SUMMARY
SURVEY OF OAKLAND-BERKELEY (EAST BAY CITIES), CALIF.
BY THE DIVISION OF RESEARCH & STATISTICS
Field Report dated July 15, 1937

I. GENERAL CONDITIONS

The area included in this survey comprises the seven cities commonly referred to as the East Bay Cities which are located on the eastern shore of San Francisco Bay. The seven cities and their population for 1930 are as follows:

- Oakland: 284,063
- Berkeley: 82,109
- Alameda: 35,033
- San Leandro: 11,455
- Piedmont: 9,333
- Albany: 8,569
- Emeryville: 2,336
- Total: 452,898

The area forms an important section of Metropolitan San Francisco. It houses fully 50,000 people who are employed in San Francisco and serves as the transcontinental railroad terminal for the metropolitan area. Excellent ferry and interurban transportation and the new San Francisco-Oakland Bay Bridge serve to consolidate the economic interests of San Francisco and the area.

Manufacturing is becoming increasingly important although the area is predominantly residential. Industries are diversified, principally canning and preserving, electric machinery and supplies, foundry and machine shop products, motor vehicles, bodies and parts, planing mill products and ship and boat building. The decline in manufacturing activity during the depression was of moderate proportions and recovery by 1935 was slightly ahead of the country as a whole. Current reports from a sample number of factories show that the number of workers employed during the first 9 months of 1937 was 10% above the similar 1936 period and payrolls also showed substantial increases.

Manufacturing Activity - Alameda County

<table>
<thead>
<tr>
<th>Actual</th>
<th>Percentage of 1929</th>
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<tbody>
<tr>
<td>1932</td>
<td>1933</td>
</tr>
<tr>
<td>No. wage earners</td>
<td>30,711</td>
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<tr>
<td>Wages</td>
<td>$42,658,000</td>
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<tr>
<td>Value of product</td>
<td>$339,274,000</td>
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<tr>
<td>Avg. annual wage</td>
<td>$1,589</td>
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*The area under survey has 91% of the county population.

Retail trade in the county, although affected by proximity to San Francisco, nevertheless furnished employment to over 80% (21,617) as many workers as did manufacturing industries in 1935. Sales by retail stores for 1935 were back to 72% of 1929 levels and payrolls to 72%, which indicates a better recovery than for the country as a whole. Sales by Oakland's department stores for the first 10 months of 1937 were 4% above the corresponding period for 1936, but October of this year was 8% below October 1936. It is believed by some that a part of the retail business of the area will be shifted to San Francisco when electric rapid transit lines are installed over the new Bay bridge in 1938.

Wholesale trade is of relatively minor importance in the county, most of this business being done out of San Francisco. These wholesalers employed less than 20% (4,910) as many workers as did manufacturing industries in 1935, although they pay higher wages. Sales by 1935 showed a better than average recovery (to 82% of the 1929 total) while payrolls and employment had recovered only moderately.

The county is not considered an outstanding agricultural area. The principal crop is cut flowers, much of which is transported as far east as New York City.

The Port of Oakland is the contact point of rail and water on the mainland side of the Bay. Tons of cargo moving into and out of the harbor during the first 9 months of 1937 (1,615,000) were 2% below the similar 1936 period. However, this