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BERKELEY



A GLIMPSE OF THE CAMPUS - UNIVERSITY OF CALIFORNIA

CALIFORNIA



THE MUNICIPAL WHARF ON BERKELEY'S WATERFRONT, SHOWING SHIPS FROM HONOLULU AND MANILA DISCHARGING CARGO.

BERKELEY CALIFORNIA

BY WELLS DRURY
Secretary of the
Berkeley Chamber of Commerce

"How far is it to Berkeley?"—King Richard II., act ii., scene 3.
North latitude $37^{\circ} 52' 23''$. 6. Longitude west from Greenwich
 $122^{\circ} 15' 40''$. 8. Thirty-five minutes from San Francisco.

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BERKELEY CHAMBER OF COMMERCE

1912

201
E. 111

Berkeley:

Westmost City of the Westmost Sea

"Westward the course of empire takes its way."
—Bishop Berkeley.

Say, what shall be said of the great Bishop's town?—
Bishop, and prophet, and poet and seer—
Why, pluck up a cedar, and set her fame down
In gold and in flower-fed atmosphere.
City of cities in stories to be—
Classical, scholar-built Berkeley.

Aye, write her fair story—as fair as a star,
As sweet as her sea-winds, as strong as her sea—
City with never a stain or a scar;
City of deeds and of destiny.
Sea-horn and sun-bred Mecca to be—
Matchless, magnificent Berkeley.
—Joaquin Miller.



B E R K E L E Y C A L I F O R N I A

COME with us to the pleasant city of Berkeley. You are planning to visit California during the Panama-Pacific International Exposition in 1915—possibly before that time—and you know that the hospitality of this generous commonwealth is extended to you. When you reach this semi-tropic region your first question will be, “How far is it to Berkeley?” Answering this inquiry and many others touching California’s University City, these pages candidly and briefly set forth some of the attractions of Berkeley and vicinity. The statements are submitted as matters of fact, with the intent that when you come to Berkeley you will find conditions as represented.

When generous Nature in happy mood set out to provide a delightful dwelling place for her sons and daughters, she hollowed out the ample marine basin that is world-famed as San Francisco Bay. Today upon the margin of this land-locked haven hundreds of thousands have their habitations; and other thousands are looking hitherward, expecting or hoping to augment the hosts of home-builders within these favored precincts. In completion of this beneficent work there was provided this site for an ideal city, at a point directly opposite the harbor entrance, where the land rises gently from the shore to the hills:—and this place is called Berkeley.

In Berkeley diversity of topography affords ample range for choice of residences, suiting the taste and means of all who come. Those who prefer the fresh and breezy uplands,—with the sweeping view of the bay, the Golden Gate, and the open sea beyond,—may select the higher elevations, while others will choose the lower hillsides or the pleasant plain, stretching conveniently to the water’s edge.

From a commercial standpoint Berkeley scarcely has begun to show the development of which it is capable. Improvement in this field has been remarkable during the past five years, and the outlook for the future is favorable.

Factories here find superior accommodations on level, commodious tracts, and near tidewater. Two trans-continental railways pass through the manufacturing district of Berkeley, with spur tracks and sidings for factories and warehouses. In consequence productive industries and well-conducted business enterprises yield remunerative returns. Expansion in this direction may be expected soon, and this increase will offer attractive openings for capitalists. Freight charges on manufactured articles brought from eastern points are sufficiently high to produce an effective margin in favor of those who establish plants on the Pacific Coast.

To enterprising and capable manufacturers the natural advantages of Berkeley as a site for factories will appeal upon examination of the conditions that prevail here.



THE SOUTHERN PACIFIC STATION. BERKELEY IS SERVED BY 3,130 SUBURBAN TRAINS AND CARS DAILY

Berkeley's Uninterrupted Prosperity.

The advancement of Berkeley is founded upon a substantial basis, as illustrated by the gradual and uninterrupted rise of the total number of inhabitants.

Population of Berkeley in 1912 (carefully computed).....	43,659
Population of Berkeley in 1900 (official census).....	13,445
Gain in twelve years.....	<u>30,214</u>

No other city of equal size in the United States has had such rapid growth. The ratio of increase is undiminished, showing that the causes which operated during the past decade to bring population to this city are still potent. The inquiry for information concerning this community was never so active, and the prospects are favorable for a greater accession to the population between now and 1915.

Berkeley's advance, phenomenal as it is, would not, if isolated, prove attractive to the wise and careful home-seeker, who would wish to be assured that neighboring communities also are progressive. Happily, statistics prove that Oakland, Emeryville, Alameda, Richmond, San Francisco and the Marin County cities are growing rapidly, and that the entire state of California is enjoying a splendid prosperity.

Educational Capital of the Pacific.

Berkeley's primacy as an educational center is undisputed. Here is the seat of the University of California, one of the chief scholarly institutions of the world. Around the university are groups of colleges, academies and schools devoted to all the fine arts, and to various handicrafts and industrial pursuits



THE SANTA FE RAILROAD STATION. THIS CITY HAS AT HAND SEVERAL MAJOR RAILROAD SYSTEMS

that appeal to minds devoted to the higher callings, as well as to the practical, every-day affairs of modern times. So varied are the offerings of instruction that there is no branch of inquiry which may not be pursued with advantage in Berkeley.

The public school department of Berkeley leads in important particulars. So favorably are these schools known abroad that families come here from all parts of the state in order to place their children in the various classes. These elements have contributed to the creation of a community of culture and refinement. Social conditions are all that can be desired.

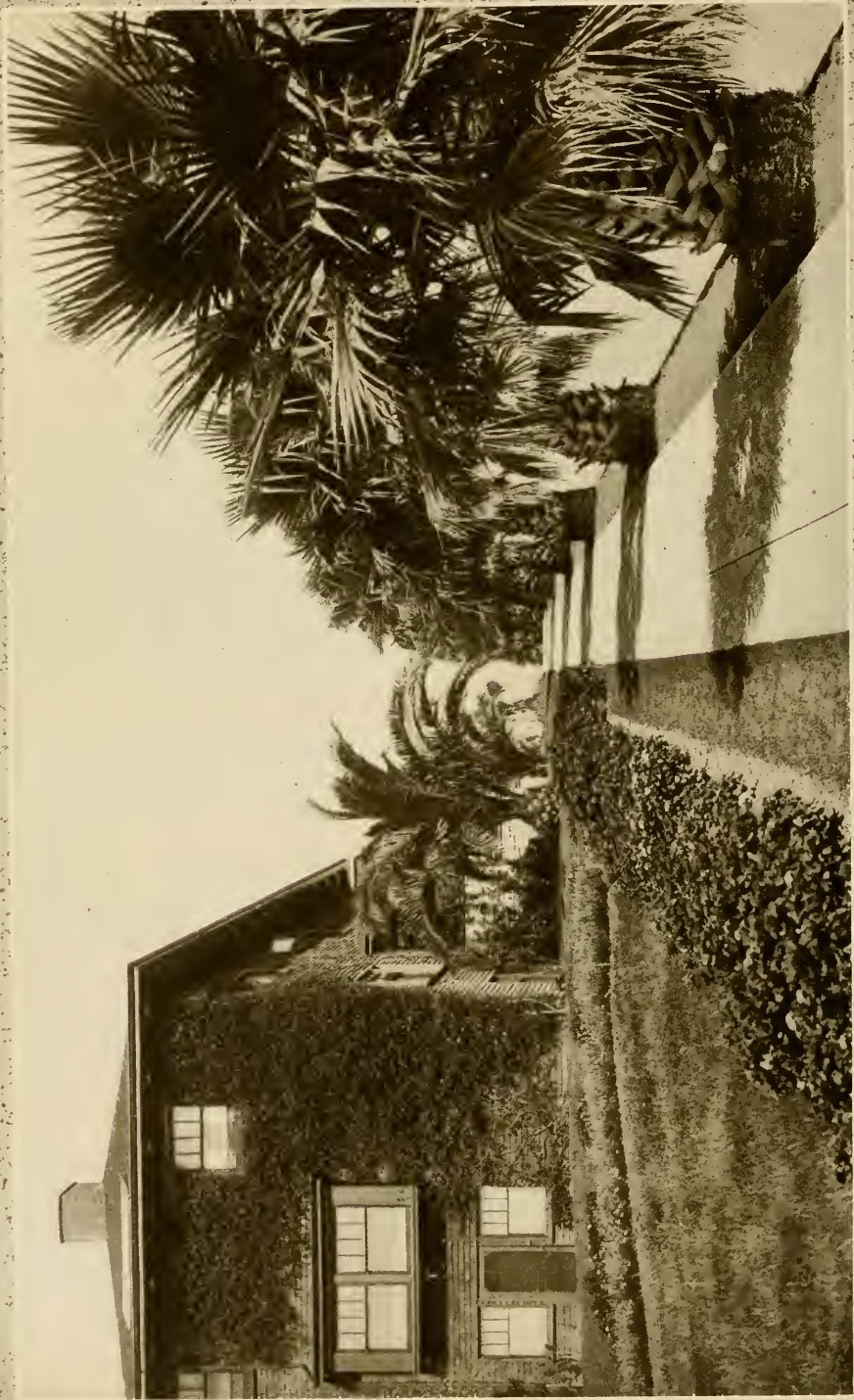
Superior Transportation.

Berkeley's substantial prosperity is increased and made more sure by the superior transportation facilities enjoyed by the people. Electric power is used exclusively for the urban and inter-urban trains and cars.

This table gives an idea of the passenger service:

Passenger trains between Berkeley and San Francisco, daily	630
Trolley cars between Berkeley and Oakland, daily	2500
Electric cars operating entirely in Berkeley, cross-town and extensions	536

Experts in transportation declare that no other community of similar size in America is served so well and so economically as Berkeley. The trip from Berkeley to San Francisco is made in thirty-five minutes. The fare is ten cents; by commutation, five cents. From Berkeley to the center of Oakland the time is twenty-five minutes or less; fare, five cents. For five cents the trip may be made to Alameda, Fruitvale, Dimond, and other points. The thriving cities of Albany and Richmond, Pullman and Stege, immediately to the north of Berkeley, are reached by means of electric trains and steam railroads. All



A RESIDENTIAL STREET. BERKELEY HAS IN ALL 132 MILES OF MACADAMIZED STREETS, THREE MILES OF ASPHALTED STREETS AND 270 MILES OF SIDEWALKS

these communities, and San Francisco, contribute to Berkeley's population. A person having business in any of them can live in Berkeley.

These conveniences of ingress and egress must be reckoned as advantages of immense significance in a well-ordered life. The householder in this city enjoys the privileges of metropolitan recreations and amusements while keeping a home amid sylvan surroundings—a condition that meets the needs of those who care for the restful atmosphere of a quiet neighborhood after the activities of the day.

Two transcontinental railroads that pass through Berkeley—the Southern Pacific and the Santa Fe—carry passengers and freight to and from all parts of the country. The Western Pacific, which has its terminus at Oakland, Berkeley's sister city on the south, contributes its influence to the equalization of traffic charges. Daily freight-steamer service between Berkeley and San Francisco adds the element of water competition, minimizing freight rates.

The San Francisco-Oakland and Terminal Railways Company (known as the Key Route), with a terminus in Berkeley, is planning to extend its lines to the Santa Clara Valley and other parts of the state.

The hills dividing the counties of Alameda and Contra Costa have been pierced by a tunnel. Through this, traffic by teams and automobiles is large and is growing. A second tunnel is in course of construction, to be used by an electric railway which will give quick connection between the large cities on the east side of the bay and the agricultural and horticultural valleys beyond.

There are a number of centers of social and business activity in Berkeley, the different districts being designated as Alcatraz, Ashby, Dwight Way, Bancroft at Telegraph, Shattuck-Center-University, Berryman, the Circle, Thousand Oaks, University and San Pablo, Virginia, Claremont, Cragmont, North Cragmont, Northbrae, Kensington, Arlington, Boulevard Gardens, Cerrito Park, Berkeley Highlands, Sunset Terrace, Regents' Park, the manufacturing section, along the water front on both sides of the municipal wharf.

Weather and Climate.

When a stranger is invited to a city his first inquiry is concerning climatic conditions. He has a right to know something about the weather. Careful observations have been made at the University of California for twenty years, a synopsis of these observations showing that in an average year the rainfall is expected to aggregate twenty-seven inches, and this total is usually reached, insuring prosperity for this region, including, of course, all the cities on the Bay of San Francisco. The weather of the bay region is very much alike—practically the same—though the position of Berkeley insures a temperature slightly higher than that of neighboring communities. Berkeley has been charged with having climate for sale. This is not strictly accurate. You buy or rent your home and get the climate to boot.

When you come to Berkeley you get a free prize package of climate with every square foot of land that you acquire, whether by purchase, lease or rent.

Nothing could better illustrate the equable conditions here prevailing than the fact that flowers thrive perennially in the open air. Geraniums and similar flowers are plentiful in all seasons. On University Avenue, which is constantly fanned by the fresh breezes that come in from the ocean, there are a number of magnolia trees from thirty to forty feet high that bear fragrant blossoms in winter as in the summer.

The higher temperature on this coast is attributed by weather observers to the warm Japan current which constantly sweeps toward California.

Official weather reports during the month of January, 1912, show that in the area from the Great Lakes to the Atlantic Coast thermometer readings ranged from eight to twenty-eight degrees below zero, while throughout the Pacific Slope region, from the Mexican line to northern Oregon, the



THE BEAUTY OF THE WELL-PAVED AND PARKED STREETS AND THE WIDE LATITUDE IN THE FOLLAGE PERMITTED BY THE CLIMATE HELP TO SET OFF HANDSOME HOMES

temperature stood from twenty-eight to sixty degrees above zero. In Berkeley the coldest snap reported, which lasted less than an hour, gave a record of thirty-four degrees above zero.

February is locally regarded as the least enjoyable of all the months, and taking the compendium of the twenty-year reports of this month as a guide a fair idea of the "worst month in Berkeley" may be obtained. Those who live in less favored climes will have difficulty in remembering that all these readings indicate temperature above zero, therefore the fact is emphasized and must not be forgotten in arriving at a just appraisal of the Berkeley climate.

METEOROLOGICAL OBSERVATIONS IN BERKELEY FOR FEBRUARY.
 TWENTY-YEAR MEANS (TEMPERATURE, ALL ABOVE ZERO), DEGREES, FAH.

Mean temperature.....	49.1	Maximum temperature.....	66.8
Highest daily average.....	56.9	Minimum temperature.....	35.3
Lowest daily average.....	41.2	Monthly range.....	31.5

Here is an interesting table which gives an accurate summary of Berkeley temperatures for each month, based on the twenty-year observations:

Temperature (Degrees Fah.) above zero	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
Mean temperature.....	46.4	49.1	50.1	53.0	56.0	59.2	59.2	59.0	59.6	57.4	53.1	47.7
Highest daily average.....	54.8	56.9	58.8	61.1	65.1	68.0	68.1	66.0	67.6	67.6	62.4	56.0
Lowest daily average.....	39.2	41.2	43.0	47.0	51.0	54.1	55.1	56.0	54.8	51.5	47.0	40.6
Maximum temperature.....	61.1	66.8	70.3	76.1	81.6	85.0	84.5	81.6	84.9	83.1	72.0	62.1
Minimum temperature.....	33.9	35.3	37.2	40.0	43.7	47.0	49.4	50.7	49.2	45.8	40.4	35.1
Monthly range.....	27.2	31.5	33.1	36.1	37.9	38.0	35.1	30.9	35.7	37.3	31.6	27.0
Means of daily maximum temperature.....	53.4	57.3	58.8	63.0	66.1	70.9	70.4	69.6	70.2	67.5	61.5	54.7
Means of daily minimum temperature.....	41.8	44.3	45.2	47.0	49.5	52.5	53.4	54.0	54.3	52.3	48.0	42.9
Mean daily range.....	11.6	13.0	13.6	16.0	16.6	18.4	17.0	15.6	15.9	15.2	13.5	11.8
Greatest daily range.....	18.4	20.4	22.1	26.5	28.9	30.6	29.2	27.0	28.4	27.9	21.9	19.2
Least daily range.....	5.2	4.9	6.1	7.5	7.5	8.8	8.6	8.0	6.7	6.0	5.4	5.8

RAINFALL

Average precipitation	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
Rainfall, dew and fog.....	5.20	4.17	5.38	1.68	1.29	0.23	0.02	0.05	0.67	1.62	2.84	4.33

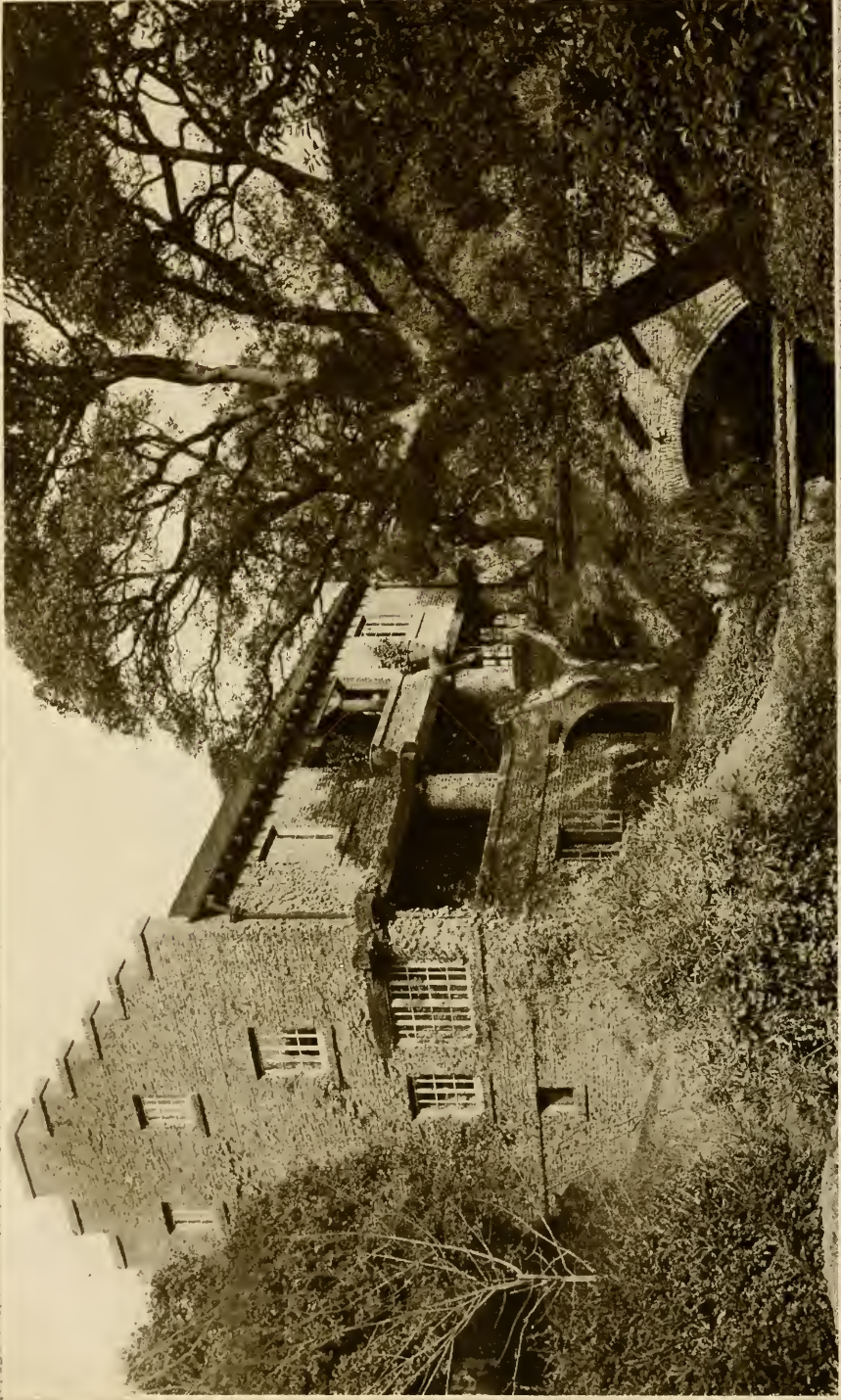
The annual mean temperature in Berkeley, based on these official records, covering twenty years, is stated to be 54.1 degrees above zero. The highest barometer reading during twenty years was 30.829 inches, December 25, 1903; the lowest, 29.196 inches, February 22, 1901. The annual mean atmospheric pressure is 30.012 inches, (sea level). The average humidity for twenty years is 85.2 per cent.

Two-thirds of the days in a month are usually clear or fair. July and August have the greatest number of days on which there is a high fog or sea mist in the morning, imparting a refreshing coolness to the atmosphere.

Mere figures fail to adequately characterize the general excellence of the climate. For instance even this fog, which in other places is deemed a detriment, is declared by the scientists of the United States Signal Service to be one of our greatest climatic assets, as it is surcharged with health-giving ozone, and operates to maintain the equable temperature which conduces to the tone and vigor of the physical, mental and nervous forces.

That Berkeley's climate is more equable and more genial than that of southern Italy is shown by a comparison of authentic statistics gathered by the federal weather bureau for the past twenty years.

LOCATION	Average spring temp.	Average summer temp.	Average autumn temp.	Average winter temp.	Average yearly temp.	Average highest temp.	Average lowest temp.	Average clear and fair days
Berkeley.....	53.1	59.2	56.7	47.6	54.1	63.6	48.9	253
Southern Italy.....	57.3	73.7	61.9	47.3	60.0	85.0	20.0	220



THE VERDURE AND CONTOUR OF THE HILLS, AND THE LOWER LEVELS OF THE CITY AS WELL, OFFER OPPORTUNITY FOR STRIKING ARCHITECTURAL EFFECTS



BANKS OF FLOWERS LINE THE ROADWAYS. WITH ITS BEAUTIFUL HOMES, BERKELEY IS A VAST GARDEN

The slightly warmer spring weather of southern Italy is more than compensated for by the more desirable climatic conditions in Berkeley throughout the remainder of the year.

The winters of Berkeley are greatly superior to those of its famous rival, southern Italy.

California is free from blizzards, cyclones and electrical storms. There is not a lightning rod in Berkeley, since there is no need for such an appliance. This condition prevails throughout California.

Berkeley a Health Resort.

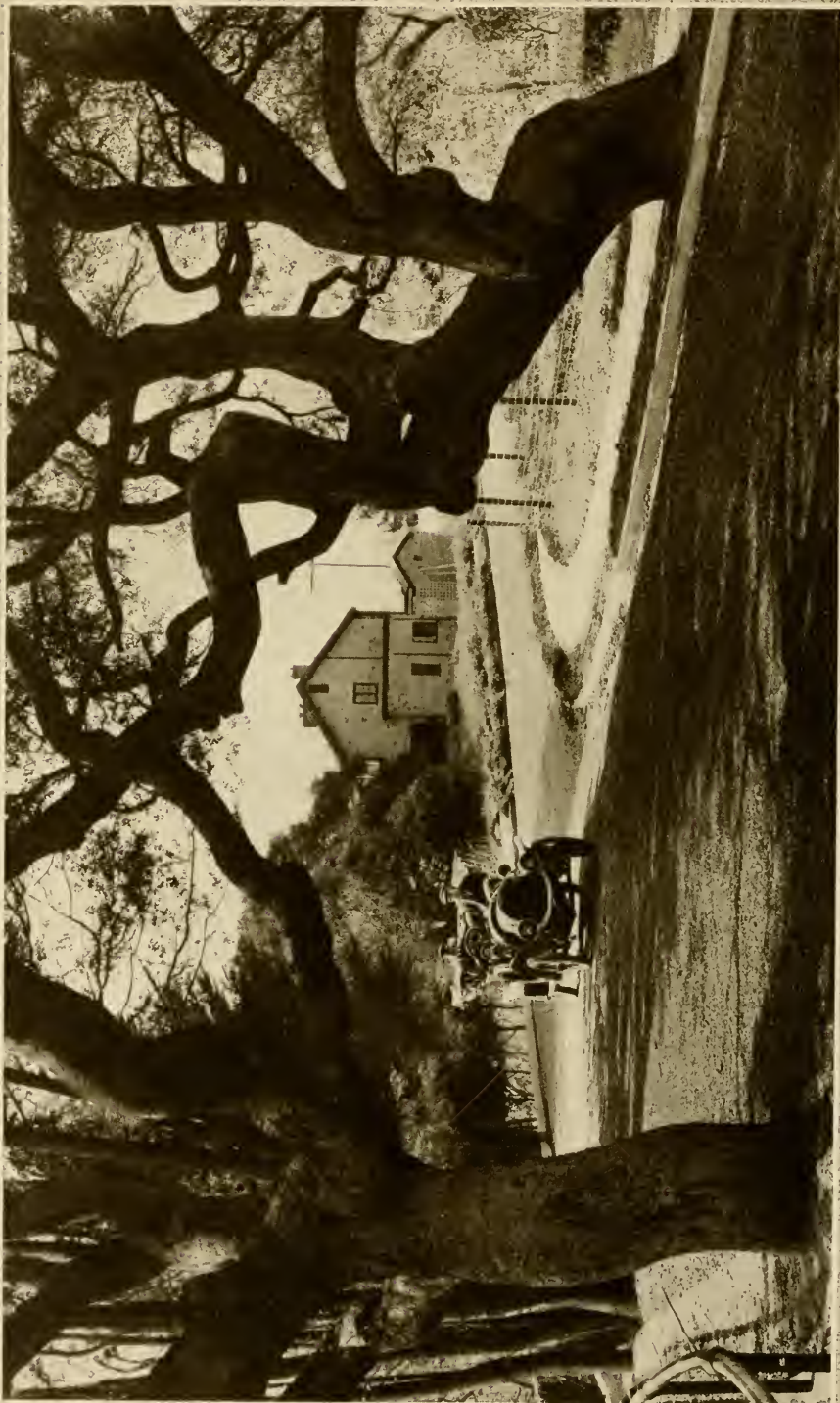
By reason of the climatic conditions Berkeley is well known as a place where the death rate is low and there is almost entire freedom from contagious and infectious diseases.

Berkeley a Summer Home.

As a summer home Berkeley is most enjoyable. Residents of other districts appreciate this characteristic of California's University City, and the result is that although some Berkeleyans go away for vacation, the city is not depleted, because of the incoming summer visitors.

Berkeley has a valid claim to representation at the international congress of thalassic therapeutics that is held in high repute in Europe, and which is supplying scientific data showing the beneficial effect of sea breezes on the human system, tranquilizing the nerves, energizing the body, and prolonging life.

Dwellers in other states where the long hot summers are so oppressive, have not yet arrived at a full appreciation of the recuperative opportunity



THERE ARE MILES OF AUTO DRIVES UNDER THE OAKS CHARACTERISTIC OF THIS REGION. THE PROPORTION OF AUTOMOBILES TO POPULATION IN BERKELEY IS HIGH



A NOOK IN THE HILLS, SHOWING A PART OF THE SYSTEM OF AUTO BOULEVARDS AND TYPICAL LANDSCAPE

which a seaside resort like Berkeley offers. To tempt them hither it ought to be necessary only to inform them that for the six months of "warm" weather the mean temperature (Fah.) is thus recorded: May, 56.0; June, 59.2; July, 59.2; August, 59.0; September, 59.6. During the remainder of the year the mean temperature fluctuates only a few degrees—October, 57.4; November, 53.1; December, 47.7; January, 46.4; February, 49.1; March, 50.1; April, 53.0.

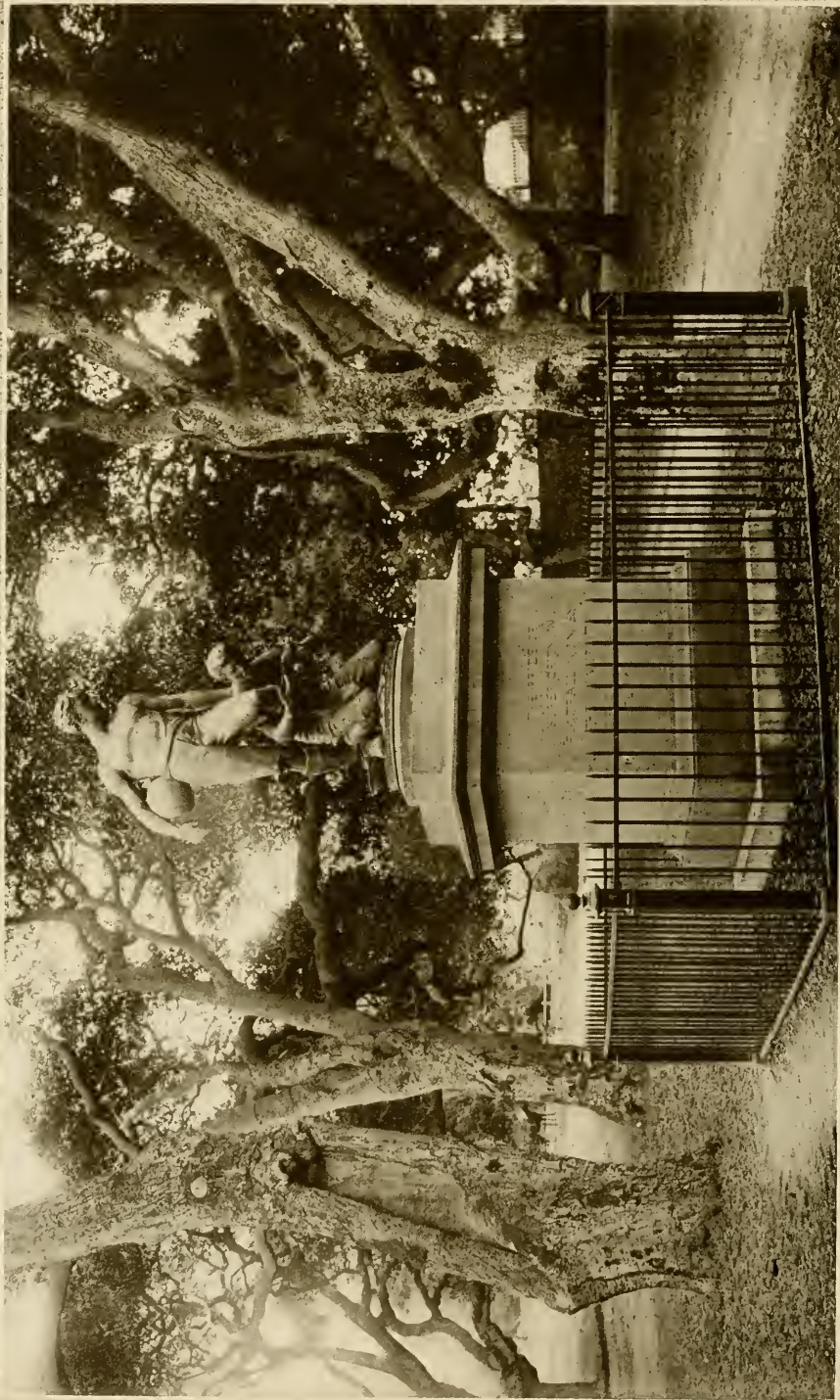
Berkeley is just south of the thirty-eighth parallel of north latitude, 375 miles south of Marseilles, 400 miles south of Nice, Cannes, Mentone and all the famous Riviera; on the latitudinal line of southern Sicily, southern Greece and Smyrna; two degrees north of Tokio, Japan. To this geographical position and the topographical conformation of the surrounding country are due the favorable climatic conditions that prevail in Berkeley and the region roundabout.

But climate, though important, is not the paramount consideration in Berkeley. The main point, after all, is that you can make a good living while having your home here, and all the time enjoy the pleasant surroundings.

Use Your Auto Every Day.

Families coming from places where the use of automobiles is restricted by unfavorable weather conditions, will be pleased to know that here they will find scarcely a day in the twelve months in which they will be hindered from enjoyment of motoring trips. The like is true of carriage drives.

Berkeley is particularly fortunate in this regard. The city, lying on a gently sloping hillside, has natural drainage to the Bay of San Francisco, and within a few minutes after a shower the streets are dry. Similar conditions prevail in many cities and the surrounding country, the light soil in most parts of the state giving quick absorption of moisture.



THE FOOTBALL PLAYERS, BY DOUGLAS TILDEN, UNDER THE OAKS ON THE CAMPUS. THIS IS ONE OF THE BEST KNOWN PIECES OF SCULPTURE IN THE COUNTRY



BERKELEY'S BOULEVARDS ARE LINED WITH VILLAS NOTED THE COUNTRY OVER FOR THEIR ARCHITECTURE

These advantageous conditions have resulted in making California second in the list of states in the number of automobiles. New York alone outstrips California, the latest census showing 84,000 machines there, while California has 75,000 in actual use, with a rising tendency more marked than in any other part of the nation.

No other political subdivisions in England or France of equal population, compare with California in this regard.

For instance, in London there are no more automobiles than in California, although its inhabitants in number are triple those of this state.

Millions for California Roads.

Berkeley is a good point from which to begin an automobile tour of California.

The start from Berkeley may be made at any time, as El Camino Real, the ancient King's highway, planned by the early Spanish rulers, passes through this city, along the line of San Pablo Avenue, one of the city's principal thoroughfares.

For the development and improvement of a highway system intended to reach every part of the commonwealth, the State of California has appropriated \$18,000,000. All sections of the state are to be joined with highways over which not only automobiles but vehicles of every sort may pass with ease and celerity.

This state system is now under construction.

The counties individually are providing liberally every year for new and better roads, so that California is becoming known as the home of first-class highways.



THE WEST BERKELEY METHODIST CHURCH, THE FIRST PRESBYTERIAN CHURCH, AND THE FIRST CHRISTIAN
16



THE MECHANICS BUILDING AT THE UNIVERSITY. THE EXTENSIVE CAMPUS FORMS A BEAUTIFUL PARK

Old Franciscan Mission.

In Alameda County is located the Mission San Jose, one of the missions of the Franciscan friars, which was founded June 11, 1797. From Berkeley to the Mission San Jose the drive may be made by automobile or carriage in a brief time, the distance being less than forty miles, over a road so smooth that maximum speed may be maintained throughout.

This is only one of the many delightful driveways leading into Berkeley.

Attractions in and Near Berkeley.

Berkeley is so advantageously situated that the most attractive resorts and pleasure places of the Bay region are within easy reach.

Berkeley has the Greek Theatre and the University library and other imposing buildings on the campus of the University of California in the center of the city; the public library and the municipal pier.

Oakland, which adjoins Berkeley on the south, in addition to the public library, has a municipal museum, a large number of parks, including Idora Park, and Lake Merritt water park, and public buildings of unusual architectural beauty.

Near the hamlet of Dimond, within the corporate limits of Oakland, is the home of Joaquin Miller, which is distinctly Alameda county's literary shrine. Here the Poet of the Sierras is passing the quiet days of a life that has been filled with high endeavor and is crowned with honors.

Piedmont, probably the only city of its size in America without a store or shop of any kind, has an art gallery which by connoisseurs is pronounced to be a magnificent collection.



IN THE INDUSTRIAL AND MANUFACTURING SECTIONS OF THE CITY. THE LIST OF PRODUCTS IS VARIED

In San Francisco a prime attraction will soon be the grounds and buildings of the coming Panama-Pacific International Exposition, while Golden Gate Park is an unending source of recreation. The Seal Rocks, the Presidio, and the new city of magic by the Western Gate, with hundreds of theatres and other places of amusement, will continue to invite our home people as well as strangers to outdoor enjoyment.

Just across the harbor lies Marin County, with its extensive redwood forests that retain their pristine wildness, and Mount Tamalpais, scaled by means of a scenic railroad, from whose summit there is unfolded a prospect the equal of which can scarcely be realized outside of California.

Berkeley is well supplied with places of amusement. In addition to the usual vaudeville and motion picture resorts, which are well conducted and carefully censored, there are lectures, concerts, dramatic entertainments and the like, with other social events almost every day and evening.

Adequate Commercial Facilities.

Berkeley is prepared for its share of the responsibility and prosperity that must come with the increased trade incident to the opening of the Panama Canal. In every department of business there has been a widening and deepening of the activities of the city, and in nothing is this more evidenced than in the retail stores, shops, markets, and other establishments for supplying the various needs of the community. These augmented commercial facilities add to the attractions of Berkeley as a place of residence. The first-class houses already here will welcome the advent of other substantial concerns in this community.

Manufacturing Opportunities.

Berkeley offers unusual opportunities for manufacturing plants. The entire western part of the city is well adapted to manufacturing industries and extensive warehouses. There is a wide area of level land awaiting the touch of enterprise and capital to awaken it into a condition of unexampled affluence. Already fifty large factories are in operation in addition to a number of smaller ones, but so ample is the space available that there is room for many more.

All the industries represented here are prosperous, the product of these factories aggregating from \$4,000,000 to \$5,000,000 annually. The freight charges on raw material coming into Berkeley amount to over \$1,000 a day.

These factories turn out articles that are of universal consumption, ranging from anchors to the finest chronometers. In aluminum castings Berkeley has a strong reputation. Motors for aeroplanes are made in Berkeley and shipped to the large cities of the eastern states as well as to England, France and Germany. Several successful aviators have made their beginnings in this city, building here the models and working machines with which they have added to the world's knowledge of the navigation of the air.

Among the standard products of the factories of Berkeley may be mentioned brass and iron castings and wrought iron appliances, machinery, inks (writing and printing), medical and chemical laboratory products, proprietary medicines, coconut oil, refined petroleum, leather, fertilizers, refined syrup and sugar, salt, candy, bread, crackers, carbonic gas, soap, macaroni, dairy products, calcimine, elevators, sulphur, lumber and mill work, motors, spring beds (standard and disappearing), cider, canned fruit products, beer, printing, the output of gold- and silversmiths, and dyers and cleaners, pattern works vulcanizing, bone black, glycerine, knitted goods, opticians' laboratories, ice works, furniture, motion pictures, pianos, and other musical instruments, mathematical instruments, art marble manufactures, etc. The industries include the breeding of queen bees and wholesale florist culture.



THE HOTEL SHATTUCK, THE NEWEST OF THE CITY'S SEVERAL HOTELS. ACCOMMODATIONS ARE AMPLE

Factories Are Encouraged.

Capitalists who are contemplating the establishment of factories on the Pacific Coast are invited to investigate the advantages of Berkeley before making a final choice of site.

In recent years the managers of some of the largest concerns in the country have expended hundreds of thousands of dollars to create about their establishments an atmosphere of home life and a feeling of quiet contentment which must inevitably add to the productive power of those employed. In Berkeley these conditions are already in existence, and this phase will appeal to thoughtful investors who are accustomed to weigh carefully all the circumstances in selecting a location.

The enlightened workmen of the country realize as fully as their employers the advantage, for themselves and their families, of living in such a city as Berkeley, and not only are they glad to make their home here, but the satisfaction which they experience adds to their effectiveness as producers.

In this connection it is only necessary to mention that there are no slum districts in Berkeley. There is no section of this city in which a respectable family need be ashamed to live.

The schools, art institutes, civic centers, fraternal organizations, religious societies and social conditions tend to elevate and enrich the lives of those who come here.

In all the world there is not a more cosmopolitan community—cosmopolitan in the best sense: that of equal opportunity and equal respect. Character and personal worth are what count in fixing the status of the individual or the family in this community, and the best of everything in the city is open to every one who desires to share and enjoy it.



THE HANDSOME NEW BERKELEY THEATRE BUILDING, SITUATED AT SHATTUCK AVENUE AND DWIGHT WAY

New factories are welcomed, and persons wishing specific information concerning prices of land, rates for electric power, gas, water, fuel, and similar particulars, will be supplied with necessary data by the Berkeley Chamber of Commerce.

Electric Energy Utilized.

From statements received from the Pacific Gas and Electric Company it is learned that the electric energy supplied by that corporation for use in Berkeley amounts to 12,408 h. p., whereas in 1895 the total was only 140 h. p., showing that the horsepower now utilized is eighty-seven times as great as it was seventeen years ago.

This power is used for manufacturing as well as for light and heat. It is generated by waterpower in the Sierra Nevada mountains.

The Great Western Power Company has recently extended its field of operations to Berkeley, adding the element of competition in this line of business. This company is delivering daily 796 h. p. in Berkeley.

Ten Commandments for Americans.

The Berkeley Chamber of Commerce has formulated ten commandments for Americans, copies of which have been sent broadcast over the country, and have caused favorable comment.

These rules were adapted from a similar set of commandments that have been circulated in Germany for several years. As they have been approved by the manufacturers of the Fatherland as beneficial to their interests the plan was deemed worthy of the attention of Americans in order to ascertain what virtue there may be in such a movement.



ON THE WHARVES OF BERKELEY'S WATERFRONT. THIS BAY CITY'S SEA TRAFFIC IS GROWING RAPIDLY



THE FIRST NATIONAL BANK. BERKELEY'S BANKS HAVE RESOURCES AGGREGATING OVER \$10,000,000

1. In all your expenditures remember that your interests are identical with the interests of your fellow countrymen. Help yourself by helping them.
2. Never forget that when you buy a foreign-made article you are sending money out of the country, and this is detrimental when you can get just as good in home markets.
3. Your money should profit your own country first. Americans have a right to consider the welfare of Americans.
4. Use American machinery where it will do the work. Americans are your neighbors—not your rivals.
5. American food stuffs are ample and excellent. Good enough for any American. Why send abroad, when you have just as good at home?
6. American flour, fruits, vegetables will add to your feeling of satisfaction, when you reflect that industries which give vigor to the nation lend dignity to the citizen.
7. America produces nearly every tropical fruit, and from the Philippines and Porto Rico, and you may obtain enough to complete the fullest list from which to choose.
8. Write on American paper, with an American-made pen with ink made in America, and use blotting paper made in America.
9. Use dress goods, cloths, leather and other manufactured articles made in the United States.
10. Let not vanity nor sophistry swerve you from these rules, and be firmly convinced that no matter what others may say, American products ought to be the first choice of every good citizen. This will bring such an era of prosperity as never before was known in this country.

Waterfront Development.

Berkeley's ambition to own and develop its waterfront is a reasonable proposition, and there is no reason why it may not be an accomplished fact. The cost is not prohibitive, considering the large area of productive property that would be brought into existence.

Occupancy and use of this new land, under the precedents established in California, would be ceded to the municipal government of Berkeley, and in a short time would become a source of revenue. The space would be so ample that the city might offer special inducements to factories in order to secure their location here.



FROM TOP TO BOTTOM: HOMESTEAD SAVINGS BANK, SOUTH BERKELEY BANK, AND WEST BERKELEY BANK



THE MASONIC TEMPLE, ONE OF THE MANY HANDSOME BUILDINGS IN THE BUSINESS PART OF THE CITY

Oakland on the south and Richmond on the north, are improving and developing their waterfront and shipping facilities. Experts in the commercial world freely express the opinion that Berkeley, lying between these two communities on the shore of San Francisco Bay, must inevitably complete the chain of docks.

Proposed Bridging of the Bay.

Plans have been prepared for bridging San Francisco Bay, the Alameda County terminal to be located in Berkeley or Oakland. The cost is estimated at \$26,000,000, which the projectors say is within reach of local financiers.

A bill has been passed by the United States Senate without objection granting right of way for the bridge across Goat Island and the Presidio of San Francisco, the federal military reservation. If passed by the House of Representatives and approved by the President the next step will be to issue gold bonds for the sum required.

It is explained by the promoters that no stock is offered for sale and no person or community is asked to contribute a dollar, as the bondholders will be satisfied with the interest on their securities, the income from the bridge being pledged to pay the interest and provide a sinking fund to meet the bonds.

If constructed, the bridge will be high enough above the water to permit the masts of the tallest ships to pass under without difficulty.

Municipal Wharf.

Berkeley's municipal wharf has been in use for four years. The original cost was \$100,000. Important additions and improvements have been made. The wharf has proved helpful to the industrial and commercial interests of



SCENES ON BERKELEY'S WATERFRONT. THE BERKELEY SHORE IS A YACHTING CENTER THE YEAR ROUND



THE BERKELEY NATIONAL BANK, ONE OF THE SEVEN STRONG FINANCIAL INSTITUTIONS IN BERKELEY

the community, contributing materially to the welfare of the people of the western part of this city.

Enjoying Aquatic Sports.

Aquatic sports are open to citizens of Berkeley. This is natural for a community dwelling on the shore of a great bay, with the ocean directly in front.

Berkeley yachtsmen have their mooring place and club house on Sheep Island a short distance from the municipal wharf, which extends from the foot of University avenue. Pleasure craft of every description may be seen here, and the seasons all being so pleasant it is not necessary to go into winter quarters.

In addition to the fleet of white-winged racers and other sailing vessels, there is a mosquito fleet of motor-boats. This form of healthful recreation is growing in popularity.

The bay at this point is filled with food fish. Anglers are permitted free use of the municipal wharf.

Financial Institutions.

Seven strong banks serve Berkeley's commercial and financial needs.

These are the First National Bank of Berkeley, the Berkeley National Bank, the Berkeley Bank of Savings and Trust Company, the University Savings Bank, the Homestead Savings Bank, the West Berkeley Bank, the South Berkeley Bank.

The resources of these banks, officially reported, aggregate more than \$10,000,000; the deposits exceed \$8,000,000.



SUCH HOMES AS THIS, WHICH IS IN THE NORTHERN PART OF THE CITY, HAVE GIVEN BERKELEY ITS FAME

Building Record Shows Growth.

Berkeley's building record shows a steady growth. There has been no sudden inflation and the community has not suffered from depression.

These official figures give totals by years: 1911, \$1,737,450; 1910, \$1,480,000; 1909, \$2,214,500; 1908, \$2,409,000; 1907, \$2,644,737; 1906, \$2,853,860; 1905, \$1,815,400. Total in seven years, \$15,154,947.

The record for 1912 to date shows an increase over the same period in 1911.

Increased Tax Roll.

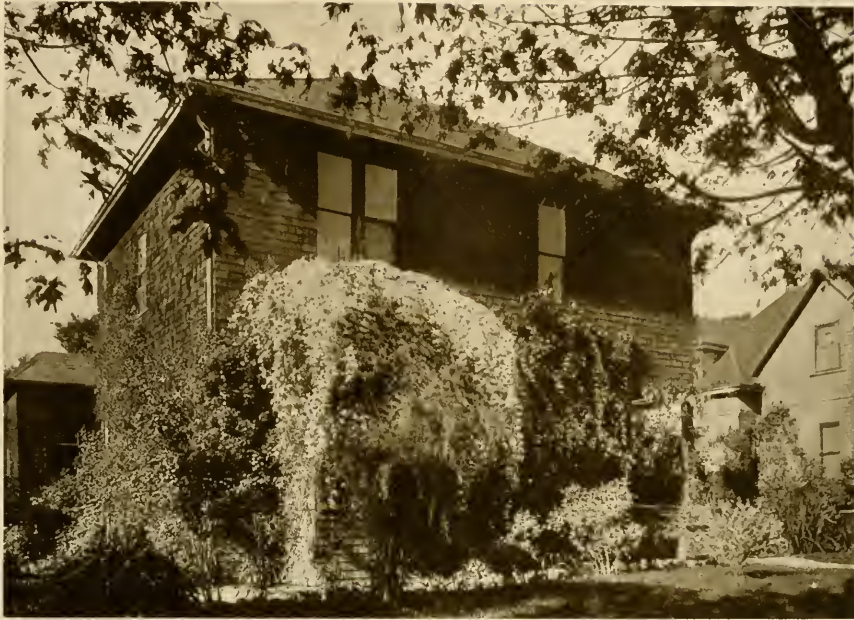
Berkeley's property-roll returned for taxation is \$3,315,555 greater this year than in 1911, notwithstanding exemptions amounting to \$1,900,000 authorized by recent legislation. Of this amount approximately \$100,000 is on account of property belonging to veterans of the civil war, now legally exempt from taxation, and the remainder is for corporate property.

The consistent growth of Berkeley's tax roll is shown by the official reports:

1912.....	\$40,418,800	1909.....	\$33,125,860
1911.....	37,102,245	1908.....	31,597,988
1910.....	34,946,314	1907.....	27,736,370

Throughout Alameda County the figures establish decided gains in the return of taxable property. The increase in Oakland this year is \$18,016,366; in Piedmont, \$2,123,400; Albany, \$875,950; Alameda, \$596,025; San Leandro, \$303,425; Hayward, \$256,225; Emeryville, \$150,832; Livermore, \$17,825; Pileasanton, \$13,025. In outlying districts much the same condition prevails.

The total county valuation, \$236,856,306, is distributed thus: Real estate, \$134,450,500; improvements, \$70,141,633; personal property, \$27,681,028; money and solvent credits, \$4,583,145.



FLOWERS BLOOM THROUGHOUT THE YEAR HERE. THERE IS NOT ONE HOME BUT CAN BE MADE A BOWER

Low Tax Rate.

Berkeley's tax rate is lower than that of any other city of its size in California. The latest levy was seventy-nine cents per \$100 valuation for city purposes and \$1.58 for State, county, school, and all other purposes, making a total of \$2.37 for the year.

The bonded debt of Berkeley is only \$345,790. There is no floating debt.

Cost of Living.

Inquiries conducted by the Chamber of Commerce develop facts indicating that the expense of living in Berkeley is similar to the cost in other cities of the country, quality and conditions being equal, and that there is no material difference between the East and the West, all things considered.

This view is confirmed by statements made by householders who have recently come from different parts of the country, including Maine, New Jersey, Kansas, North Dakota, New York and Colorado.

Rents are no higher than in other localities on the Pacific Coast, the building operations fairly keeping pace with the increase of population. Prices for lumber and other building materials were never lower in California.

Postal Transactions.

The prosperity of a community is measured in some degree by the growth of the business transacted by the postoffice. Berkeley's increase in postal business is steady and sure, as this shows:

Receipts for year ending March 31, 1908.....	\$ 99,668.32
Receipts for year ending March 31, 1909.....	100,162.33
Receipts for year ending March 31, 1910.....	104,884.77
Receipts for year ending March 31, 1911.....	113,723.13
Receipts for year ending March 31, 1912.....	122,193.21



THE Y. M. C. A. THIS IS AN IMPORTANT FACTOR NOT ONLY IN THE CITY BUT AT THE UNIVERSITY

Free mail delivery from the Berkeley office has been extended to the city of Albany on the north.

Berkeley's postal savings bank has deposits amounting to \$15,000. Several offers of large deposits have been declined because of the limitation to \$500 of any single account.

New Postoffice Building.

Berkeley will have a new postoffice soon. The government has granted an appropriation of \$180,000 for this purpose. Of this amount \$30,000 has been paid for the site, at the corner of Allston way and Milvia, leaving \$150,000 available for the building, which is planned to harmonize with the style of architecture most prevalent in Berkeley, as indicated in the buildings on the campus of the University of California.

Minimum Fire Loss.

Local statistics show that the buildings in Berkeley range high in grade of material and construction. This in a measure accounts for the small loss by fire, the annual destruction of property averaging less than \$30,000. Last year it was only \$23,145.

The Fire Department is equipped with auto-truck engines and electrically propelled hose wagons. The National Underwriters' Association in a recent report gave cordial commendation to the Berkeley Fire Department.

Progressive Charter.

Berkeley has a progressive charter—an improvement of the earlier commission-government models, and so distinctly an advance that it is generally



NEWMAN HALL, HOME OF THE NEWMAN CLUB, ONE OF THE IMPORTANT EDUCATIONAL INSTITUTIONS

known as the Berkeley form. This instrument contains provisions for popular control, including nomination by petition, the direct primary (under what is termed the Berkeley first and second election plan), the original Australian ballot, the initiative, referendum and recall.

Berkeley's municipal government is of high character, and this helps to attract a good class of citizens.

Golden Rule Police Department.

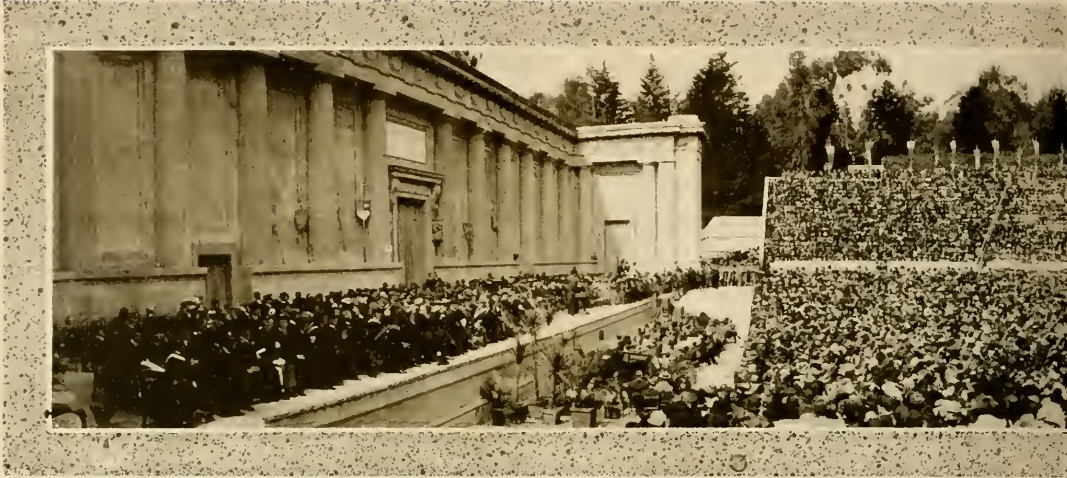
Berkeley was one of the first cities of America to adopt the Golden Rule method in police management. The first lesson inculcated is helpfulness. The records show that there are few cases requiring police interference in Berkeley, and when occasion arises the patrolmen are taught to offer first aid in extricating the sufferers from whatever difficulties they have encountered—whether moral or physical. Arrests are made only as a last resort.

To take a man home, when such action is warranted by good judgment and humane sentiment, counts as much in the official records as to take him to jail. The result has been entirely satisfactory to the Police Department and to the community. Berkeley's freedom from crime, comparatively speaking, has led other communities to send congratulations to the officers of this municipality.

There is not a saloon or a disorderly house in the city.

Freedom from Crime.

Berkeley enjoys unusual immunity from crime. With a population of more than 43,000 inhabitants the city would be entitled to have two police courts, yet considering the character of the community the charter-makers were able



CHARTER DAY EXERCISES IN THE GREEK THEATRE, ON THE GROUNDS OF THE UNIVERSITY OF CALIFORNIA. MANY NOT

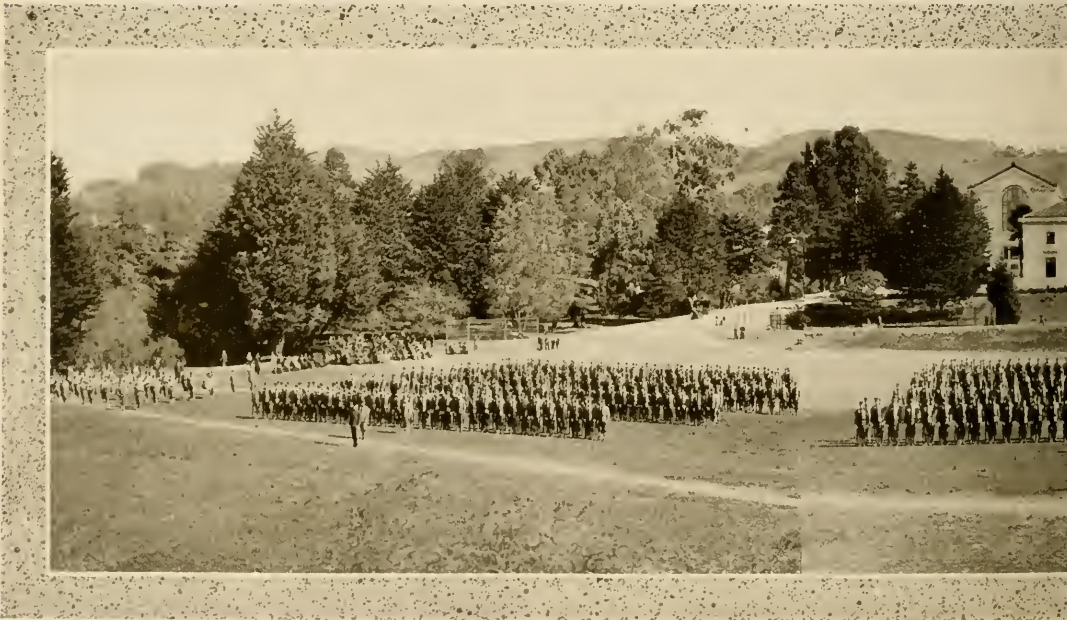
to insure a saving in taxes by providing for only one justice of the peace, who in addition to hearing the criminal cases, also handles the civil litigation of the citizens, and has spare time in which to serve on the bench in other cities of the county, when requested to do so.

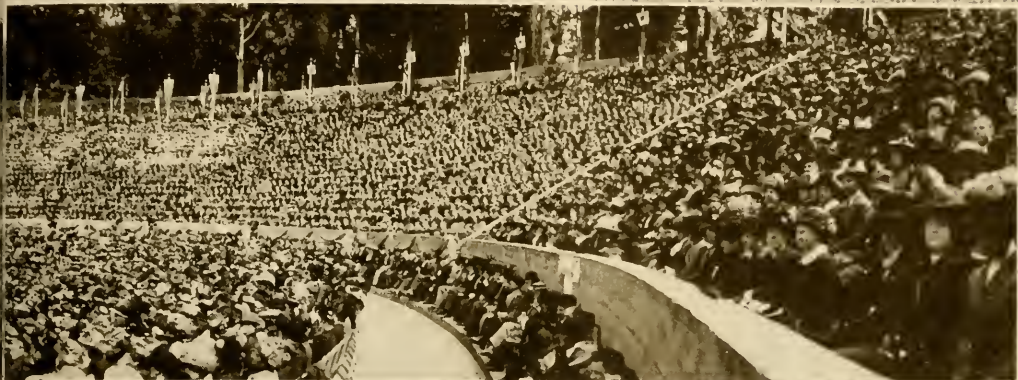
For the Children.

Childhood in Berkeley has a new joy because of the interest in gardening that has been aroused among the younger generation. Most of the public schools have gardens that are planted and cultivated by the pupils.

Berkeley has a municipal playground. It is on the grounds of the City Hall. Other park areas will be supplied with playground apparatus.

REGIMENTAL PARADE OF THE UNIVERSITY OF CALIFORNIA CADETS. IN THE CENTER, CALIFORNIA HALL; BEHIN





ACTORS AND SINGERS HAVE APPEARED IN THIS CLASSIC OPEN AIR THEATRE, WHICH IS FAMOUS THE WORLD OVER

Women Appreciate Equal Suffrage.

Since the establishment of equal suffrage under the laws of California, Berkeley's women voters have shown their appreciation of the elective franchise by taking an active part in public affairs. In pursuance of this idea the women's clubs of Berkeley devote a great deal of attention to politics.

Educational Opportunities.

Berkeley is well established as an educational center, drawing support from all the vast region west of the Rocky Mountains.

The public schools afford ample instruction for a successful and complete

OLD SOUTH HALL, PARTLY HIDDEN BY THE BOALT HALL OF LAW. ON THE EXTREME RIGHT, HARMON GYM





THE INDIAN BEAR HUNTERS, BY DOUGLAS TILDEN, AT THE STATE INSTITUTION FOR THE DEAF AND BLIND



BERKELEY'S CITY HALL, SHOWING THE PLAYGROUND ADJOINING. OTHER PLAYGROUNDS ARE PLANNED

education, including the classics and modern languages, as well as the sciences and applied arts. Those who do not wish to enter some university may choose a course of study that will lead them through the grammar grades to the high school, where the curriculum in addition to the branches already mentioned will afford the advantages of a polytechnic course (manual training in mechanical trades, etc.), that is comprehensive and practical, and a commercial course of bookkeeping, stenography and typewriting, that includes the most modern methods.

Music, manual training, and domestic science, are taught in the city's public schools.

The Berkeley High School is accredited to the leading universities of the United States. The High School building, just completed at a cost of \$300,000, is capable of accommodating 1,500 pupils, and is filled to overflowing, so that an additional building will be needed soon.

The State Institution for the Deaf and the Blind is in Berkeley, with 230 receiving instruction.

There are many seminaries, private schools, and similar establishments, including Boone's University Academy, California School of Arts and Crafts, Berkeley Business College, Miss Head's Seminary, Snell's Seminary, St. Joseph's Academy, St. Joseph's Presentation Academy, the A to Zed School, the Watson School, the Pacific Theological Seminary, the Baptist Theological Seminary, the Pacific Unitarian School.

The Young Men's Christian Association, organized on a basis insuring effective service, occupies a building erected at a cost of \$100,000, the furnishings representing an additional outlay of \$15,000.

The Y. M. C. A. in Berkeley, aside from the branch at the University, has





ST. JOSEPH'S ACADEMY, ONE OF THE MANY PRIVATE SCHOOLS WITHIN THE CITY OF BERKELEY

a membership of 450 men and 550 boys. There are six secretaries and eight other employes.

A physical department is maintained, with special classes for boys. The religious and educational departments are open to members of all ages.

Features of this institution's activity are boys' camping trips and senior outings, which help to develop well-rounded manhood.

The Young Men's Christian Association and the Young Women's Christian Association of the University have headquarters at Stiles Hall, on Allston way near the Dana street entrance to the campus. Here there are separate reading rooms for men and women. Entertaining and instructive lectures are delivered at Stiles Hall.

All students of the University are eligible for membership. The last reports showed an enrollment of 625 men and 200 women.

The Newman Club, an organization of University students, established for the accommodation of young people of the Catholic faith, maintains a course of lectures and other instruction of high standard.

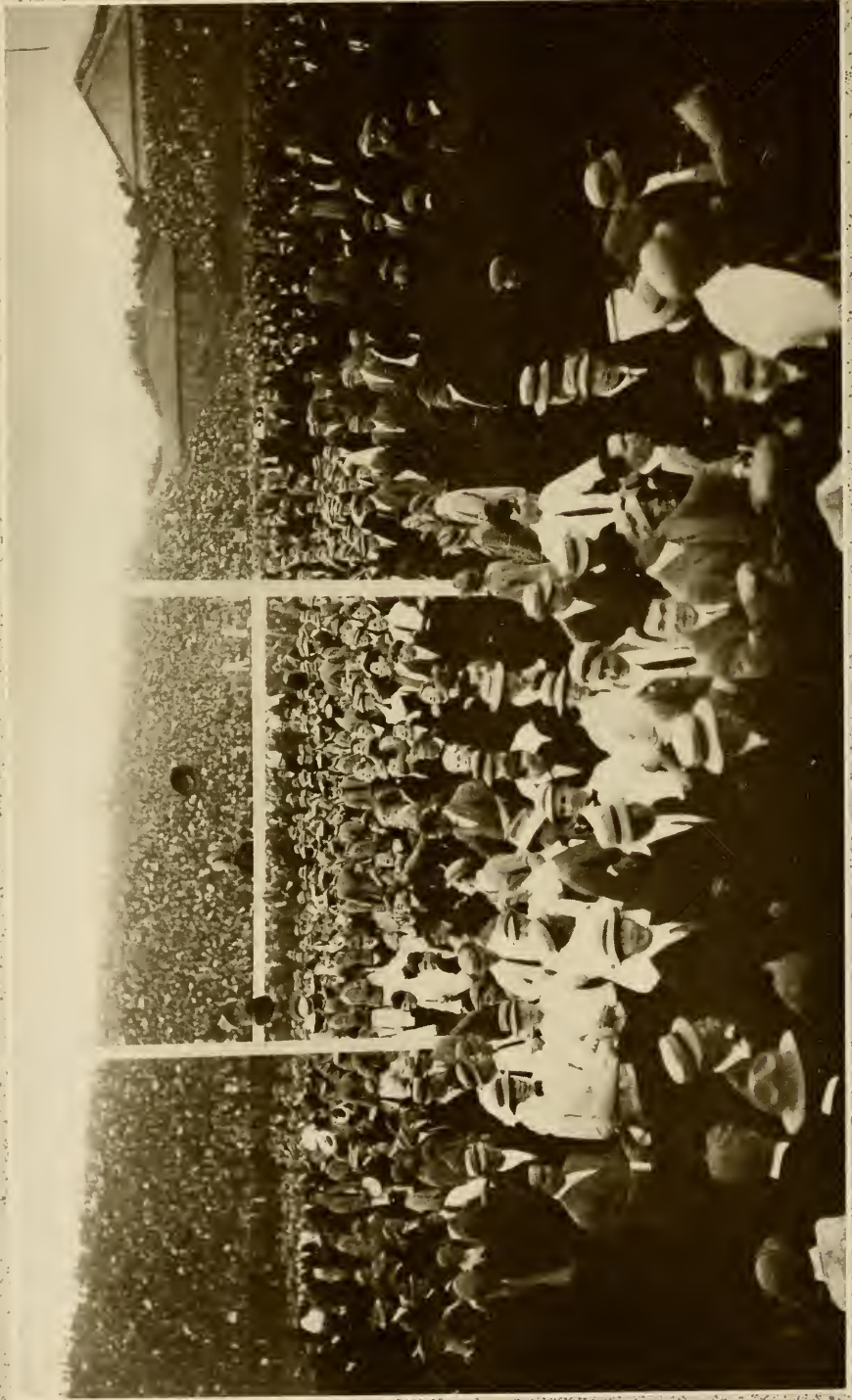
This organization has a building, Newman Hall, at Ridge road and La Loma avenue, which cost \$60,000. It is situated less than 200 feet from the northeastern entrance to the campus, and is only a five-minute walk from the University Library and California Hall.

All the services, lectures, sermons and other functions are for men and women.

The enrollment, according to the latest reports, is 151 men and 116 women.

The work at Newman Hall is meeting with the cordial support of those who have at heart the best interests of the students.

The president and the faculty of the University have aided the work in many ways.



THE SERPENTINE: A FEATURE OF COLLEGE LIFE. THE BLUE HATS TOSSED OVER THE GOAL SHOW THAT U. C. WON THE INTERCOLLEGIATE FOOTBALL MATCH



A FRATERNITY HOUSE: ONE OF THE 38 OWNED BY STUDENTS OF THE UNIVERSITY OF CALIFORNIA

University of California.

Berkeley is the seat of the University of California, one of the great institutions of learning of the world. The faculty includes 582 professors, assistant professors, instructors and officers. The number of students is constantly increasing, the latest report of all departments giving a total of 6,390, not including students in extension courses, or in the short courses in Agriculture.

Under the present management the advance of this university has been gratifying. Development in branches for imparting knowledge in practical, every-day affairs has had the effect of bringing it into still closer touch with the people.

The university gives special attention to many of the most important industries—agriculture, horticulture, viticulture, stock breeding, mining, engineering, architecture, structural operations of all departments, manufacturing, commerce, business procedure, and the various other callings incidental to present day conditions.

Military training is required of all male students during the first two years of attendance, under direction of an officer of the regular army.

The departments of instruction include agriculture, anatomy, anthropology, architecture, art, astronomy, botany, Celtic language, chemistry, civil engineering, dentistry, drawing, economics, education, English, geography, geology and mineralogy, German, Greek, history, hygiene, irrigation, jurisprudence, Latin, mathematics, mechanics, medicine, military science and tactics, mining, music, oriental languages, palaeontology, pathology and bacteriology, philosophy, physical culture, physics, physiology, political science, Romanic languages, Sanscrit, Semitic languages, Slavic languages, surgery, zoology.



UNIVERSITY AVENUE AT OXFORD STREET. THE WHITE BUILDING IN THE DISTANCE IS THE COLLEGE OF AGRICULTURE, ONE OF THE NEW STRUCTURES ON THE CAMPUS

Summer Session Attracts Adults.

The summer session of the University of California covers six weeks, from about June 20th to the latter part of July or the first of August. The total enrollment in 1911 was 1,950; in 1912, it was 2,272, not including the summer school of surveying. The university makes no formal requirements for admission to the summer session.

The courses in the summer session are designed to meet the needs of the following persons:

Teachers who wish to strengthen their grasp of their own subject by a general survey, to carry on advanced studies in it, or to gain a broader outlook by the pursuit of other branches of study. School superintendents, supervisors and other officers; supervisors of music, manual training, domestic science and drawing will find work especially suited to their needs. Directors of gymnasiums and teachers of physical education and playground work. The University campus offers unusual opportunities for playground demonstration, particular emphasis being laid on this work. Graduate students to whom the advantages of smaller classes, the freer use of the facilities of libraries, laboratories and museums, and the more direct intimate and personal contact with the professors in charge, are peculiarly possible during the summer session. Undergraduate students who wish to use the vacation to take up studies for which they are unable to find room in their regular programs, to shorten their courses, or to make up deficiencies. Students entering the university who wish to obtain advanced credit or to complete the entrance requirements. To meet their needs courses are offered in Mathematics, German, French, Spanish, Physics, Chemistry, Mechanical and Free-Hand Drawing, and Stenography and Typewriting. All persons qualified to pursue with profit any course given, whether or not they are engaged in teaching or study.

The Faculty of the summer school includes not only members of the regular faculties of the university, but also a number of men and women of letters and science from eastern universities and other institutions in California.

Prominent among those who have given generously for the enhancement of the University of California are Mrs. Phoebe Hearst and the late Mrs. Jane K. Sather. To Mrs. Hearst is due the origination of the general plan for the beautifying and adornment of the university grounds, in addition to the donation of large sums for special educational and scientific purposes. Mrs. Sather not only contributed to endowments for chosen subjects in which she was interested, but has crowned her benefactions by a bequest for the construction of a magnificent campanile on the campus.

Fraternities and House Clubs.

The fraternities represented at the University of California are the following:

Men—Acacia Fraternity, Alpha Delta Phi, Alpha Tau Omega, Beta Theta Pi, Chi Phi, Chi Psi, Delta Chi, Delta Kappa Epsilon, Delta Tau Delta, Delta Upsilon, Kappa Alpha, Kappa Sigma, Phi Delta Theta, Phi Gamma Delta, Phi Kappa Psi, Phi Kappa Sigma, Phi Sigma Kappa, Pi Kappa Phi, Psi Upsilon, Sigma Alpha Epsilon, Sigma Chi, Sigma Nu, Sigma Phi Epsilon, Theta Delta Chi, Theta Xi, Zeta Psi.

Women—Alpha Chi Omega, Alpha Omicron Pi, Alpha Phi, Alpha Xi Delta, Chi Omega, Delta Delta Delta, Delta Gamma, Gamma Phi Beta, Kappa Alpha Theta, Kappa Kappa Gamma, Pi Beta Phi, Sigma Kappa.

The house clubs are:

Men—Abraecadabra, Atherton, Bachelordon, Calimedico, Casimir, Dahlonga, Del Rey, Dwight, Hilgard, La Junta, Los Amigos, Nalanda, Pirates, Pyra, Skulls, Unity.

Women—Aldebaran, Campus House, Carnarvon, Copa de Oro, Cranford, Enewah, Kel Thaida, Rediviva.

The honorary societies are:

Phi Beta Kappa, Sigma Chi, Mim Kaph Mim, Alpha Zeta, Tau Beta Pi, Phi, Delta Phi, Sword and Scales, Golden Bear, Winged Helmet, Skull and Keys, Prytanean, Mask and Dagger, Torch and Shield.



LOOKING TOWARD SATHER GATE, ON THE EDGE OF THE U. C. CAMPUS, FROM THE BUSY COMMERCIAL SECTION OF BANCROFT WAY AND TELEGRAPH AVENUE



THE NEW LIBRARY OF THE UNIVERSITY OF CALIFORNIA, ERECTED AT AN OUTLAY OF \$800,000

New University Library.

The new University Library building, created as a memorial to the late Charles Franklin Doe, is a notable addition to the structures on the campus.

The building stands immediately east of California Hall, and like other modern edifices on this campus is of white California granite. Steel shelves for 300,000 volumes run up five stories.

The University Library has established a department for exchange loans of books with other libraries in California.

The Bancroft Library, housed with the University Library, contains many original documents connected with the early history of the Pacific Coast, and particularly relating to California.

The Famous Greek Theatre.

The Greek Theatre on the campus, the gift of William Randolph Hearst, is a prime attraction. The floor of the diazoma is 400 feet above sea-level.

In this out-door auditorium noteworthy performances are given throughout the year. Not a month passes without some entertainment of high character being presented here under the sunshine or under the stars, the place being equally well adapted to day or night productions. Every Sunday while the university classes are in session, and during the period of the summer school as well, concerts are given in the Greek Theatre. These concerts are free to the public, and so well are they appreciated that they are attended by music lovers from all the cities about the Bay of San Francisco.

This Greek Theatre commands the admiration of all visitors. The setting is most artistic. The auditorium is created with the help of a natural curve in the hillside, forming a graceful amphitheatre, finished with solid concrete



SUNSET VIEW FROM THE BERKELEY HILLS. THIS VISTA, LOOKING TOWARD THE WEST, INCLUDES SAN FRANCISCO, THE MAGNIFICENT BAY AND THE GOLDEN GATE



AN EXCITING MOMENT IN THE ANNUAL INTERCOLLEGIATE FOOTBALL GAME BETWEEN U. C. AND STANFORD

terraces or seats, and is so ample in scope that 9,000 persons may be conveniently accommodated, and when popular attractions are offered it sometimes holds 12,500 spectators. The color scheme is quiet and reposeful, the light gray of the stone blending with the dark green of the eucalyptus trees and the lighter verdure of the campus forest surrounding the auditorium.

Noted actors and musicians aspire to appear in the Greek Theatre. Here have been heard and seen Sarah Bernhardt, Julia Marlowe, Ben Greet's English players, Frances Crawley, Maud Adams, Nance O'Neil, Margaret Anglin, William Crane, the Hacketts, Tetrizzini, Nordica, Gadske, Schumann-Heink, David Bispham, Wullner, Petschnikoff, Hekking, Rosenthal, Dr. Wolle's Symphony Orchestra, the Russian Symphony Orchestra, the Chicago Symphony Orchestra, the New York Symphony Orchestra and the Bach Choir. Among the bands are to be mentioned Sousa's, Ellery's, the Filipinos and the Hawaiians.

Student entertainments and musical and dramatic activities center in the Greek Theatre, for which reason it is the focus of most of the entertainment offered by the young men and women who for four years dwell in Berkeley "under the oaks."

Berkeley as a Music Center.

Berkeley is popular as a musical center. For this there are several sufficient reasons. The climate is so favorable to study that pupils may continue their work the year round, as well in summer as in winter. Students at the university who desire to keep up their music may do so without inconvenience, there being many teachers of note in this community. These earnest students of music naturally are drawn to a place where they have an opportunity of



THIS FRATERNITY HOUSE IS BUT ONE EXAMPLE OF THE MANY STRIKING BUILDINGS OF THIS CLASS

attending grand opera, and this is afforded by nearness to San Francisco where an opera season of at least six weeks is given each year. A permanent symphony orchestra has been established in San Francisco.

Nowhere in the United States are there opportunities to hear music under more favorable conditions. The Berkeley Musical Association, which has a membership of nearly 2,000, gives four or five concerts a year, to which members are admitted, the artists appearing being of international fame, and commanding the very highest compensation. The generous support given by the people of the community has provided a fund so large that members are enabled to hear these great artists at an expense of about fifty cents a ticket. There is also an association under the direction of which a series of Young People's Concerts is given at even less cost to its patrons. The Berkeley Oratorio Society presents two oratorios a season.

The Greek Theatre is open to the public free of charge every Sunday during the college season and while the summer school is in session, and choice musical programmes are rendered. A festival of spring music is planned to be held in the Greek Theatre every year hereafter.

In the highest artistic sense Berkeley appeals to students and music lovers. We have here all the elements that make up a delightful existence, with woods and water, hills and seashore, and every accessory to the artistic life.

Representative Churches.

Berkeley has over forty churches, including all of the modern denominations, well housed, and served by a strong ministry.

Following are the congregations in Berkeley:



SATHER GATE, A BEAUTIFUL ENTRANCE TO THE UNIVERSITY GROUNDS, ERECTED BY JANE K. SATHER

First Baptist, South Berkeley Baptist, Claremont Baptist; First Christian, South Berkeley Christian; First Church of Christ, Scientist; First Congregational, North Congregational, Bethany Congregational, Park Congregational; Episcopal: St. Mark, All Souls, St. Clement, Incarnation, The Good Shepherd, St. Matthews; Evangelical: Swedish Mission, South Berkeley Evangelical Mission, Swedish Free Evangelical, German Evangelical, Finnish Evangelical; Friends' Church; Albany Methodist, College Avenue Methodist, Fairmont Methodist, Shattuck Avenue Methodist, Trinity Methodist, Wesley Methodist, West Berkeley Methodist; Epworth Methodist Episcopal South; Pentacostal Church of the Nazarene; First Presbyterian, Calvary Presbyterian, Faith Presbyterian, Grace Presbyterian, Knox Presbyterian, St. John's Presbyterian, Westminster Presbyterian; Roman Catholic: St. Joseph's, St. Ambrose's, St. Augustine's; First Church of Seventh Day Adventists; Theosophical Society; Truth Center; Unitarian; Lutheran Bethany; International Bible Students' Association; Pilgrims Advent Christian.

Bungalow Dwellings Pleasing to Many.

The bungalow type of dwelling, so common in Berkeley, comes in response to the modern taste for simplicity and comfort. These unpretentious but artistic structures lend themselves easily to house-garden effects.

A City of Lodges.

Berkeley is a city of lodges, all the leading fraternal and beneficial orders being numerously represented. The roster includes the Masonic order with its many degrees and affiliations, Independent Order of Odd Fellows, Benevolent Protective Order of Elks, Knights of Pythias, Knights of Columbus,



GRACE M. E. CHURCH SOUTH, ST. JOSEPH'S CATHOLIC CHURCH AND THE FIRST CONGREGATIONAL CHURCH
48



IVY CLINGING TO WALLS AND TREES ENHANCES THE BEAUTY OF HOMES AND COLLEGE BUILDINGS

Ancient Order of Foresters, Ancient Order of United Workmen, Fraternal Order of Eagles, Independent Order of Red Men, Knights of the Maccabees, Ladies of the Maccabees, National Union, Native Sons of the Golden West, Native Daughters of the Golden West, Modern Woodmen of America, Order of Herrmann's Sons, Woodmen of the World, Women of Woodcraft, Royal Arcanum, Royal Neighbors of America, Order of Owls, Loyal Order of Moose, Grand Army of the Republic, Women's Relief Corps, Spanish War Veterans, Young Men's Christian Association, Young Women's Christian Association, Young Men's Institute, Young Ladies' Institute; Ancient Order of Druids and Grand Fraternity.

Public Library Well Patronized.

Experienced educators declare that the test of a library's efficiency is the use of it by the people. Judged by this standard Berkeley's public library is entitled to high rating.

It contains more than 43,000 volumes—a book for each inhabitant of the city. The library has been subjected to expert examination, and the selection as shown in the catalogue has received official approval by representative librarians who conducted the inspection.

The circulation of books this year as compared with last year shows an increase of 18,813 volumes, the total for twelve months being 226,857, divided thus: fiction, 104,536; juvenile, 57,215; adult classed books, including science, history, etc., 65,106. These figures indicate that the circulation of books is in the ratio of more than five books to each inhabitant.

As would be expected in a community like Berkeley, there are many publications in this library relating to the classics and the arts.



THREE CHURCHES: THE FIRST EPISCOPAL, THE CHURCH OF CHRIST, SCIENTIST, AND UNITARIAN
50



THE CIRCLE, NORTHBRAE: A TYPICAL RESIDENTIAL VIEW, SHOWING BEAUTY OF THE NATURAL CONDITIONS

The rooms are spacious, well lighted and convenient. All parts of the city are served effectively through the usual branch stations and the main office. This library has exchange arrangements with the State Library at Sacramento and the University of California Library, by means of which readers may obtain rare and expensive books that are not on the shelves of the local library.

The Press of Berkeley.

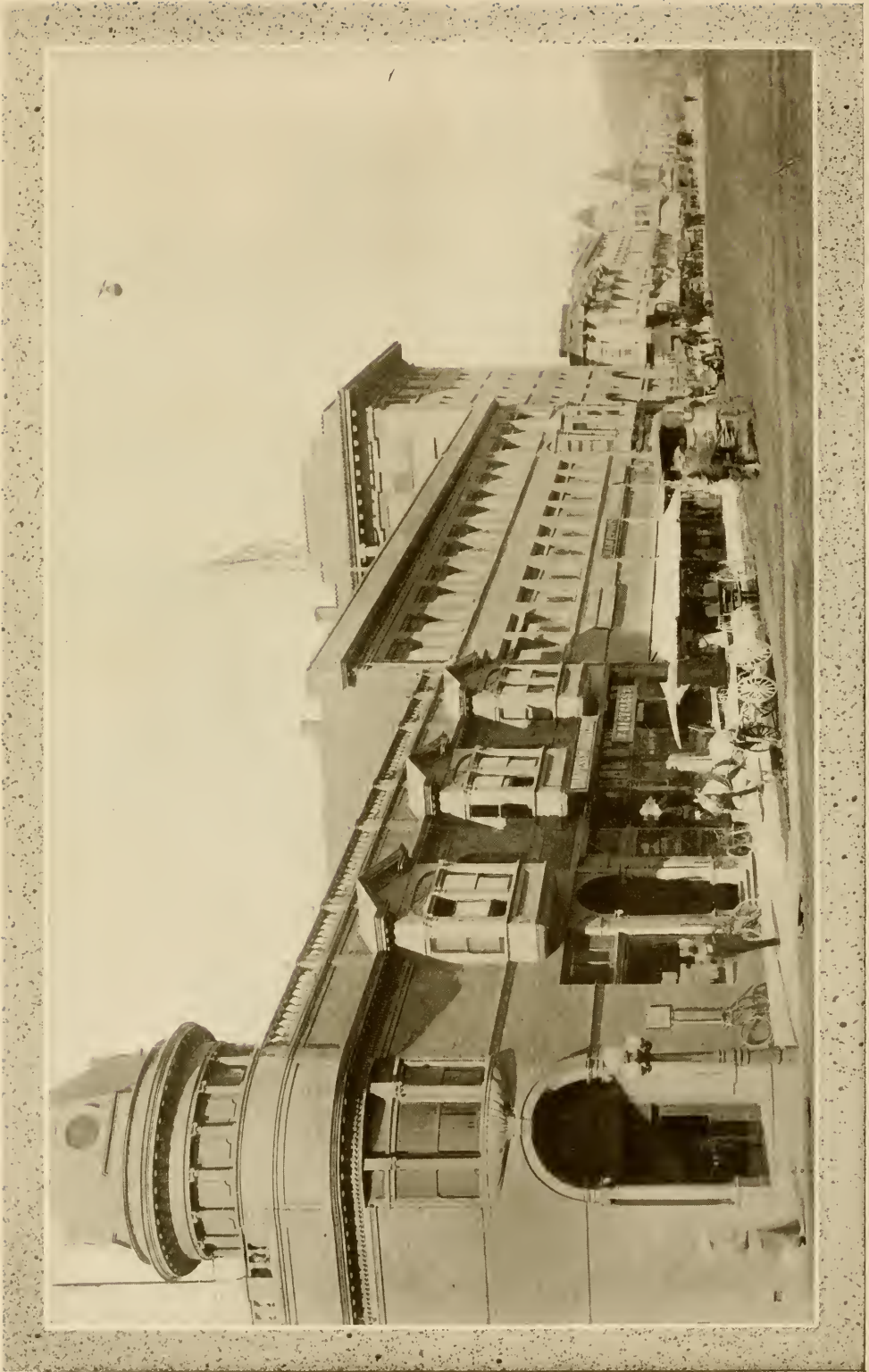
Berkeley has two daily newspapers, the Gazette and the Independent, and a weekly magazine, the Courier. During the college term the Daily Californian is published by the students of the University of California. Several monthly and quarterly magazines are issued from the University Press.

Productive Hinterland.

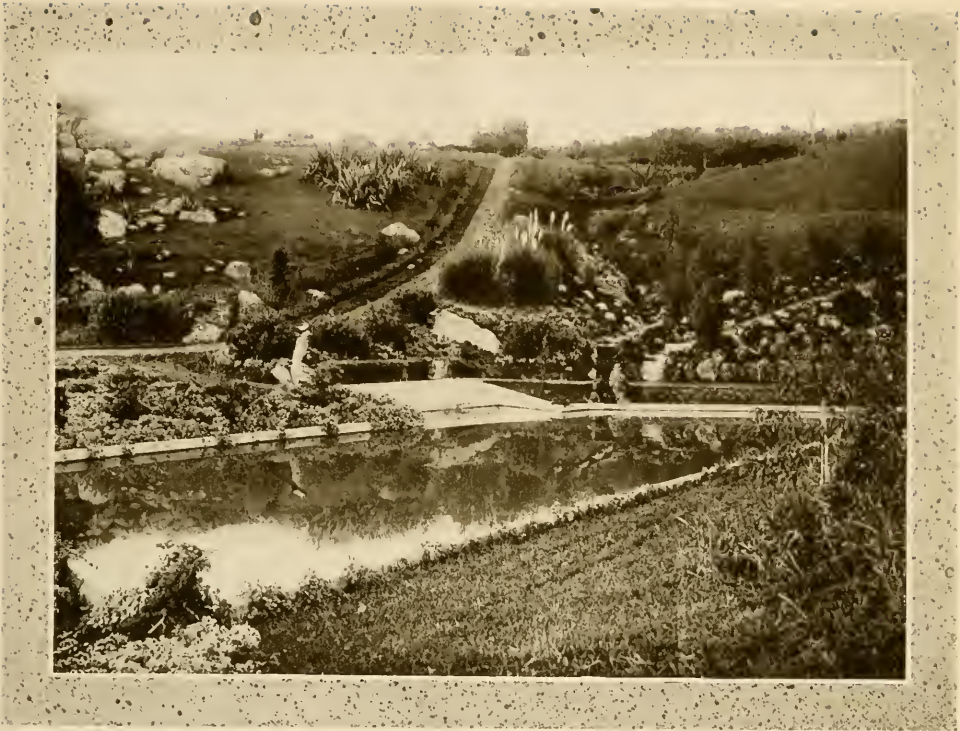
Berkeley is the second city of importance in Alameda County, being separated from Oakland, the county seat, lying to the south, by an imaginary line in the vicinity of Alcatraz avenue. The adjoining region is one of the most fertile in California. Fruits and flowers, vegetables, dairy products, poultry and eggs, grain—all these yield bountifully. Berkeley enjoys a distinct advantage by having this base of supply so near at hand.

The character of the soil, the topography of the section, and the climatic conditions combine to make Alameda County noted even in California. This county was awarded the highest gold medal and sweepstakes premium for its display of products of farm, garden, orchard and vineyard at the last State Fair.

The proximity of the orchard and vineyard districts to the center of the urban population of Oakland, Berkeley and Alameda, the excellent transportation facilities for shipping by rail and water to distant consumers; the



A SECTION OF SHATTUCK AVENUE, AT BERKELEY STATION. THIS PART OF THE CITY IS SERVED BY THE LINES OF BOTH THE SOUTHERN PACIFIC AND THE KEY ROUTE



A NATURAL VILLA SITE IN THE BERKELEY HILLS OVERLOOKING THE FAMOUS BAY OF SAN FRANCISCO

well-kept county roads, insuring cheap and rapid transportation to local markets, railroad stations and steamship wharves, all add to the well-being of the people who produce things in Alameda County.

Extensive Canning Industries.

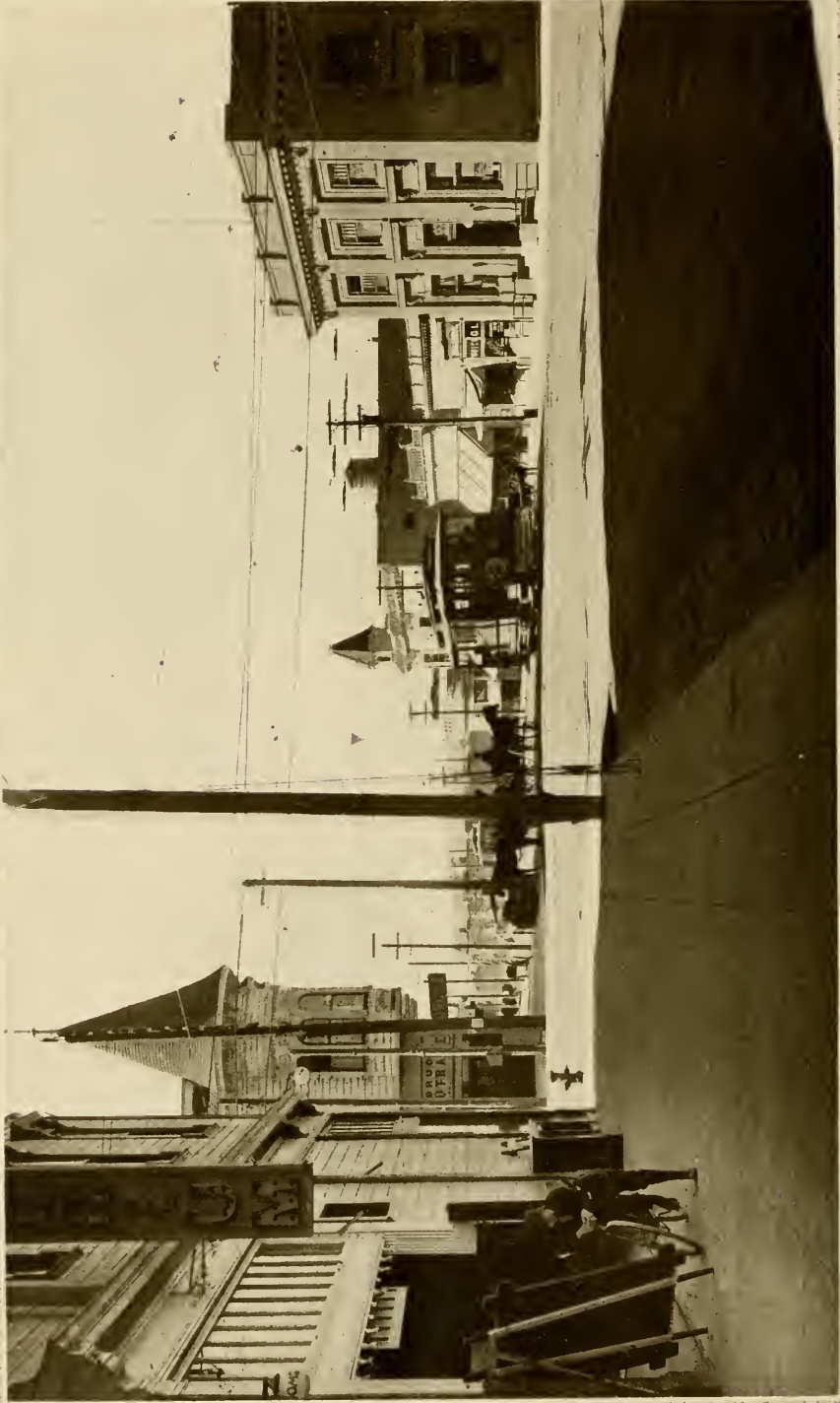
The abundance of fruits and the adequate supply of labor insured by the presence of so many people in the tri-city district of Oakland, Berkeley and Alameda, with Hayward, San Leandro and other communities included, have made this region the center of a great fruit canning industry. Here are favorably located a dozen large canneries which during the last season turned out canned fruits to the value of \$2,000,000. In the same season the dried fruit product of Alameda County amounted to \$315,000.

There are several distinct fruit-growing districts in Alameda County, more or less clearly defined, though in every section almost all the varieties are grown. The cherry district is located around San Leandro; Hayward is the center of the apricot orchards; peaches, pears and quinces are grown most extensively in the Pleasanton, Livermore, Castro and other similarly conditioned valleys. Groves of oranges, lemons, and olives are found in the sheltered nooks at different points of this great county, which has an area of 732 square miles of fertile land.

Alameda County Described.

The official description of Alameda County contained in the report of the State Board of Agriculture is most interesting, and is appropriate here because of the close relationship of Berkeley to the surrounding region.

The county was created March 25, 1853, with an area of 732 square miles.



AT SAN PABLO AND UNIVERSITY AVENUES, SHOWING A THEATRE, A BANK AND OTHER COMMERCIAL BUILDINGS. THIS CENTER HAS A HEAVY CROSTOWN TRAFFIC



IN THE THOUSAND OAKS DISTRICT, CHARACTERIZED BY SPLENDID ROADS AND BEAUTIFUL HOMES

The population in 1910 was 246,131. The rainfall throughout the county averages about twenty-five inches a year. This ample rainfall is a prime cause of the region's productivity.

The postoffices in the county are Alameda, Altamont, Alvarado, Berkeley, Beulah Heights, Centerville, Decoto, Elmhurst, Emeryville, Fitchburg, Fruitvale, Hayward, Irvington, Livermore, Midway, Mills College, Mission San Jose, Mount Eden, Newark, Niles, Oakland, Piedmont, Pleasanton, San Leandro, San Lorenzo, Sunolglen, Tesla, Warm Springs.

Some population statistics read:

Incorporated cities and towns.	Population 1890	Population 1900	Population 1910
Oakland.....	48,682	66,960	150,174
Berkeley.....	5,101	13,214	40,434
Alameda.....	11,165	16,464	23,383
San Leandro.....		2,253	3,471
Hayward.....	1,419	1,965	2,746
Emeryville.....	228	1,016	2,613
Livermore.....	1,391	1,493	2,030
Piedmont.....			1,719
Pleasanton.....		1,100	1,254
Albany.....			808

The description proper says:

“Alameda County fronts on the bay of San Francisco for a distance of thirty-eight miles, with an average width of twenty-five miles, extending to and beyond the summit of the Contra Costa hills, comprising numerous beautiful valleys, besides the broad Alameda Valley, which last is bounded by the waters of the bay on the one side and the Contra Costa hills on the other, and is one of the richest and most fertile valleys in the State.



IVY-COVERED SOUTH HALL, ONE OF THE OLDER BUILDINGS OF THE UNIVERSITY OF CALIFORNIA

“The principal stream is Alameda Creek. There are other creeks crossing the county and emptying into the bay, two of which furnish water for the city of Oakland. The country around Hayward is one of the great fruit-raising regions, many millions of pounds being shipped annually.

“The soils immediately along the bay in Alameda County and the marshes formed by the overflow are heavy, but very fertile when reclaimed. Then comes a broad belt of rich, black adobe that is crossed by deposits of alluvium made by shifting channels of streams running down from the Coast Range. In the Niles region are lighter loams. About Livermore are uplands, bench, and valley lands. Between the latter two classes the variation in potash, lime, and phosphoric acid accounts for difference in grape crop.

“Mission San Jose is characterized by gravelly, upland, adobe soil, and was evidently chosen by the padres of the old Spanish Mission for its exemption from frost, caused by its slight elevation above the surrounding valleys.

“The Pleasanton section consists of agricultural and grazing lands. The soil is a very rich sediment, producing hay, grain, potatoes, hops, and beets in abundance. At Alvarado the surrounding country is a fine farming and fruit region, and gardening and dairying are largely carried on. The fertile, alluvial soil is adapted to fruit growing.

“Alameda County was among the first in California to begin the planting of orchards and vineyards. The county is divisible into three sections—the cherry district, the apricot district, and the vineyard district.

“In Alameda County are the largest currant farms in the United States. The size of an average currant farm varies from twenty to forty acres. Local canneries pack a great number of cases of this fruit, and thousands of chests of currants are shipped away each year.



THE HOTEL CARLTON. BERKELEY IS WELL PREPARED FOR THE TRAVELLERS OF TODAY AND OF FAIR YEAR

“Almonds, chestnuts, English walnuts, pecans, beechnuts, and hazelnuts are extensively cultivated.

“Alameda is a vegetable-producing county. The profit in peas, potatoes, tomatoes, rhubarb, asparagus, and several other vegetables is large. Many acres in this county are planted in tomatoes. It is not unusual to find 100 acres of tomatoes growing upon a single farm.* The potato crop is of increasing importance. The best soil will produce from seventy-five to eighty sacks to the acre, although record yields of 150 sacks have been produced.

“The growing of peas for canning has assumed importance. The output of the San Leandro cannery, located in this county, has reached as high as 1,200 cases per day, and three and one-half tons of peas have been grown upon a single acre.

“The average annual output of salt recovered from San Francisco Bay, in Alameda County, is very large, including both coarse and fine salt.”

Berkeley and the Exposition.

No other city about San Francisco Bay will be benefitted more than Berkeley, in proportion to population and value of assets, by the Panama-Pacific International Exposition.

The selection of the site is exactly right for advancing the material interests of this community. The location of the main part of the great fair at Harbor View, San Francisco, is a boon to all of Alameda County, and in this Berkeley shares richly. The grounds will be reached from this city, by means of rapid trains and swift ferry steamers, as quickly as by trolley cars from the non-central parts of San Francisco.

The result will be that many employes as well as thousands of visitors will



THE HOTEL CLAREMONT, OVERLOOKING THE PICTURESQUE DISTRICT THAT BEARS ITS NAME, NOW BEING BUILT. THIS WILL SOON BE ONE OF THE WEST'S FAMOUS HOTELS

make their homes here. They will go direct by boat to the entrance of the exposition.

From the hillsides of Berkeley the brilliant courts of honor, the foreign concessions and the magnificent buildings of the various states will be clearly visible, day and night.

This exposition, to which California invites the world, will open February 20th, 1915, and will close December 4th. It will be pleasant weather most of that time, the semi-tropical climate of California assuring a delightful welcome to all visitors.

Berkeley joins with the rest of California in extending to you an invitation to visit the exposition. That it will be a magnificent triumph is assured.

The exposition will serve to worthily mark and celebrate the completion of the Panama Canal. Upon the selection of San Francisco by the Congress and President of the United States as the Exposition City, a fund aggregating more than \$17,000,000 was provided through appropriations by the city of San Francisco, the State of California and the subscriptions of private citizens.

The site chosen for the exposition is composed of 600 acres along the northern edge of San Francisco, facing the bay, and adjoining the federal military reservation, the Presidio of San Francisco, with its parade grounds and forts. The site extends even beyond, following the shore of the Golden Gate to a spacious city park that reaches almost to the Cliff House and Seal Rocks on the Pacific Ocean. Never before was there so magnificent a setting for an international exposition, so commodious a site for the accommodation of the nations of the earth.

At Harbor View the main edifices will be arranged in the form of imposing courts in which the products of the world may be displayed. These courts will be architecturally harmonious.

After a day among the bewildering marvels of the exposition you will appreciate and enjoy the delightful repose of your quarters in Berkeley, and soothed by a night's rest you will be recuperated and eager for another round of exposition sight-seeing.

The reader of this who is thinking of visiting California in 1915—or before or after—will find it advantageous to address The Bureau of Information of the Berkeley Chamber of Commerce, for further particulars.

Hotel Accommodations.

Berkeley has sufficient hotel accommodations for the present, and plans are maturing for taking care of those who are expected during the crowded years of the immediate future.

The latest hostelry to be completed is the Hotel Shattuck. The Hotel Carlton is another spacious establishment. Work is progressing on the Hotel Claremont, which overlooks the picturesque district that bears its name.

Apartment houses and family hotels take important rank in this city by reason of their completeness and general attractiveness. Of these Cloyne Court is a pleasing example. There are also the Berkeley Inn, the Mansions, the Morse, Northgate, El Granada, Alta Vista, Bon Air, the Studio, the Brooks, Gray Gables, the Heywood, Edlington Court, Lafayette, Castle Crags, Barker Block, the Morrill, Oxford, and many other commodious places.

Not All For Farmers.

In this book an attempt has been made to get the attention of all classes of desirable people. The appeal of the soil is primarily the lure upon which California depends in securing new settlers, to be sure, but Berkeley is so situated that business men of all callings, even if they do not have their business headquarters in Berkeley, may conveniently reside here and pursue their vocations in any of the cities about San Francisco Bay.



THE UPLANDS. BERKELEY HAS MANY EXAMPLES OF ARCHITECTURE, MODEST HOMES AS WELL AS PRETENTIOUS, WHICH HAVE ATTRACTED GENERAL ATTENTION

Additional Information.

The reader will observe few statistics are given concerning bumper crops, phenomenal yields, marvelous growths of fruits, vegetables and trees, the financial and industrial prosperity of the state. If you desire to know the particulars of these things apply to the secretary of the State Board of Agriculture at Sacramento, to the California Development Board at the Union Ferry Building in San Francisco, and to the Sunset Magazine Homeseekers' Bureau, 460 Fourth Street, San Francisco, or the other Sunset bureaus.

Remember the Invitation.

This message is sent that you may be informed concerning a city which offers valid advantages as a residence. This home character was stamped on this locality before the gringo came. The early Spanish settlers chose this as the seat of their habitations. Even in prehistoric times this region was a favorite camping ground. It is evidenced by the discovery of Indian mounds in this immediate vicinity. In no other part of the bay region are there so many signs of aboriginal occupancy. The autochthonous tribes were absolutely free to pick and choose—the entire country being open to their selection—and it is patent that by coming here in such vast numbers they evinced full appreciation of the advantages of this locality. Moved solely by considerations of personal comfort as measured by climatic conditions, and having no other object to be conserved, they made this place the center of population. They swarmed upon the area now the site of Berkeley.

The present inhabitants of Berkeley confirm the judgment of their discriminating predecessors. You are welcome to come and participate in the pleasures of living in Berkeley.

THE PLEASANT CITY OF BERKELEY

For further information write
T h e S e c r e t a r y
THE BERKELEY CHAMBER OF COMMERCE
B e r k e l e y , C a l i f o r n i a



THIS MAP SHOWS BERKELEY'S STRONG POSITION AS A COMMERCIAL CITY, AND ITS CHIEF TRADE ROUTES

Any representative of the Southern Pacific Traffic Department noted below will be pleased to furnish further information, including railway rates and service.

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E. E. WADE, Ass't General Passenger Agent.....	San Francisco, Cal.
H. R. JUDAH, Ass't General Passenger Agent.....	San Francisco, Cal.
F. C. LATHROP, Ass't General Passenger Agent.....	San Francisco, Cal.
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T. J. ANDERSON, General Passenger Agent, Sunset Central Lines.....	Houston, Texas
JOS. HELLEN, Ass't General Passenger Agent, Sunset Central Lines.....	Houston, Texas
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GEO. F. JACKSON, Ass't Gen. Pass. Agent, Sonora Ry., and Sou. Pac. of Mexico.....	Guaymas, Mex.
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G. W. ROBERTS, D. P. Agent, O.-W. R. R. & N. Co.....	Astoria, Ore.
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E. A. MITCHELL, Agent.....	Berkeley, Cal.
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G. R. HACKLEY, General Agent.....	Avenida Juarez, No. 12, Mexico City, Mex.
L. L. DAVIS, Commercial Agent.....	221 Grand Ave., Milwaukee, Wis.
F. H. CARTER, District Passenger Agent.....	25 South Third St., Minneapolis, Minn.
L. H. NUTTING, Gen. Eastern Passenger Agent.....	1, 366 and 1158 Broadway, New York, N. Y.
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PAUL L. BEEMER, City Agent.....	2514 Washington St., Ogden, Utah
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A. J. POSTON, Gen. Agent, Washington-Sunset Route.....	905 F St., N. W., Washington, D. C.
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THE LE CONTE OAK, THE CHIEFTAIN TREE IN THE FAMOUS GROVE ON THE GROUNDS OF THE UNIVERSITY OF CALIFORNIA.



BERKELEY



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