributions to the cultural life of the area. Also for their ready accessibility for profitable academic contacts and in the humanities."



## MOA Utilities Stress Adequate Supply, Reserves

An adequate long-range supply with reserves to meet any industrial or domestic need is the keyword of utility companies supplying Alameda County, according to their progress reports.

The Pacific Gas and Electric Company, supplier of electricity and gas for Northern and Central California, is maintaining a postwar building plan averaging \$14 million a month. This continuing expansion program is designed to keep building capacity ahead of their expanding market.

More than 75 hydroelectric and steam-electric plants supply the P.G. & E. electric system with an interconnected network assuring uninterrupted service. Gas is supplied from natural sources in New Mexico and Texas, augmented by California fields. The company also operates standby plants in the event of emergency.

Soft mountain water is supplied to major MOA communities from a common water system, East Bay Municipal Utility District. Parallel aqueducts 94 miles long bring the water from Pardee Dam, the main storage from Mokelumne

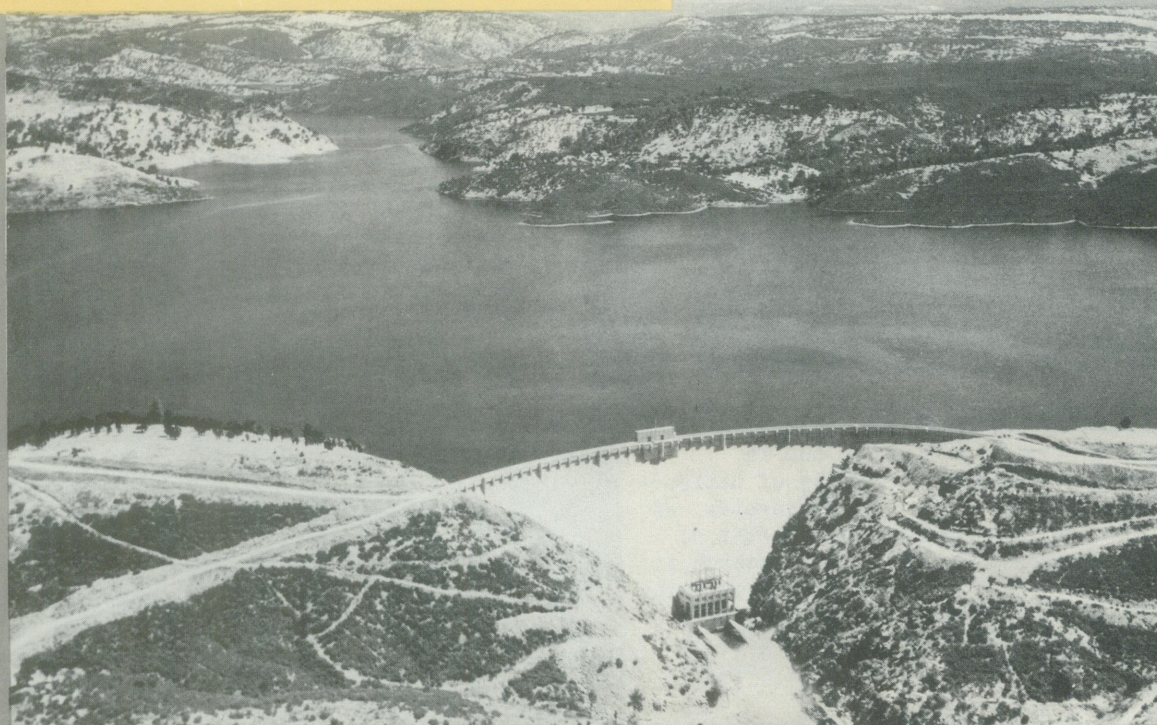
River watershed in the Sierra Nevada foothills. A continuous expansion program by forward-looking management is keeping pace with the rapid population increase and there are ample reserves for future expansion.

A \$23½ million sewage disposal plant completed in 1951 handles all sewage from Alameda, Albany, Berkeley, Emeryville, Oakland and Piedmont. A realistic outlook during construction resulted in building underground facilities to meet capacity needs of year 2000. Above-ground construction was built to meet the estimated capacity of 1970.

The other industrial areas of southern Alameda County also provide municipal facilities for sewage disposal with ample room for expansion.

*Cool is available from Utah and Colorado deposits*

Pardee Reservoir. The well-forested watershed provides water that is unusually clear and free of minerals and bacteria. Only very light chlorination is needed to make this soft water safe for domestic and industrial use.

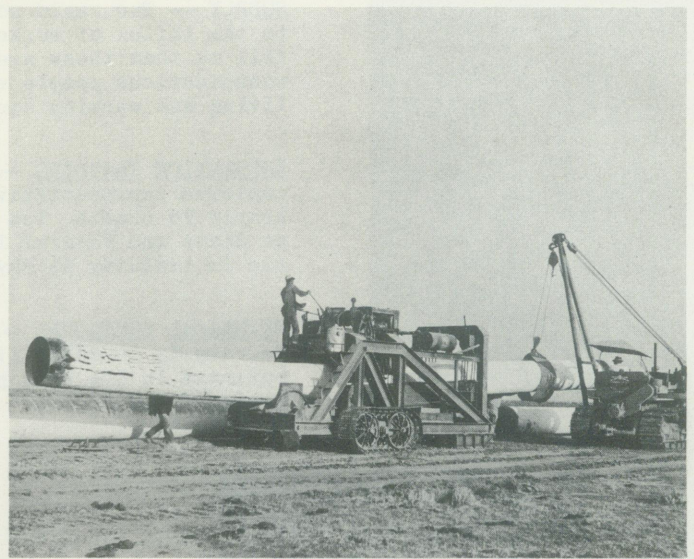
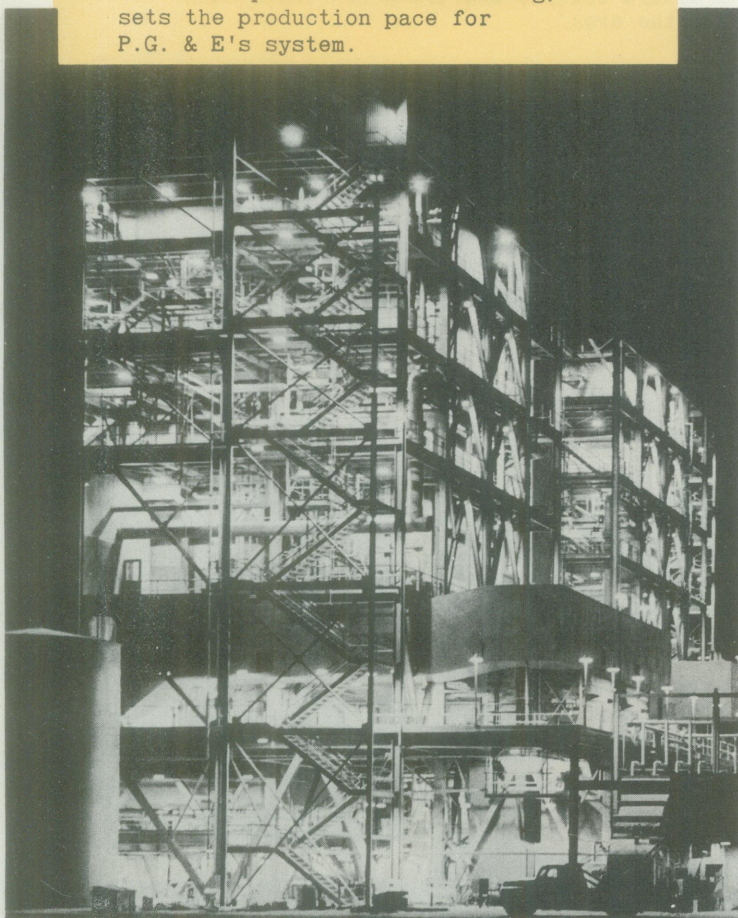






Effluent Pumping Station, East Bay Municipal Utility District, completed in 1951, provides sewage disposal service to northern cities of Alameda County.

P. G. & E. steam plant on the shore of Suisun Bay, north of Oakland. Capable of producing 575,000 kilowatts, with its "twin plant" at Moss Landing, it sets the production pace for P.G. & E's system.



Bending wrapped 32" pipe for P.G. & E's "Super Inch" natural gas mains, totaling 787 miles of pipe and extending from the Arizona-California border to the southern end of San Francisco Bay. The out-of-state natural gas supply (700 million cubic feet per day), constitutes about 60% of the Company's supply, the remaining coming from California fields.



I had Warren Holman, our Personnel Manager, in mind when I talked to production managers about the MOA labor force. They tell me that MOA workers have unusually high productivity and stability. Here are some factors that contribute to this:

MOA workers are younger than average. There's greater productive population here between ages of 18-45 than nationally.

They live here by choice. More than 60% of residents are not born here.

There's good availability of low cost homes. Housing development is keeping pace with expanding population — and there's high percentage of home ownership among workers.

Participation of workers in community affairs is generally high — stimulated by the many attractive home developments in the smaller communities.

Other factors...ample opportunity for varied recreational and cultural pursuits — good educational facilities — mild year round climate.

HIGH PRODUCTIVITY REPORTS — from local manufacturers with identical operations performed in other localities.

Mr. S., president of a steel fabricating company, reports 8% greater output per MOA worker as compared to two midwestern and eastern plants.

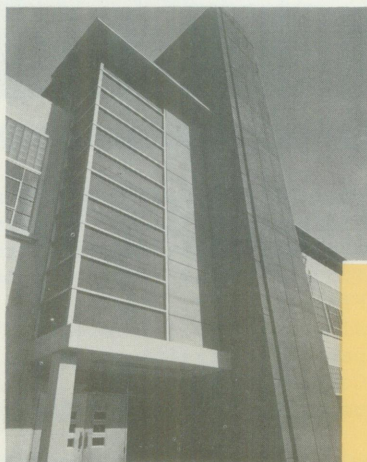
Mr. K. of a food processing concern says that local workers average 10% greater productivity than any of their other plants.

SUPPLY — The rapid population growth in California is due in great part to the influx of workers, who augment local labor sources. Manufacturers tell me that these are not the "boom town" variety of laborers — but conscientious people seeking a secure future, who are attracted by the living and working conditions of the area.

APPRENTICE TRAINING — More than 50 committees composed of employer-employee representatives supervise apprentice training programs in nearly 70 crafts. Ten school districts cooperate in the program, as well as State and Federal labor departments. Approximately 3,500 apprentices are in training at any one time.

TECHNICAL PERSONNEL — University of California in Berkeley, Stanford University in Palo Alto, and many other schools of science, arts and business in the area provide "the world's largest source of college trained personnel."

*Warren  
manufacturers here  
have also told me  
that workers  
need less  
supervision on  
the job*

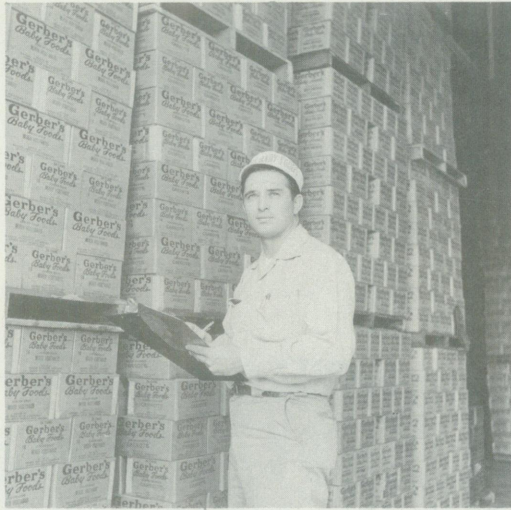


Entrance of Laney Trade and Technical Institute, which offers pre-employment training in many fields as well as evening courses for regularly indentured apprentices.





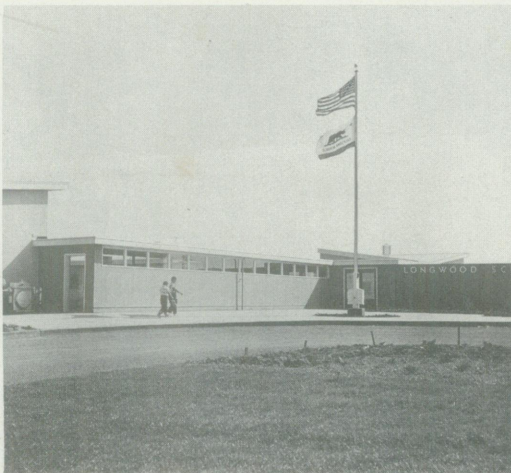
Having talked to production and personnel managers about high productivity workers in the area, I wanted to meet some of them and find out for myself about their work — where they lived, etc. Here's an example...



John Cortez is a warehouse stock clerk in the Oakland plant of Gerber Products Company.

← Here he inventories baby food. Twice a week Cortez attends evening courses in accounting at Healds Business College under the G.I. Bill.

The Cortez home is located in sunny Metro Park residential area of Hayward. The neatly-trimmed yards, well-kept homes of John and his neighbors reflect the pride of ownership that's typical of the workers out here. →



← The Cortez boys attend Longwood School in Hayward. This is just one of many new schools recently constructed to meet the demands of the growing population. One story, modern construction is being used extensively in schools erected throughout the entire county.

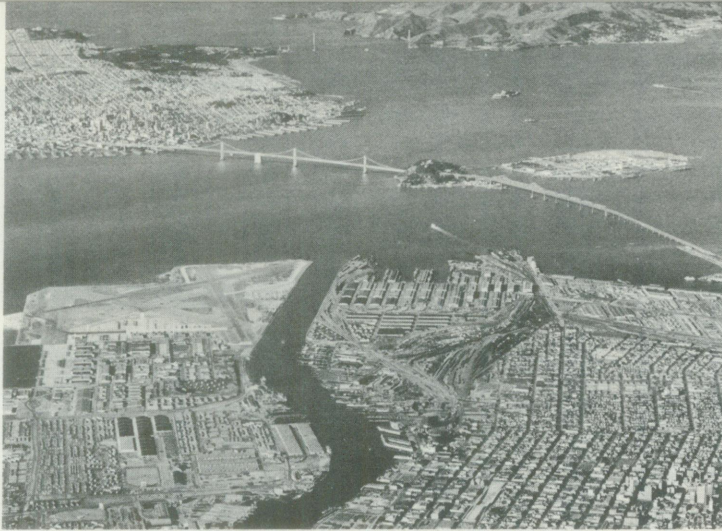
Saturday shopping is a family affair with the Cortez family. The new Lorenzo Manor is an example of the many shopping districts in each community that have complete facilities to fill all shopping needs in one trip. →



← Zelda and John Cortez are like most Californians in their love for their carefully tended garden and their enjoyment of indoor-outdoor living. Here on a sunny February afternoon, they are a rapt audience for sons Douglas, 6, and Donald, 7.



*I think this magazine article covers MOA's transportation based on my visits around the area, the statements*



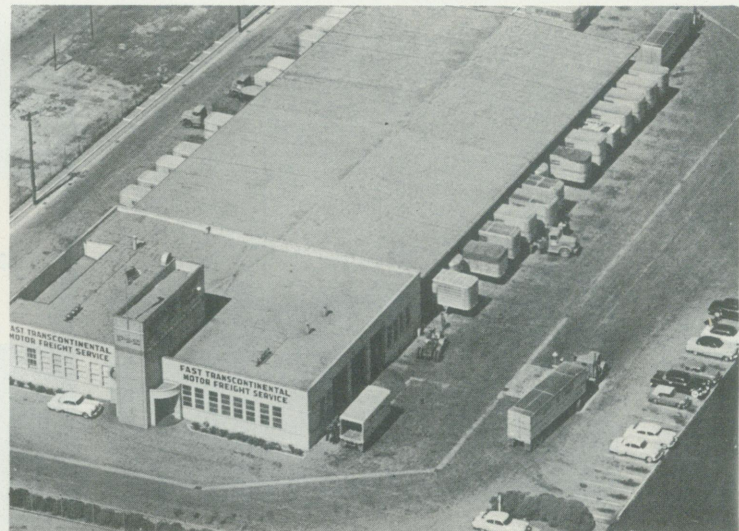
**Automobile travel time** to San Francisco over the San Francisco-Oakland Bay Bridge varies from 20 to 25 minutes. Electric trains provide fast and frequent commuter service across the Bay Bridge.



**Oakland Airport** (12 minutes from downtown Oakland) handles all types of commercial aircraft, provides more than 100 flights per day by major airlines. Airport has direct highway connection with Eastshore Freeway.



**Port of Oakland**, operated by Board of Port Commissioners, is \$300 million development providing 19 miles of deepwater port, cargo handling, transshipment facilities and storage and transit sheds of steel and concrete.



**Local shippers** are served by more than 20 interstate freight companies, and many more intrastate carriers provide overnight or first-day delivery to all of California's rich markets. Pickup service is available in all industrial areas.

Here's what Allen K. Penttila, Traffic Manager of Sherwin-Williams Co. of Calif., said about transportation in MOA: "Of particular advantage to us in the distribution of Sherwin-Williams products is the unusually extensive transportation facilities available because of this area's central position to western markets. We have found immediate access to excellent distribution facilities at rates that give manufacturers in the area a distinct advantage."

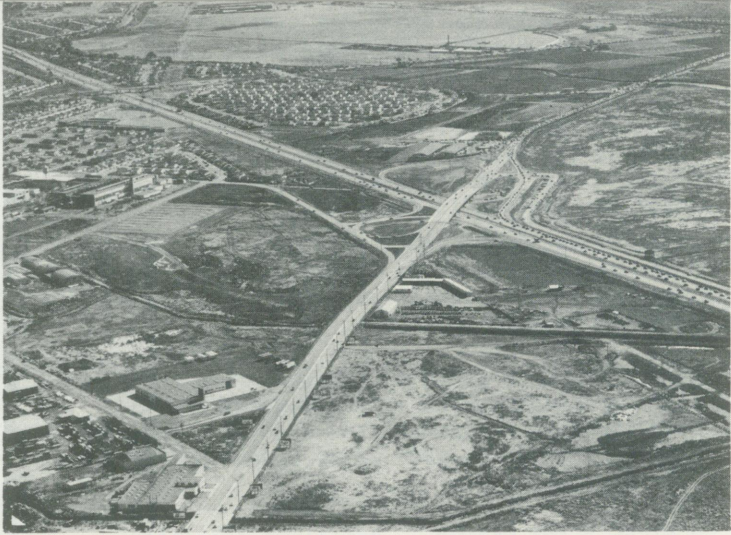




situation better than I could  
sum up what I saw. ✓



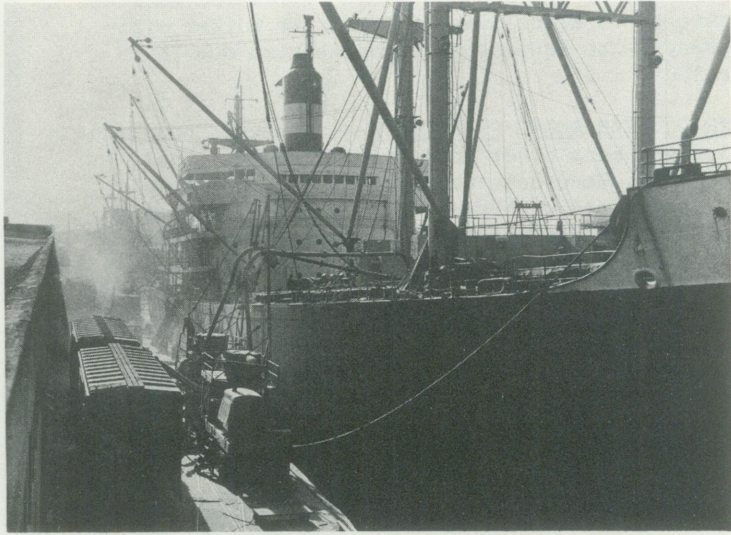
**A network** of local and intercity busses provide efficient, comfortable service to all Alameda County metropolitan areas. National and regional bus lines also offer regular schedules for convenient and low cost passenger travel.



**Eastshore Freeway crossover.** This high speed, 6-lane traffic artery links East Bay communities with the San Francisco-Oakland Bay Bridge, the Santa Clara Valley and with all major highways.



**Southern Pacific, Santa Fe, and Western Pacific** provide mainline commercial and passenger service to Alameda County, with freight terminals, team tracks and spur track facilities in industrial areas.



**On the Oakland Estuary,** mechanical equipment for cargo handling is up to date. Loading and storage facilities are available for oil and other liquids. Wharfinger transit and storage service is offered by private concerns.

↑  
This is especially true—  
so many plant sites  
I saw include  
spur tracks—  
and also are near  
major highways

HERE IS CHART OF TRUCK DELIVERIES FROM MOA TO TYPICAL WESTERN CITIES

DESTINATION	Delivery Time
Los Angeles, California	1st morning
Reno, Nevada	1st morning
Eureka, California	1st morning
Portland, Oregon	2nd day
Seattle, Washington	2nd day
Boise, Idaho	2nd day

DESTINATION	Delivery Time
Salt Lake City, Utah	2nd day
Phoenix, Arizona	2nd day
Spokane, Washington	3rd day
Butte, Montana	3rd day
Denver, Colorado	3rd day
Santa Fe, New Mexico	3rd day



## CLIMATE

MOA officials make the statement that climate here is "profit conscious" — it seems to be. Weather is generally uniform and mild — annual average is 56.8° — with spread between mean maximum (July) and mean minimum (Jan.) of only 32.4°. Rainfall is heaviest during December, January, February, and March (replacing our heavy eastern winters) — but freezing temperature is extremely rare.

These are some of the benefits I noted that result from the mild climate. (Of course, the pleasant living should be included too), but these can be measured in dollars and cents....

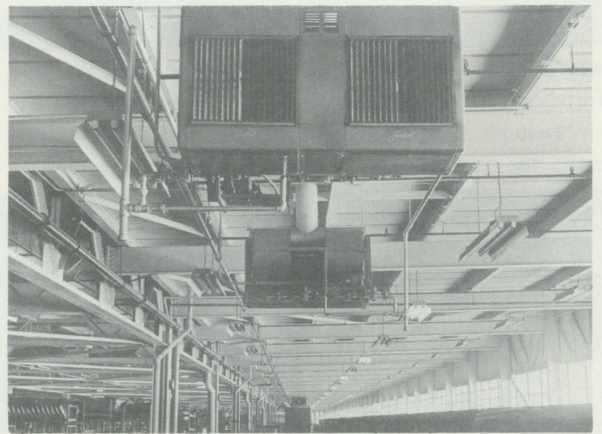
LOWER CONSTRUCTION COSTS — no frost problem to hamper foundation design — minimum heating and air conditioning equipment (and cost of operation) — nominal insulation (30° is accepted exterior design temperature).

ECONOMICAL PLANT DESIGN — efficient one-floor layouts without excessive heating costs — outdoor operations — open storage.

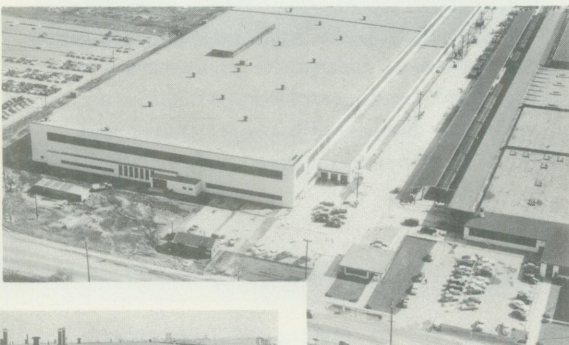
YEAR ROUND PRODUCTIVITY — no "winterizing" of buildings or exposed equipment — reduced packing costs on local deliveries — higher worker efficiency — no shutdowns or absenteeism due to weather.

STEADY YEAR ROUND PRODUCTION — farming, construction and many other industries enjoy all-year activity. Manufacturers supplying these markets are not faced with seasonal demand — thus maintaining uniform production and eliminating inventory problems, labor turnover, etc.

Month	Ave. Mean Max.	Ave. Mean Min.	Ave. Mean Mthly.	Degree Days (65° Base)
January	56.0	38.4	47.2	552
February	60.0	41.3	50.7	400
March	63.4	43.3	53.4	360
April	65.9	45.3	55.6	282
May	68.5	48.3	58.4	212
June	71.6	51.6	61.6	119
July	72.0	53.4	62.7	84
August	72.0	53.7	62.9	77
September	74.0	52.6	63.3	76
October	71.0	48.9	60.0	157
November	64.3	43.2	53.8	336
December	57.3	39.8	48.6	508
Year	66.3	46.7	56.5	3163



Mild climate makes it standard practice to install units for temporary heating needs. Installation above shows typical units in ceiling. Natural gas, almost universally used for heating, is in ample supply and rates are as low as anywhere in the nation.



No snow loads permit flat roof construction; absence of freeze-thaw cycle means structures require less maintenance; roofs, skylights, gutters last longer.



Climate permits efficient one-floor plant layout without excessive heating cost. Exterior walls have no special insulation; large windows used without excessive heat loss.



# METROPOLITAN OAKLAND AREA

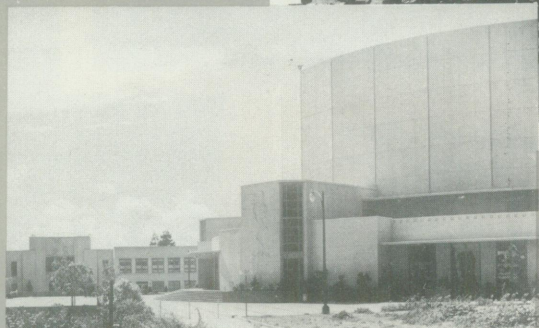
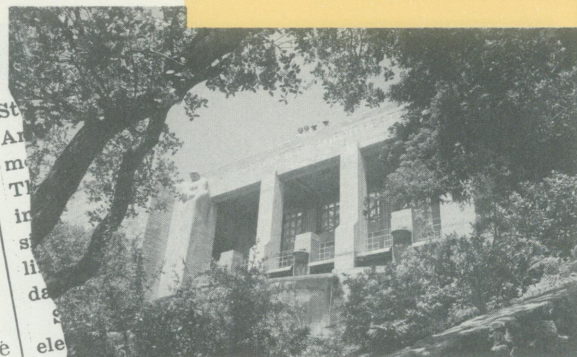
## Choice for Better Living

In MOA homesites of almost every conceivable choice are available; hillside homes with magnificent views of the Bay, homes in snug valleys or tree-lined canyons, homes in city, suburban or rural areas. Outdoor living plays a major part in the lives of most residents. An "out-door living room" with fireplace or barbecue pit is considered practically a necessity. And beautiful gardens are tended around the calendar.

Recreational activity is extremely varied. Riding trails, golf courses, parks and picnic areas abound. Swimming, tennis, sailing, sight-seeing, hiking—active sports of all kinds—are enjoyed

in the many parks or hillside areas that are close to residential sections. Symphonies, operas, concerts, dramatic events, noted lecturers, and art and scientific exhibits are regular events in the Bay Area.

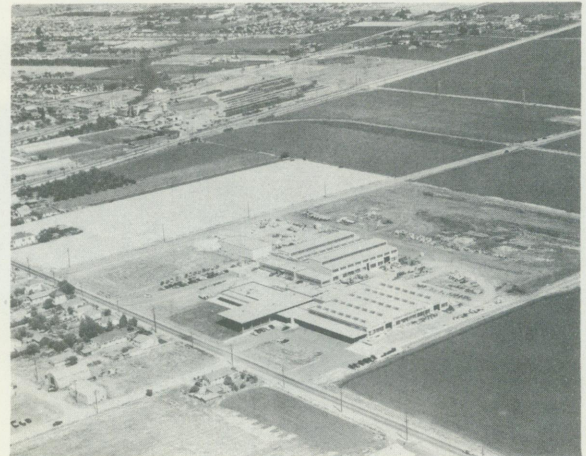
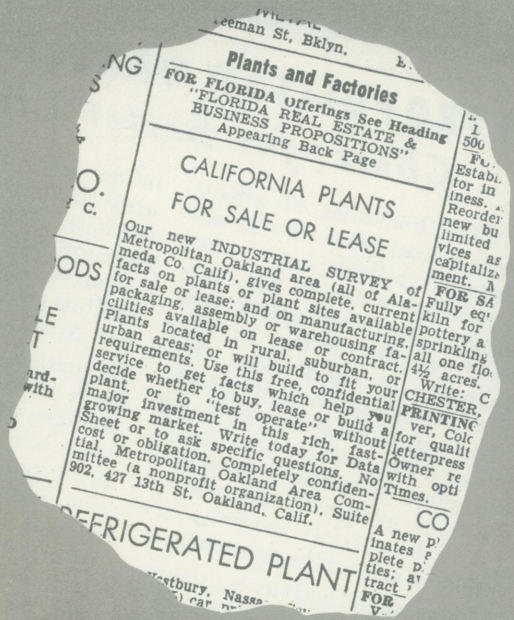
Educational facilities range from nursery schools through colleges, public and commercial trade schools, apprentice training programs and adult education classes. Colleges in MOA include the University of California, one of the largest in the U.S., Mills College for Women, and the California College of Arts and Crafts—the only accredited western arts and crafts institution for men and women.







Alameda County Court House as seen across Lake Merritt.  
The government — and the people — of Alameda County want new industry to locate here. Proof of this is their extremely friendly attitude to new business — and the fact that MOA was one of the first (1936) communities to bid for industries through national advertising paid for by city and county funds.  
(MOA will furnish complete information on property, operational and other taxes, etc. on request.)



## MEMO

I checked with the Alameda County New Industries Committee (the sales, service and research committee for MOA) on available sites for our industry. They maintain a continuing survey of available plants and plant sites which we could lease or purchase. This file is really complete — covers everything from soil classification and population density to deep water facilities and cost of licenses and fees. See the clipping from their brochure which I tore out for our files...

**GENERAL INQUIRY BY MAIL...** A letter addressed to the Alameda County New Industries Committee setting forth your general requirements (type of business, size of structure, whether lease or purchase desired, etc.) will bring full information as to availabilities and conditions—promptly without obligation. *Such inquiries are held in strict confidence.*

**SPECIAL REPORTS...** Complete reports on specific sites in which you may be interested, or subjects on which detailed information is desired, will be prepared for you on request. Again, there's no obligation... and your inquiry will be held in strict confidence.

**PERSONAL VISIT...** You or your representative will be welcomed at our headquarters, 427 - 13th Street, Oakland. All data in our map and source files—carefully indexed for ready reference—is at your command. An experienced industrial specialist from our staff will be at hand to furnish any assistance you may desire.

**ALAMEDA COUNTY NEW INDUSTRIES COMMITTEE**  
427-13th STREET • OAKLAND 12, CALIFORNIA

*Note room for expansion, good parking facilities, access to highways, spur track facilities, and nearby residential areas. This is more "the rule than the exception" out here.*