

Foreword...

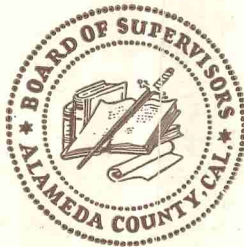
A BRIEF summary of the agricultural, horticultural, floricultural and viticultural activities and possibilities is presented in order that the reader may visualize the opportunities accruing to the tiller of the soil in Alameda County.

Alameda County in addition to being a leader in agricultural and kindred pursuits, ranks third of the fifty-eight California counties, in population, finance and manufacturing industry. Facts well worthy of careful consideration.

Rail, water and air furnish adequate and rapid transportation. Four transcontinental railroads terminate in Alameda County.

The Port of Oakland handles commerce for the seven seas. Fast air-liners carry the United States mail and passengers to all parts of the continent. Alameda County has several major and modern airports with large landing fields, equipped with spacious hangars and commodious waiting rooms and necessary accommodations for the traveling public. Leading airports include the Oakland Municipal Airport, the San Francisco Bay Airdrome, Alameda Airport. Benton Field, repair and supply base for the United States Army, is situated in Alameda. Emergency landing fields are located at Warm Springs and Livermore. All these airports are important links in the field of air transportation.

Authorized for publication by the Board of Supervisors of Alameda County, for distribution by the ALAMEDA COUNTY DEVELOPMENT COMMISSION and Chambers of Commerce located in Alameda County.



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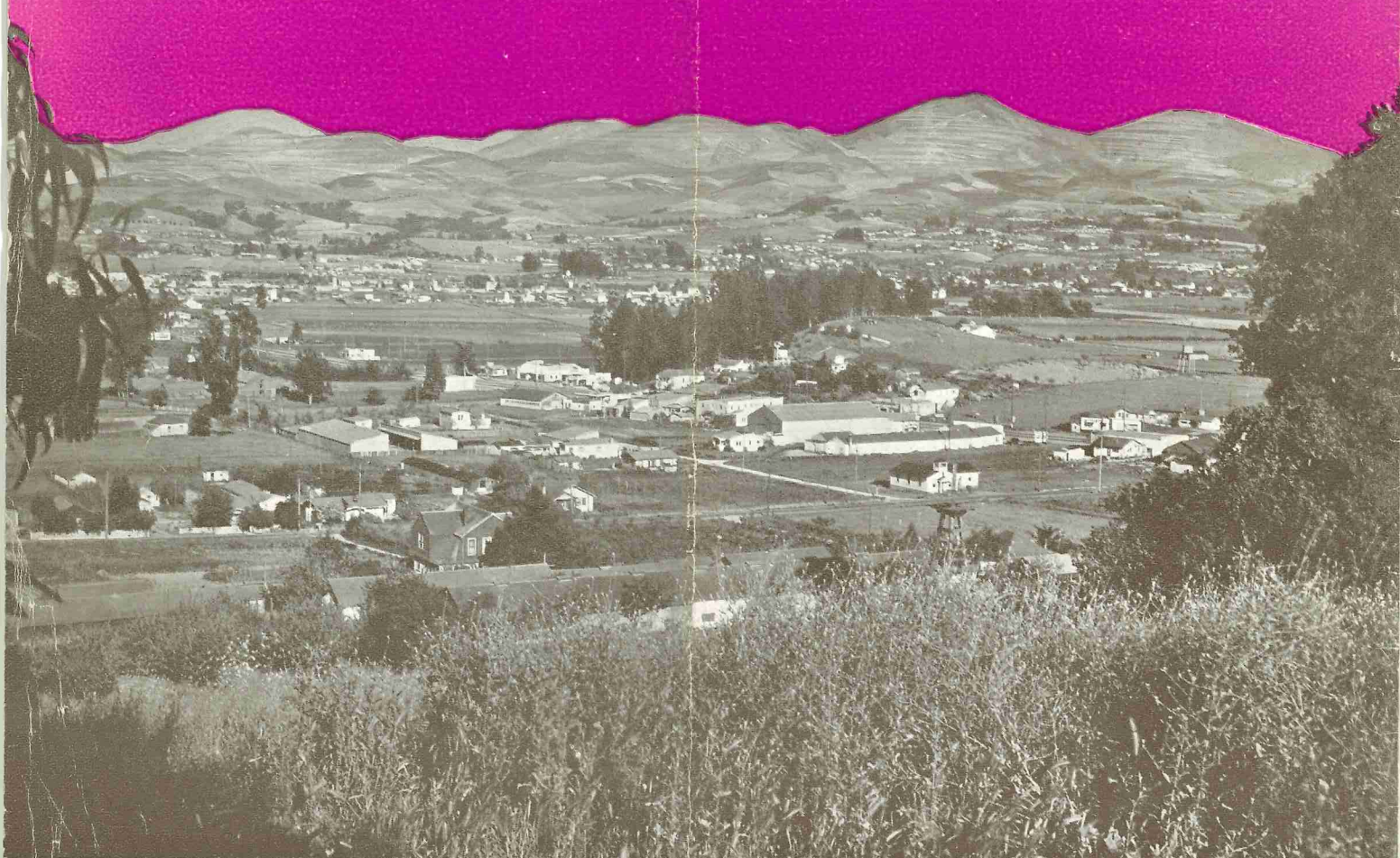
Copies of this publication may be had by writing the
ALAMEDA COUNTY DEVELOPMENT COMMISSION
510 15th Street, Oakland, California

ALAMEDA COUNTY IS THE CONTINENTAL OR MAINLAND TERMINUS OF THE SEVENTY-TWO MILLION DOLLAR SAN FRANCISCO-OAKLAND BAY BRIDGE

976 A

**ALAMEDA
COUNTY
CALIFORNIA**

HAYWARD



AGRICULTURE

AGRICULTURE



Alameda County

... the Central California coast county, bordering on the land, or continental side of the great Bay of San Francisco, is the rail terminus of all transcontinental railroads entering Central California.

Alameda County is the logical shipping center for the products of three great valleys, the Sacramento, San Joaquin and Santa Clara Valleys, all noted for the excellence of fruit and other agricultural crops.

The fertility of the soil in Alameda County, together with its proximity to the San Francisco side of the Bay, and with citizens of Oakland, Berkeley and Alameda—the three coast cities of the county, makes this the ideal location for agriculturalists and particularly the man who specializes in truck-farming. He has for his prospective customers over two million people, resident within truck-hauling distance of his ranch, as well as the scores of commission houses that purchase the entire output of many farms or ranches.

For many years Alameda County has captured the Grand Sweepstakes prize for displays of floricultural products at the California State Fair and numerous

first awards for best exhibits of fruits, vegetables, wines and crude and refined salt. The prize-winning displays have been installed and maintained by the staff of the ALAMEDA COUNTY DEVELOPMENT COMMISSION acting for the Board of Supervisors of Alameda County.

Agriculture in Alameda County ranks among the leading industries.

In the southern and eastern sections of the county, thousands of acres are planted to grain, fruits, vegetables, wine grapes and floricultural products.

Alameda County farmers enjoy the close-by markets in the Bay region, permitting a short haul over splendid highways. Products not consumed locally are shipped to all parts of the world via rail, truck and steamship lines.

The farmer in Alameda County also enjoys the help and advice of Federal, State and county agencies who consult and assist the farmer with his problems. The United States Government furnishes a farm advisor while the county retains an agricultural commissioner. Both these agents work with the State authorities and their assistants in the study of soil conditions, proper time to plant the several crops, irrigation, cultivation and pest control.

Agriculture in Alameda County dates back to 1797 when the first crops were planted under the direction of the Spanish Padres wending their way north from Mexico. Native Indians roaming the hills at what is now known as Mission San Jose, under the instruction of the Padres, planted corn, grapes and fruit trees. From that time, Alameda County has forged to the front in the production of agricultural products. More than 100,000 acres are now under cultivation bringing the grower handsome returns.

Alameda County not only furnishes the local markets but also a large part of the rhubarb consumed throughout the middle west and eastern States. Berries of practically all known varieties flourish and bear prolifically.

Metropolitan Area

This folder, while dealing primarily with the agricultural industry and suburban communities of Alameda County, would not be complete without reference to the metropolitan area.

A very large proportion of Alameda County's 500,000 population is centered in the following cities bordering on San Francisco Bay, Oakland, the county seat; Berkeley, home of the University of California; Emeryville, an industrial city; Piedmont, noted for beautiful homes; Albany, one of the younger communities adjacent to Berkeley; Alameda, "The Isle City," with several attractive beaches and modern homes.



Modern Homes Throughout Alameda County

To those who are engaged during the day time, night courses are offered in the public schools for adults. Vocational training and courses in general education are available.



*ATTRACTIONS
Boating on Lake Merritt.
Swimming at Alameda beaches.
Horseback riding over trails in nearby foothills.
Aviation at Oakland, Berkeley and Alameda.
Theaters offer first-run pictures.
Churches of every denomination.*

Education

Alameda County schools rank in first place as a result of a nation-wide survey. Throughout the entire county the school system measures up to the highest standards.

The University of California, situated in Berkeley, is the largest co-educational institution of learning in the United States. Located in Oakland, Alameda, Piedmont, Berkeley, and other cities of the county, are grade and high schools, all with the highest scholastic ratings.

Listed among the private institutions of learning is Mills College, situated in the foothills of East Oakland, the oldest women's college in the West, attracting students from all parts of the world. Scattered throughout the county are numerous parochial schools and business colleges.



Many Miles of Excellent Paved Highways

Fruit Orchards

OLIVE and pear trees and a few citrus trees were planted as early as 1797 at Mission San Jose, in Alameda County.

However, deciduous fruit growing on a commercial scale first started in 1855 when 100 acres were set out in cherries brought from Oregon by John Lewelling. Since that time the acreage planted to cherries has expanded to many hundred throughout Eden and Washington Townships.

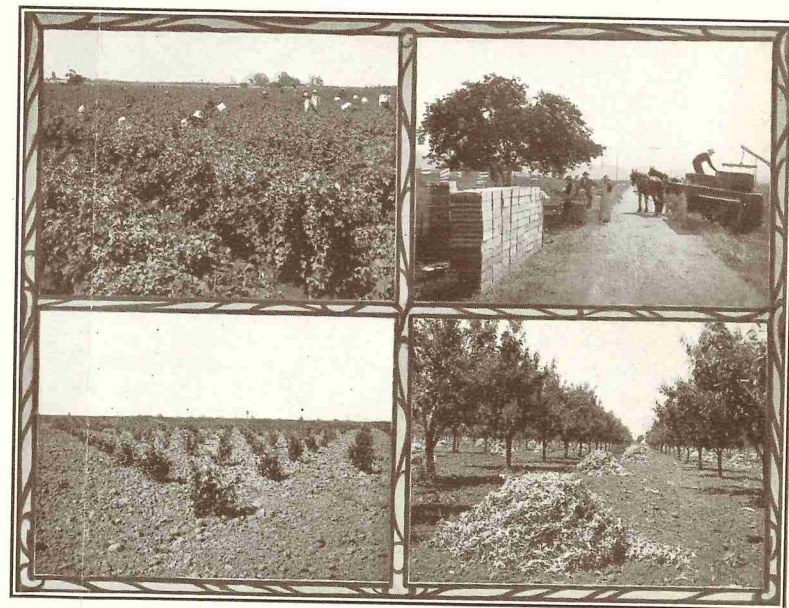
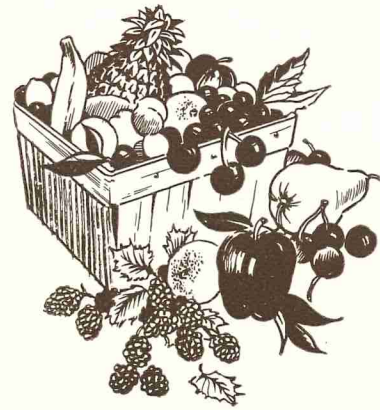
Apricots lead all deciduous fruit crops, there being 5,391 acres in bearing orchards. Other deciduous fruits raised in abundance in Alameda County are prunes, pears and peaches.

Walnuts and almonds do well here also, there being 700 acres planted to nuts.

To handle the large crops of deciduous fruits, canneries, packing houses and dryers are located in different sections of the county, some of the larger canneries employ as many as 1200 and 1500 workers during the peak season. Several canneries operate nine months of the year putting up vegetables following, and prior to the fruit season.

Twenty-five canneries and packing plants offer employment to workers during harvest months. Several of the larger fruit dryers provide employment to entire families during the summer months.

Canneries are located in Hayward, San Leandro, Decoto, Niles, Centerville, Oakland, Emeryville and Berkeley. Pickle and vinegar works are to be found in Oakland, San Leandro, Hayward and Berkeley. The larger dehydrating plants and fruit dryers are located in Hayward, San Leandro, San Lorenzo, Niles, Castro Valley, Ashland and Centerville.



Fruit Orchards

Vegetables--Vintage

IN the production of early garden peas, sweet corn, potatoes, spinach, cauliflower, cabbage, carrots, fava beans, tomatoes and cucumbers, Alameda County ranks high. These crops bring to producers more than \$3,000,000.00 annually with 30,000 acres under cultivation.

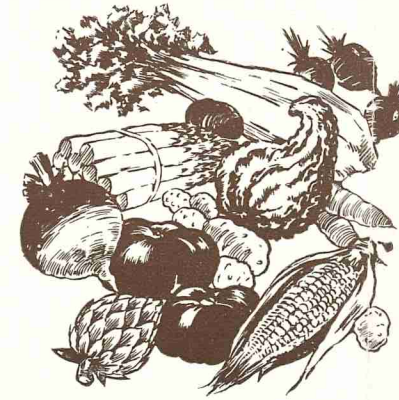
Thousands of acres are planted to sugar beets, with Alameda County boasting the first sugar beet refinery in the United States; this plant located at Alvarado, still being in operation.

The soil here is highly productive and suitable for raising diversified produce.

In the Livermore and Amador Valleys, the major crops include hay, barley, oats, wheat and alfalfa. Wine grapes do exceptionally well in both valleys due to the soil conditions and warm climate. At the present time—1935—

some 4,000 acres planted to wine grapes are producing many hundred thousands of gallons of choice wines annually. Wine grapes are successfully grown in the vicinity of Mission San Jose and Irvington along the foothills. Planting of wine grapes in Alameda County commenced with the arrival of the Padres in 1797, who imported cuttings from Spain. Vineyardists continue to import cuttings to maintain the supremacy of their output.

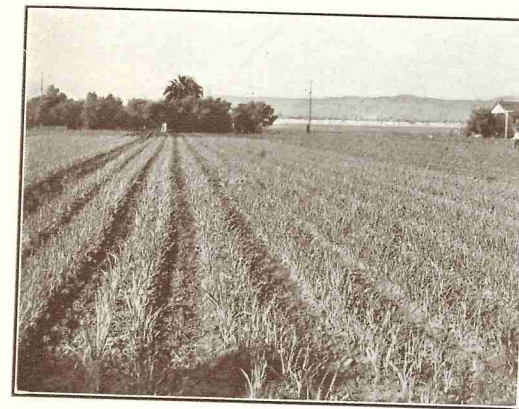
For more than half a century wine making has been carried on commercially. More than a dozen wineries are in operation crushing Alameda County grown grapes. Vintage from these wineries has won awards throughout the world, in France, Spain, England, as well as at the larger expositions throughout the United States competing with the leading brands of Europe and this country.



Alameda County wines were designated "By Appointment to His Majesty King George V" as a result of an international test of leading vintages.



Where World's Choicest Wines are Produced



Fertility of Soil Unsurpassed

At the 1934 California State Fair in Sacramento, wineries from Alameda County captured ten medals for their excellence and supremacy. Among the more popular varieties of wines produced are Sauterne, Haut-Sauterne, Chablis, Chateau Yquem, Burgundy, Tokay, Claret, Riesling, Zinfandel, Port, Sherry, Muscatel, Angelica, Moselle and grape brandy. All during prohibition many of the wineries in Alameda County operated under Government permit, manufacturing wines for medicinal and sacramental purposes. Sacramental wines from Alameda County were used at the recent Eucharistic Congress in Dublin, Ireland.

Certain brands of wines produced in Alameda County command preference at the leading clubs, cafes and bars throughout the country. Two wineries dispose of practically their entire output to New York distributors.

Floriculture

ALAMEDA COUNTY'S floricultural industry has attained international prominence.

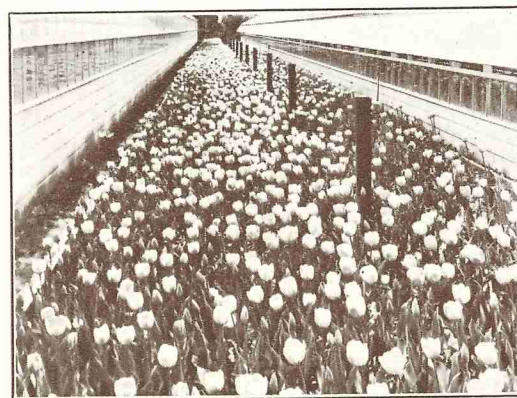
All varieties of flowers are grown here—outdoors, under glass and under lath.

There are 271 licensed nurseries doing business in Alameda County utilizing more than 2,000 acres of land, growing flowers, shrubs and bulbs.

In the glass houses throughout the county there are 4,000,000 square feet of glass. Included in the list of popular varieties of flowers grown in the county in abundance are roses, carnations, sweet peas, orchids, gardenias, gladioli, dahlias, asters, narcissus, delphinium and chrysanthemums.

Chrysanthemums were first grown successfully in the United States in Alameda County, being introduced by a Japanese gardener.

Floral experts from all parts of the world have selected this highly productive county to carry on their experimental work. The late Luther Burbank, the world's outstanding plant wizard, was among the better known growers who selected Alameda County for experimental



Tulips Announce Arrival of Spring

work. Other renowned growers have located here, coming from New Zealand, Australia, Scotland, England, British Columbia, Switzerland, Italy and France.

Fruit trees from Alameda County are shipped to all parts of the world. Preeminent authorities on growing conditions proclaim Alameda County soil and climate as the finest in California for floricultural activities.

Known in practically all world markets are Alameda County cut flowers, shipped daily in carload lots to the less favored Eastern cities. Flowers shipped today via air-mail are delivered in New York tomorrow where they grace the tables of leading hotels, clubs and private homes.

In different parts of the county, flower shows are held at different seasons of the year, Oakland has a spring garden show; Alameda and Berkeley stage an annual floral exposition. Down at Niles a wild flower show is an annual attraction for thousands of city folks. Hayward, with its blossom festival and flower show holds a colorful display. In San Leandro the annual dahlia show ranks among the leading expositions of its kind. The dahlia show is held during the month of August when the blooms are at their best.



Blooms Being Prepared for Air Mail

Poultry--Animal Husbandry

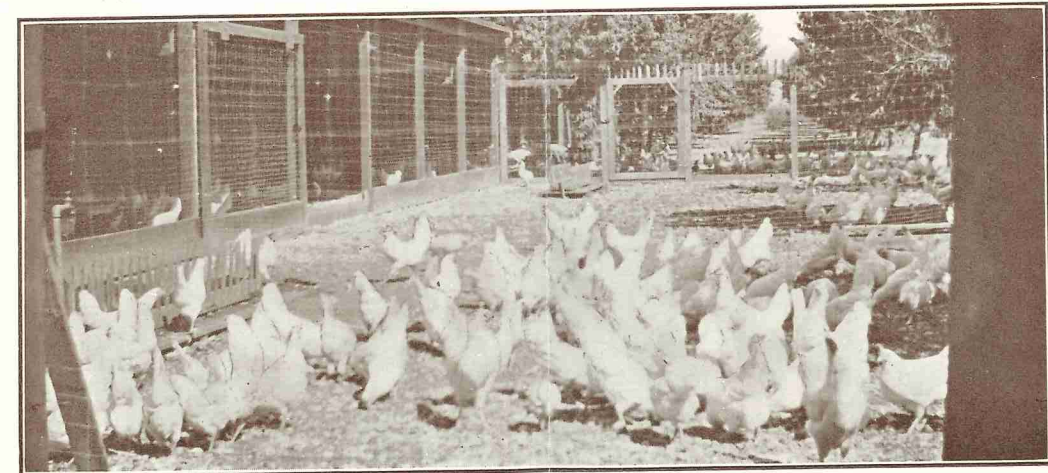
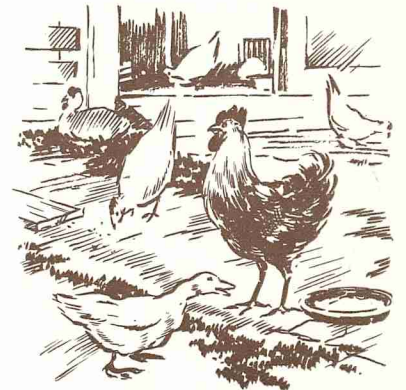
SECOND in poultry husbandry in California ranks Alameda County.

Not only chickens but geese, ducks, pigeons and rabbits are raised on a large scale. The largest pigeon lofts in the world are located at Hayward in this county. The returns from the poultry industry to poultry breeders are equally as great as those from the fertile soil.

Marketing of poultry products is handled by an association controlled by poultry producers. This same association buys chicken feed and poultry supplies and distributes to their membership, saving much in cost. Between 90 to 100 tons of feed are distributed daily to members of the association. This is in addition to the many tons of feed distributed by private concerns, and dealers throughout the county.

Rabbits for domestic consumption have proven a delightful delicacy, many rabbit hutches are located throughout rural sections of the county.

Baby chicks, hatched by incubation, are shipped from Alameda County to all parts of the United States by parcel post.



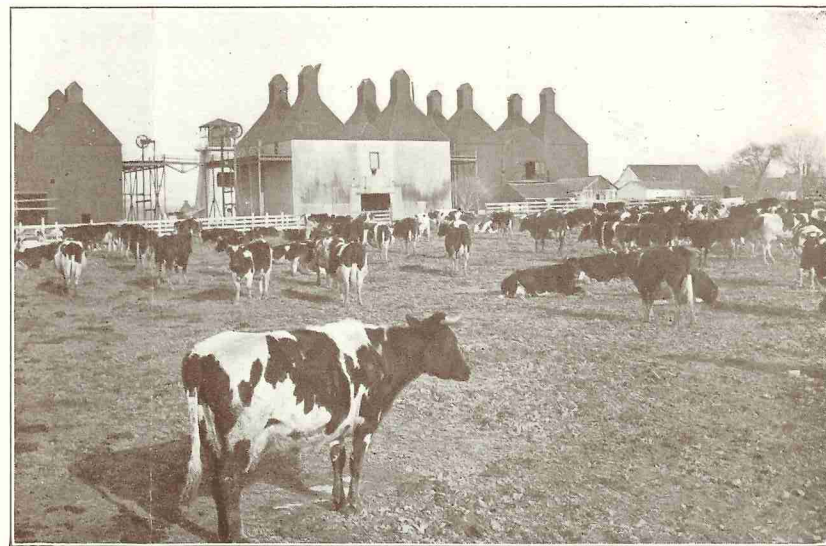
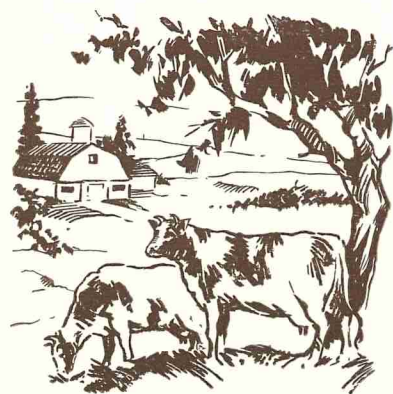
Poultry

Dairy-Cattle-Horse Breeding

ABUNDANT water, cheap feed and nearby markets all spell success for those engaged in the stock raising and dairy industry. Many of the country's finest herds of tested cows roam the hills and valleys of Alameda County. Beef cattle raised in the hills adjacent to Livermore, Sunol and Pleasanton yield handsome returns.

Thousands of sheep and hogs thrive. Famous horses are bred in Alameda County and carry the colors of many well known racing stables. Draft, and stock horses bred here are much in demand. Running horses, trotters and pacers are bred and trained at Pleasanton. Great interest in horse breeding is manifested each year by the large attendance at the annual Rodeo held at Livermore. This Rodeo draws lovers of horses from all parts of the United States.

Cheese factories, creameries, ice cream plants prefer the rich milk and cream from Alameda County dairy herds. Thousands of lambs are raised for the market. The fine texture of wool from Alameda County sheep is recognized by the leading manufacturers of high class woolen goods.



Dairy and Cattle

A Happy Life

RESIDENTS in the rich agricultural districts of Alameda County enjoy all of the conveniences and luxuries of their city neighbors.

In the most remote sections of the county, paved highways lead to the metropolitan areas. Located in the midst of several productive areas are well stocked trading centers, supporting modern grade and high schools. Electricity, gas and telephone service are enjoyed. Motor busses call for and transport the children residing on the farms and ranches to their schools.

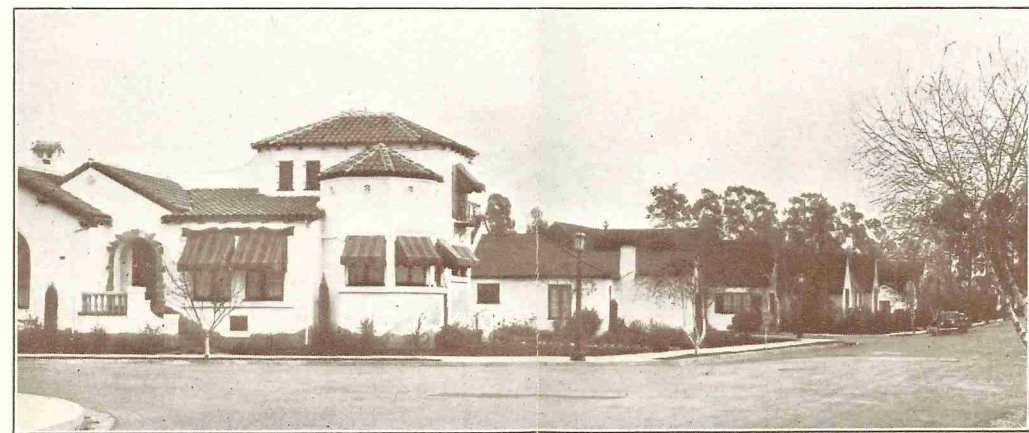
Churches, fraternal organizations and service clubs render excellent service throughout the rural communities.

Alameda County farms are operated in a modern way, the latest farm machinery being employed to assist the farmer in his daily work.

The homes of the rural resident contain electric washing machines, are equipped with radios bringing in the current news items and amusement programs. An automobile is to be found on every ranch or farm, and in many instances several members of the family enjoy individual automobiles.

Rapid transportation reaches every section of the county, steam and electric trains and rapid motor busses connect with the several towns in the agricultural area. It is only an hour's ride on train or bus from the county seat to the most distant town in Alameda County.

Motor freight lines transport the produce direct from the grower to the metropolitan San Francisco Bay region, assuring the consumer of fresh produce daily.

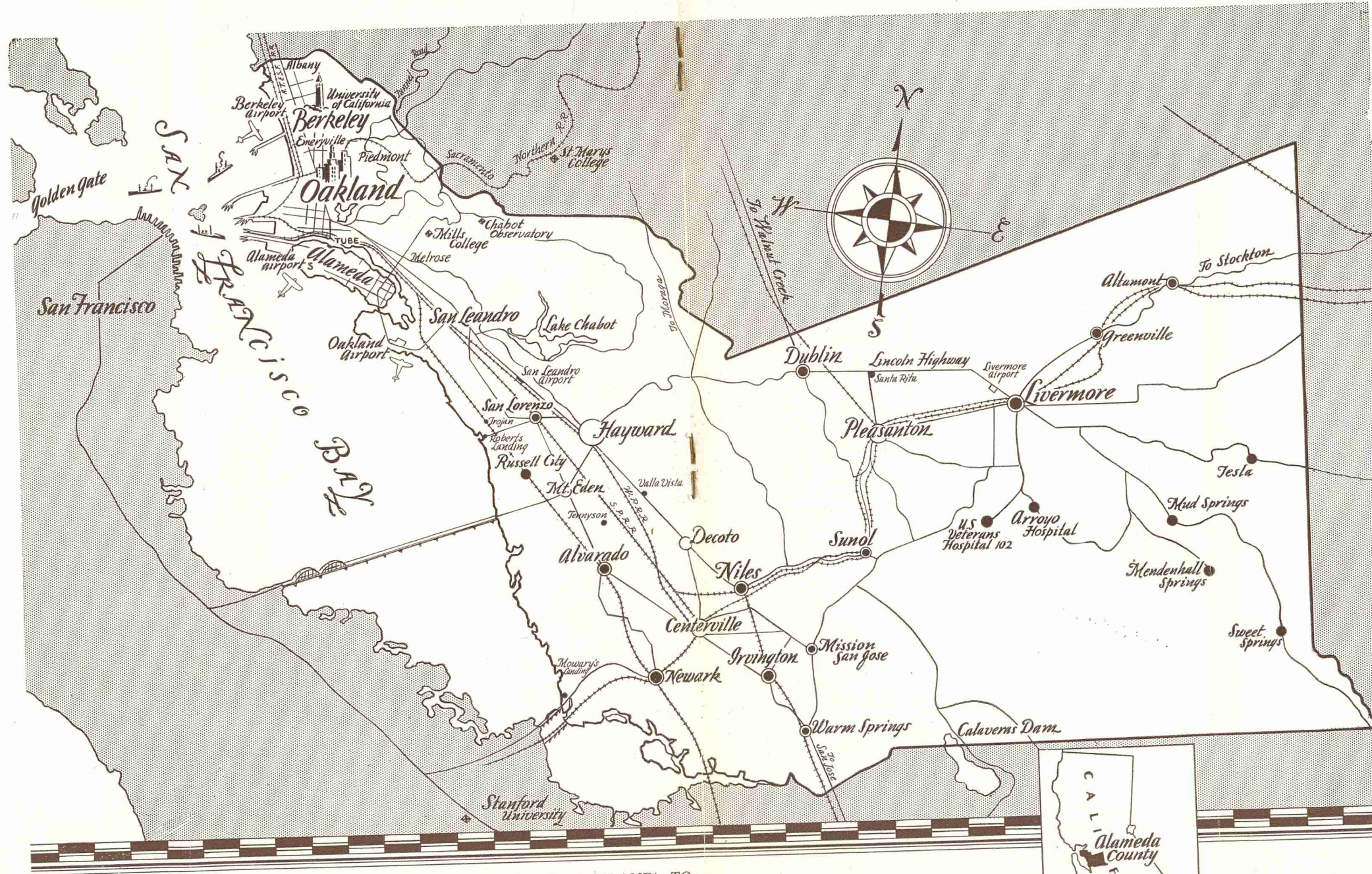


San Leandro—Rapidly Growing Home Owned Community

Cities and Towns ... of Rural Alameda County

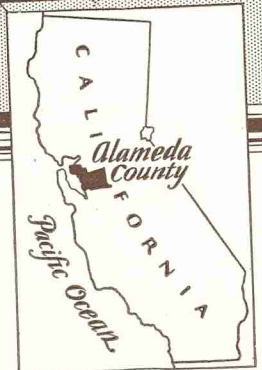
THERE is a local Chamber of Commerce in each of the cities and towns listed below, which are primarily connected with the thriving agricultural, horticultural, floricultural, livestock, poultry or viticultural industries of Alameda County.

An inquiry directed to the Chamber of Commerce in any of these communities will bring an accurate reply and information relative to that community. Questions may also be directed to the ALAMEDA COUNTY DEVELOPMENT COMMISSION, 510 15th Street, Oakland, California, the county-wide Chamber of Commerce.



DISTANCES IN MILES FROM COUNTY SEAT (OAKLAND) TO:

Alameda	1½	Centerville	27	Hayward	14	Mt. Eden	19	San Lorenzo	13
Albany	6½	Decoto	21	Irvington	32	Newark	29	Sunol	33
Altamont	41½	Dublin	24	Livermore	35	Niles	24	Tesla	46
Alvarado	21	Emeryville	1	Mission San Jose	31	Piedmont	1½	Verona	31
Berkeley	5	Greenville	38	Mountain House	48	San Leandro	10	Warm Springs	35



Redwood Canyon skirts the foothills of Oakland, offering much of the real outdoors to those who desire freedom from the confines of the city.

Scenic Drives

WITHIN a half hour's motor trip from Oakland are numerous scenic drives throughout the productive sections of Alameda County. Paved highways lead to every part of the county through orchards, along routes shaded by massive trees.

Interesting and picturesque trips suggested include a drive around Lake Chabot, starting from San Leandro at the head of Estudillo Avenue and terminating in beautiful Castro Valley, adjacent to Hayward. To those who enjoy real rustic surroundings a trip through Crow Canyon via Castro Valley, is recommended. Palomares Canyon offers secluded spots for a picnic lunch, reached either via Hayward or Castro Valley.

Niles Canyon is noted for its scenery and is a mecca for the moving picture companies when seeking a location of real charm. The drive from Mission San Jose via Mission Hill Road leads into the Calaveras Dam country, Sunol and Pleasanton, and continues on through Amador and Livermore Valleys.

Oakland's Skyline Boulevard is world-famous and is rated by Baedeker as one of the seven outstanding scenic drives in the world.

San Leandro

A CITY of 12,000 people; ten miles east of Oakland, center of the great floricultural industry, three weekly newspapers, three banks, four grammar schools, parochial school, a junior and senior high school. San Leandro has churches of every denomination. Fruit canneries, pickle works, tractor works, automotive accessory factories, located on both Southern Pacific and Western Pacific Railroads; enjoys rapid transportation to Oakland and San Francisco via electric trains, street cars and motor busses. Homes here are surrounded by fruit orchards, nurseries and gardens. A city noted for beautiful homes. The public swimming pool is an attraction for many visitors during the summer months. Recently a new \$100,000 Veterans' Memorial building was erected by the Supervisors of Alameda County.

Building permits issued by the City of San Leandro far excel in number any other city of similar size in the county. The types of homes being erected are of modern and superior construction.

Many miles of concrete curb and gutter have been installed recently adding to the value of property and facilitating the drainage of storm waters during the winter season.

Public playgrounds equipped with modern facilities and under municipal supervision provide convenient recreational advantages for the children.



Farrelly Pool—a Popular Rendezvous in San Leandro

Hayward

A CITY boasting 5,000 inhabitants within the city limits, and serving more than 25,000 people residing in the adjacent fertile back-country. Poultry raising and breeding of pigeons is one of the paramount industries sharing with fruit growing and raising of vegetables. The modern high school with spacious grounds is one of the county's show places. Hayward supports a daily and two weekly newspapers, two banks, churches of all denominations, enjoys a very mild and even climate slightly warmer than other sections in the Bay region. Located on the main highway to Los Angeles, Hayward is fourteen miles east of Oakland and only five miles beyond San Leandro. Both the Southern Pacific and Western Pacific Railroads serve this community. Electric street cars and motor bus lines operate on frequent schedules between Hayward and Oakland. In and near Hayward are located many of the larger chicken hatcheries. The poultry producers' association, fruit canneries, dryers, pickle works all add to Hayward's industrial and commercial activity.

Adjacent to Hayward is the fertile Castro Valley, a hustling community with its own shopping center, modern school, fire department, improvement clubs and a community church. Poultry raising is one of the principal industries in Castro Valley. Other thriving communities adjacent to Hayward are Ashland with numerous nurseries and poultry farms; Valle Vista, Tennyson, Russell City, Garden Acres, Hayward Highlands, Hayward Acres, Cherryland, Palomares, Cull Canyon and Crow Canyon. The main road connects the Bay region with the San Joaquin and Sacramento Valleys, Dublin Boulevard runs through Castro Valley.



Hayward's New City Hall

Bay Farm Island ALAMEDA

LOCATED at the southern end of the City of Alameda (an island) are many vegetable gardens producing fresh produce every month of the year for local consumption. Vegetables of every known variety are raised on the Island, supplying the many hotels, restaurants and homes in the Bay area. The rich sandy loam produces banner crops, including potatoes, celery, lettuce, cabbage, cauliflower, asparagus, rhubarb and garden truck. Dahlias are raised in profusion in Alameda, thriving in the sandy soil which receives much moisture due to its proximity to the Bay.

Crops are so planted that vegetables are picked every day of the year. The truck gardeners are most experienced in their vocation and enjoy banner crops and attain top prices in the market.

People driving to the Oakland Municipal Airport travel through the rich producing truck gardens on Bay Farm Island, passing the Alameda Municipal Golf Course, one of the most modern golf courses owned and maintained by any metropolis.



Vegetables Picked Daily on Bay Farm Island

San Lorenzo

ONE of the oldest settlements in Alameda County, located in the center of the fruit growing and vegetable producing district. In the early days of the county, San Lorenzo maintained a harbor and fleet of sailing ships which transported produce from the inland valleys to San Francisco. Packing houses where fruits and vegetables are prepared for shipment offer employment to many during the harvest season. San Lorenzo is headquarters for several fraternal groups, has a county library, three grammar schools and two hotels. The Southern Pacific lines run through the town and motor busses serve the traveling public at frequent intervals during the day.

San Lorenzo is two miles southwest of San Leandro, the State highway leading southward toward San Jose passing through the center of town. One of the largest powder works in the Nation adds to San Lorenzo's prosperity, as do many nurseries and hot houses. Currants are produced in abundance, along with deciduous fruits, berries and vegetables.

San Lorenzo has both a Protestant and Catholic Church. The leading citizens are affiliated with the Chamber of Commerce.



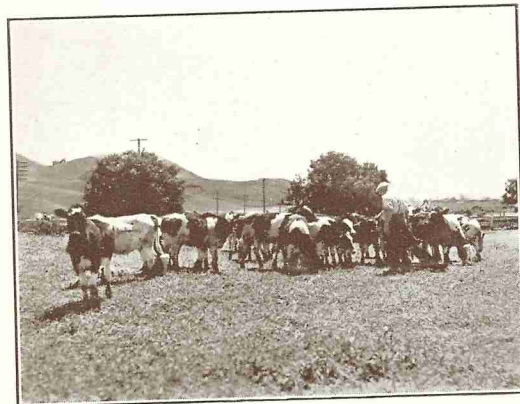
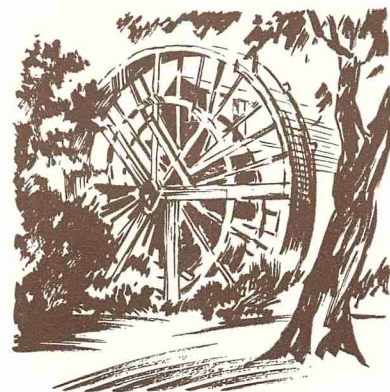
Rhubarb Picking in San Lorenzo

Decoto

A THRIVING community, midway between Hayward and Niles, center of the vegetable growing region. A cannery at Decoto furnishes employment for many workers. The State Masonic Home is situated at Decoto, which is on the main line of the Southern Pacific Railroad. Has excellent grammar school, branch county library, churches and Chamber of Commerce. Dairying is a thriving industry. Tile factories, pottery works and brickyards located in Decoto operate the year round.

Recently the young men of Decoto organized a Junior Chamber of Commerce. The members are now active in securing better transportation for this growing and prosperous community. The Decoto fire department, composed of volunteer members, ranks among the best of its kind in the county.

Deciduous fruits are planted to hundreds of acres at Decoto. The cannery packs thousands of cases of fruits and vegetables, employing many workers during the harvest season. Green peas grown on the side hills east of town are among the earliest in the market each season.



Thoroughbred Cattle at Decoto

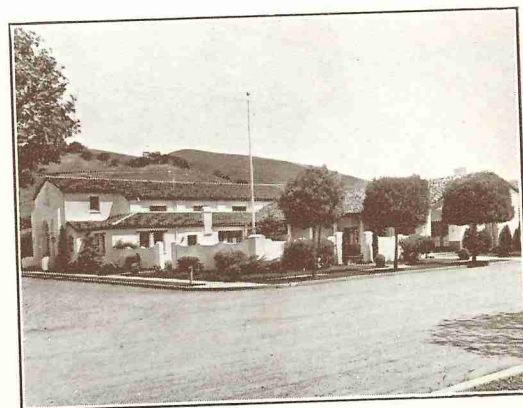
Niles

THE "HUB CITY." Here the Southern Pacific and Western Pacific Railroads branch off; the Southern Pacific running southerly to Los Angeles and eastward through Niles Canyon to the San Joaquin Valley. The Western Pacific branch line goes south to San Jose and the main line runs parallel with the Southern Pacific easterly on its overland route. Niles was the location of the first flour mill in Alameda County. There is a fruit cannery, fine grammar school, new public library, several gravel plants, beautiful War Memorial building and a group of private and public picnic grounds. During the spring and summer months, thousands of people from the metro-

politan region motor to Niles Canyon to enjoy Nature's grandeur. Banking facilities and weekly newspaper. Several large nurseries are located in Niles, also a modern tile factory.

Niles is a picturesque city, being situated at the entrance of Niles Canyon. The residents of this city are consistent boosters and offer many inducements for new industries.

Niles has a well financed bank, is headquarters for the County Corporation Yard, has its own Justice Court and a township jail. The Sheriff of Alameda County maintains a branch office here.



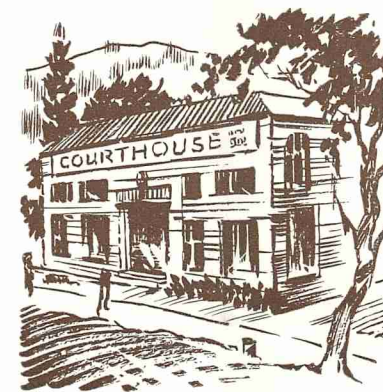
Veterans' Memorial Building

Centerville

HOME of Washington Township's ultra modern Union High School. Served by the Southern Pacific Railroad. A fruit cannery, large vegetable packing houses and hundreds of acres planted to deciduous fruits add to Centerville's importance. This community enjoys a bank, weekly newspaper, many fraternal organizations and a live-wire service club. Also headquarters for Washington Township Justice Court, and constabulary. More than 1500 people call Centerville their home.

Centerville is civic minded and much good for the community is being accomplished by members of the Chamber of Commerce and Lions Club International. Ladies have shown a keen interest in the welfare of Centerville and own their clubhouse.

Centerville has never experienced a boom, but has shown a gradual and healthy growth. Situated as it is on the main highway leading south to San Jose and Los Angeles, Centerville is hoped to be one of the principal cities in southern Alameda County by her local boosters.



Main Entrance, Washington Township Union High School

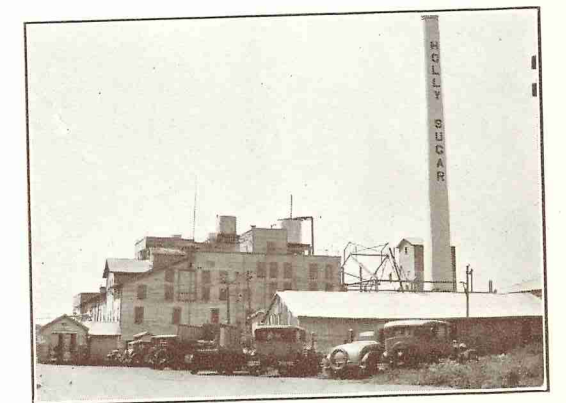
Alvarado

THE first county seat of Alameda County, center of the vegetable producing section of the county. Grammar school, weekly newspaper, bank, fraternal organizations, churches. On Southern Pacific Railroad. Alvarado is proud of being the home of the oldest sugar beet refinery in the United States. This important industry has been carried on continuously since the early sixties. On the shores of the Bay adjacent to Alvarado are colossal salt refineries.

During the Civil War, a company of Union soldiers was organized in Alvarado and sent to the Atlantic seaboard where the members distinguished themselves in their fight to maintain the policies of President Abraham Lincoln.

Dairying is among the important industries in and near Alvarado. Several fine herds supply milk to the metropolitan region.

Alvarado potatoes have won a reputation for their excellence of quality. The sandy loam produces banner crops of potatoes every year.



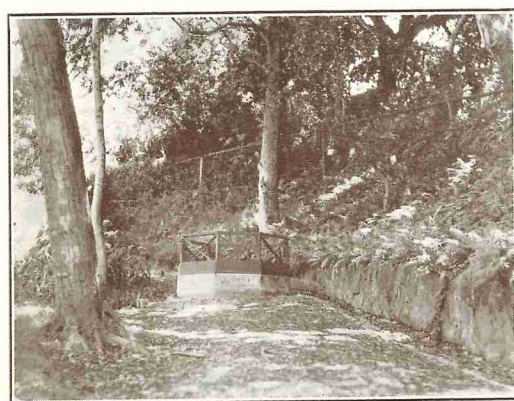
First Beet Sugar Factory in the United States

Warm Springs

SKIRTING the border line of Santa Clara County, a few miles south of Irvington is Warm Springs, which community derives its name from natural springs of warm water in the nearby foothills. This community has vegetable packing sheds, a modern grammar school, on the Southern Pacific line, postal, telegraph and telephone service. Live stock raising is carried on in and around Warm Springs. Due to the salubrious climate, Warm Springs was selected as a site for a home for the aged by a prominent fraternal society. A religious order has also purchased a large ranch as a future location for a girls' college.

In the early days of Alameda County, Governor Leland Stanford owned one of the finest stock farms in America, located at Warm Springs, where he bred blooded race horses. The Stanford colors were prominent on the leading race tracks throughout the country.

Curative value of the medicinal waters found in the many natural warm springs of this community were discovered by the Indians during the eighteenth century.



One of Many Health Springs

Irvington

IN the southerly end of Alameda County, is known for its fruits, vegetables and rare wines. Irvington also has an important manufacturing industry engaged in producing hospital equipment. Wines produced here are shipped in tank cars to the New York market. Irvington has an excellent school, a bank, Post Office, telephone and telegraph stations and is served by the Southern Pacific and motor bus lines. Beautiful suburban homes testify to Irvington's wealth. Orchards, truck gardens and berry farms add to her income.

One of the first colleges in Northern California was established in Irvington. The Washington College graduated many men who became leaders in the affairs of the State and Nation.

Irvington is a trading center for a rich back country. Several major oil companies have erected distributing plants here. Produce is purchased for shipment by commission merchants, direct from the grower. In recent years many acres have been planted to strawberries.



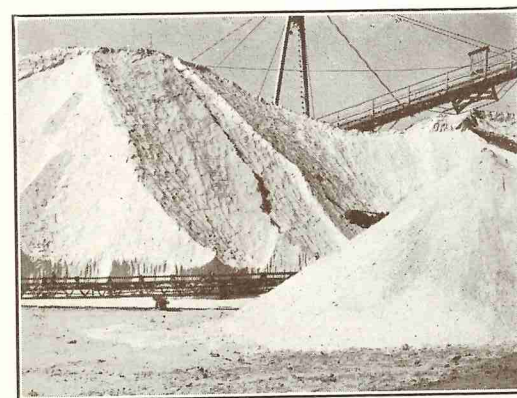
Spanish Architecture Prevails

Newark

ALTHOUGH situated in an agricultural area, is headquarters for one of the oldest and largest stove foundries in the country. Like her nearby sister city of Alvarado, Newark shares in the activities of large salt refineries. More than seventy-five per cent of all the salt used on the entire Pacific Coast is produced in the Alvarado-Newark region. Newark enjoys the facilities of the Southern Pacific Railroad and motor bus lines. The eastern portal of the Dumbarton vehicular and railroad bridges are at Newark. Churches, lodges, clubs, Post Office, telegraph and telephone offices.

Newark's salubrious climate is most favorable for the raising of vegetables, fruit and flowers. In recent years many modern homes have been erected in the community.

Many possibilities await new industries in the Newark area. Rapid transportation, available help, nearness to metropolitan markets all spell success for future manufacturers who select Newark as their place of activity. Ideal sites for factories are available.



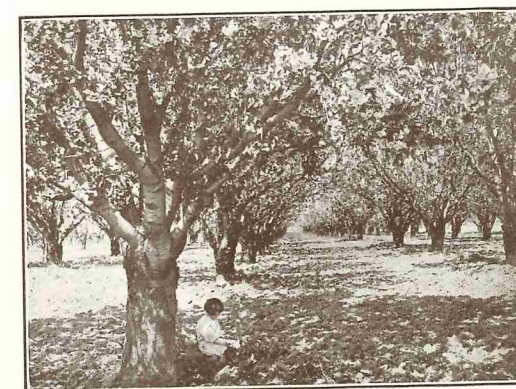
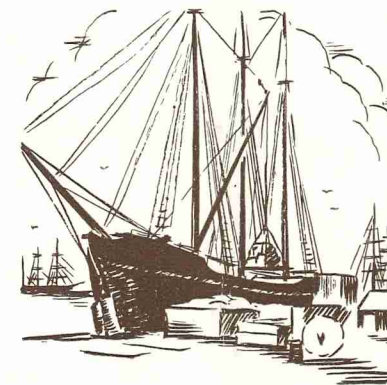
Mountains of Salt

Mt. Eden

IN the midst of a prosperous farming region, three miles west of Hayward. Salt works, trading center, grammar school, community church. On line of Southern Pacific Railroad, and enjoys motor bus service. Mt. Eden has its own Post Office, branch county library, and is the eastern approach of the Hayward-San Mateo Bay Bridge, which is a short-cut across San Francisco Bay from Alameda County to the peninsula country.

Mt. Eden attracted many of the pioneer settlers who located in the county following the gold rush. Several of the large ranches still remain in the families of the original owners. Tomatoes thrive in the Mt. Eden district, which is one of the centers of the vegetable growing industry. Recently one of the largest nurseries on the Pacific Coast was established here.

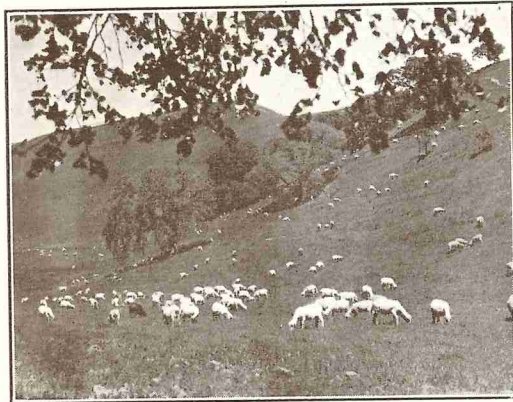
Floricultural experts pronounce climatic conditions most favorable in the Mt. Eden sector for growing of carnations. The blooms are shipped daily in large trucks to the Los Angeles and San Diego markets. Flowers are cut in the late afternoon, shipped at night and delivered the following morning to Southern California distributors.



Mt. Eden Orchards are Heavy Producers

Sunol

A thriving rural community on the eastern slope of the range of foothills across from Mission San Jose and Niles, reached either via the picturesque Niles Canyon highway or over the Mission grade. Stock raising is listed among the leading vocations along with growing of hay and grain. A splendid walnut orchard thrives at Sunol. On the Southern Pacific line; motor stages pass through the town. Has a fine grammar school, county branch library, several recreation and picnic spots.

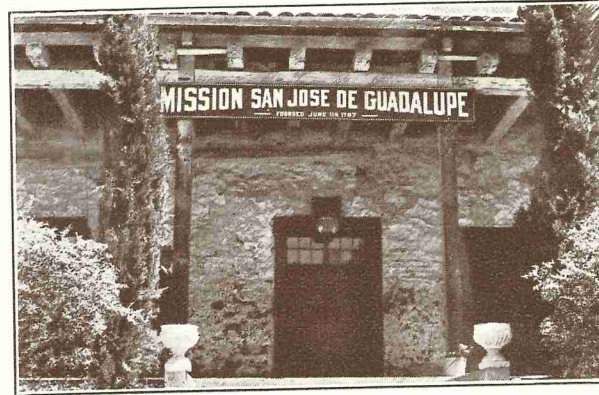


Sheep Graze on Grassy Slopes

Pleasanton

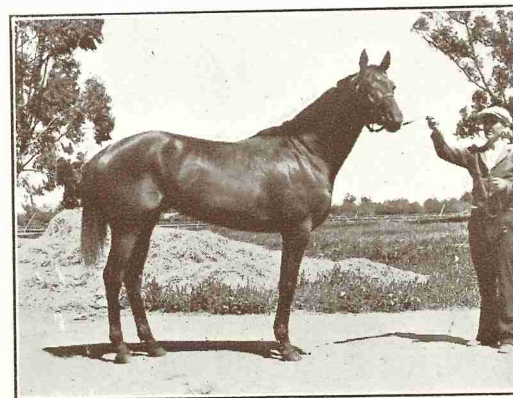
In the heart of the rich Amador Valley, adjoining the world-famous Livermore Valley, is the Town of Pleasanton. Surrounded by grain fields, vineyards and rolling hills on which thousands of head of cattle graze. This community ranks among the rich agricultural centers of the county. Large wineries press the thousands of tons of grapes produced locally. Vintage from Pleasanton has brought honors to the community by winning numerous awards at expositions throughout the world. Here in Pleasanton fine horses are raised and trained at the trotting park. Pleasanton horses are entered in the major handicaps throughout the United States and in Mexico. On the main lines of the Western and Southern Pacific Railroads, also served by motor busses, Pleasanton enjoys frequent and rapid transportation. Has a very fine Union high school, modern grammar school, Veterans' Memorial building and enjoys the advantages of numerous churches and fraternal groups. Dairying is another important factor in the community. Weekly newspaper, two banks, telephone and telegraph offices. Nearby is the exclusive Castlewood Country Club.

Mission San Jose



Cradle of Civilization

ALAMEDA COUNTY'S oldest settlement, founded in 1797 by the Padres who taught the native Indians the art of cultivating the soil and converted them to Christianity. Here one finds the historic old Mission surrounded by groves of olive trees, massive grape vines and groups of orange and lemon trees. The Mission has been chosen as the seat of a parochial school and also has a convent for children. There is a public school, branch library and motor busses serve for common carriers, this town being without railroad facilities. On the foothills surrounding the Mission are hundreds of acres planted to wine grapes. Three large commercial wineries are engaged in making vintage from the grapes grown in the immediate vicinity. As one approaches Mission San Jose from Oakland he views luxurious country estates surrounded by massive palms and shrubbery of every known variety.



A Future Derby Winner

Livermore

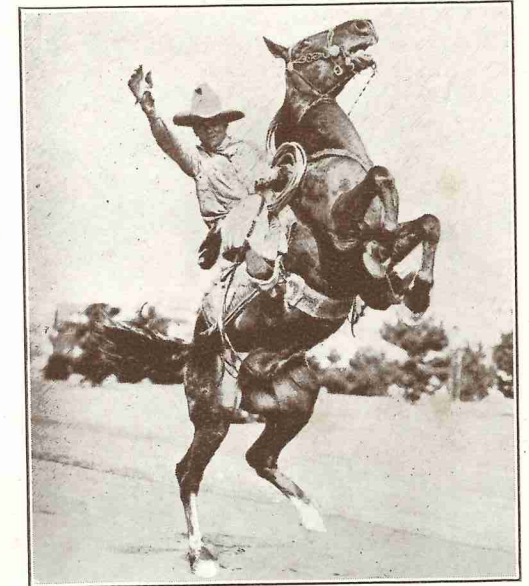
LISTED among the first white men to locate in this section was Robert Livermore, for whom the town is named. Livermore lies in the heart of the productive Livermore Valley. The town has shown a steady increase in population during the past decade. Grain and hay are important crops, sharing honors with the vast wine industry. Thousands of acres are planted to wine grapes, and wine from Livermore enjoys the reputation of the rarest of European vintages. For more than fifty years wineries have been successfully operating in the Livermore section. Horses, cattle, sheep and hogs are raised on a large scale. Draft horses and stock horses from the Livermore Valley command the top prices on the market. Many mounts are furnished for the United States Army. Livermore is the home of the famous Livermore Rodeo which each year attracts the best riders from all parts of the United States and Canada. Thousands of residents of the East and Middle West annually journey to the Livermore Rodeo.

A brickyard and cheese factory add to Livermore's importance.

Livermore's climate is especially advantageous to sufferers from lung ailments. Situated in the foothills east of Livermore is the United States Veterans' Hospital; nearby is the Arroyo Hospital, a county institution, and the Del Valle Hospital for children. Private sanitariums and hospitals are conducted in Livermore proper.

Both the Southern Pacific and Western Pacific Railroads run through the town. Motor stage lines connect with every part of the State. There are two weekly newspapers, two banks, grammar and high schools and a parochial school. Livermore is only thirty-five miles from Oakland via State and County highways. An emergency landing field for aircraft adds to the importance of this community as a transportation center.

From a manufacturing standpoint Livermore has one of the largest fuse works in the Nation, also brick manufacturing plants and, too, ships a large quantity of magnesite mined in the nearby hills. Livermore is the trading center for a large back country.



Competing for World's Championship at Livermore Rodeo

Other Communities

ALTAMONT
MOUNTAIN HOUSE
SCOTT'S CORNER
GREENVILLE
and DUBLIN

... are important stockraising and grain growing sections all within a radius of ten miles of Livermore.

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