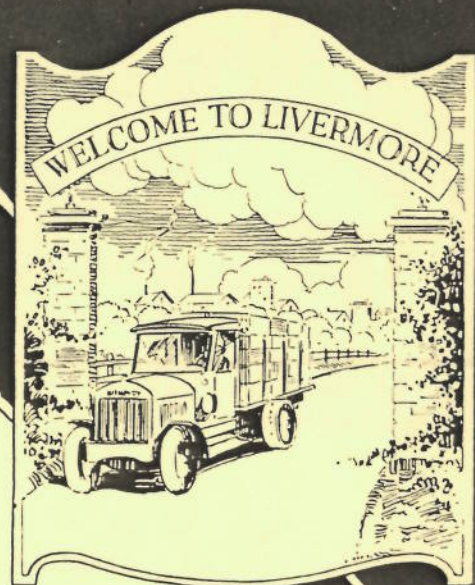


LIVERMORE CALIFORNIA

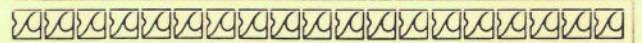
BETWEEN THE SEA
AND THE SAN JOAQUIN

*"The Home of Health
and Industry"*



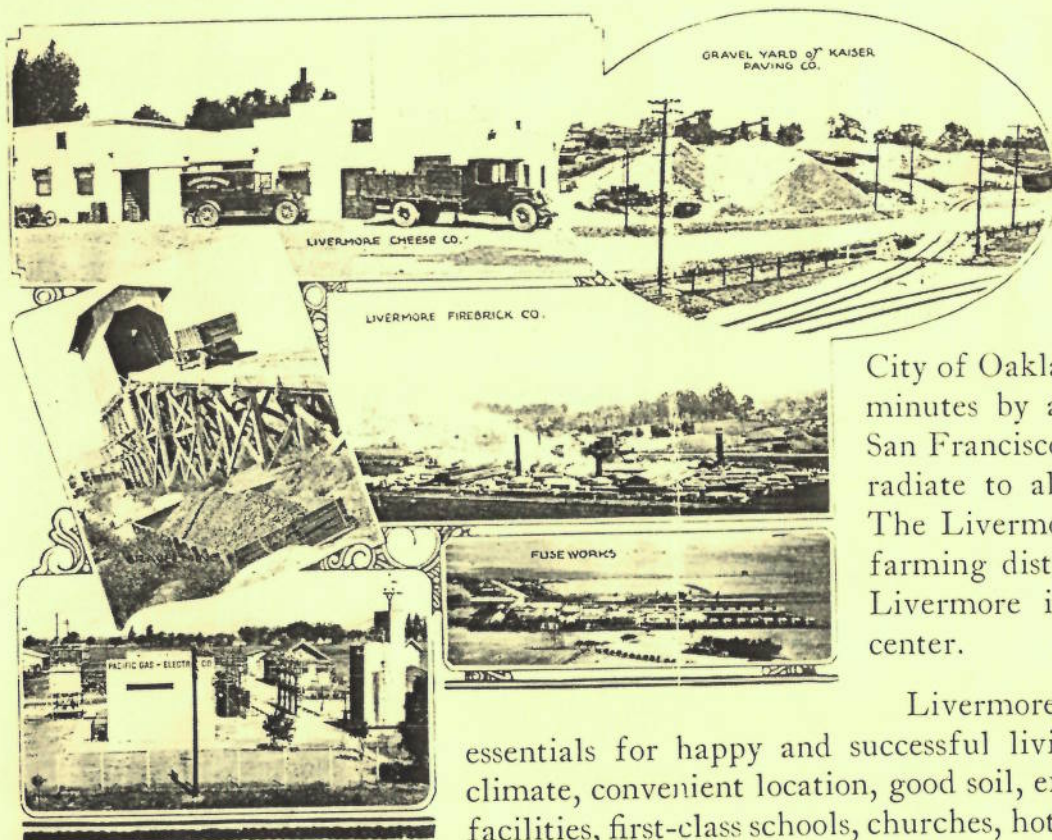
Prosperous and
Growing Community
Where
Factories from
Crowded Cities
Find Ideal location

LIVE LONGER IN LIVERMORE



REPLICA OF A 1927 LIVERMORE CHAMBER OF COMMERCE BROCHURE

Published by Chet Fankhauser as a project for the
Lincoln Highway Museum Restoration Fund of the Livermore Heritage Guild



Livermore, Why and Where—Situated on the Lincoln Highway, the town of Livermore lies just thirty-four miles east of the

City of Oakland, and is just fifteen minutes by air-mail route from San Francisco. Concrete highways radiate to all parts of the State. The Livermore Valley is a fertile farming district, and the town of Livermore is a thriving factory center.

Livermore has the greatest of essentials for happy and successful living—namely, equable climate, convenient location, good soil, excellent transportation facilities, first-class schools, churches, hotels, civic and fraternal organizations.

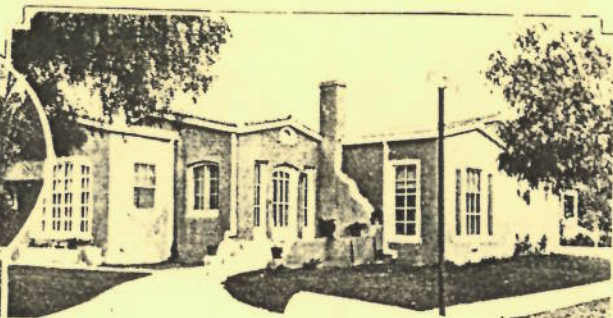
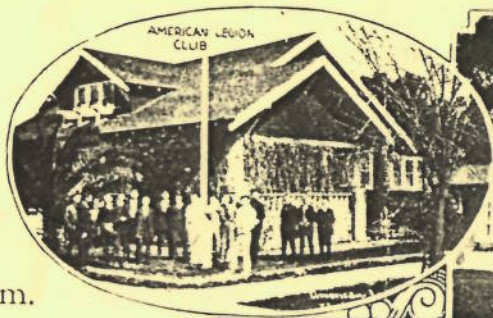
The Livermore Valley, 485 feet above sea-level, "between the sea and the San Joaquin," lies west of a range of mountains that separate it from the heat of the interior. It seldom has fogs, yet the nights are always cool, and hot weather rarely lasts longer than three days in succession. The mild climate of Livermore, therefore, has great attractions.

Indeed, many of our early pioneers came here to seek health, and having found it, remained. Great sanitariums now established have given Livermore its national reputation, particularly for people with asthmatic and bronchial trouble. The following are the four institutions:

THE LIVERMORE SANITARIUM is a private institution for the treatment of nervous and mental diseases, with accommodations for eighty-five patients. Its extensive grounds and massive buildings make it one of Livermore's many attractions.

THE ARROYO SANATORIUM, nationally famed county hospital, is located in the foothills of the Livermore Valley, five miles south of town. It has accommodations for about two hundred patients, adults and children.

The Del Valle Farm is an institution for delicate and under-nourished children and adjoins the Arroyo Sanatorium.



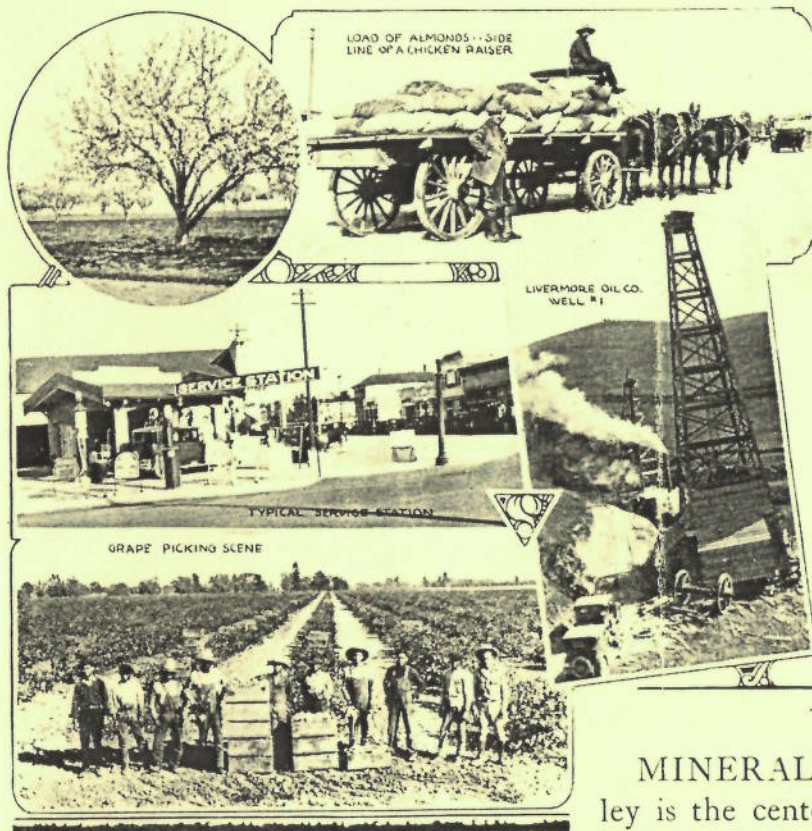
THE UNITED STATES VETERANS' BUREAU HOSPITAL, NO. 102, for the care of tuberculous war veterans, is located in the hills, five miles south of Livermore. It was erected in 1924 by the United States Government. It has several great fireproof buildings and commands an extensive view of the Livermore Valley.



THE ANNUAL PAY ROLL of these four institutions exceeds half a million dollars and means much to the steady prosperity of the town.

TRANSPORTATION FACILITIES: Livermore is splendidly situated so far as transportation is concerned, having two transcontinental railroads, the Southern Pacific and the Western Pacific, that parallel each other closely in passing through the valley. In this way Livermore not only has excellent competing passenger service, but her shipping facilities for freight are not excelled by any inland town. There are approximately five miles of trackage within the city limits serving the industries now located here. The distance between these two carriers is about two hundred yards, and suitable vacant land lies between them for almost any industrial purpose. Rapid transportation of freight is also furnished by auto trucks. The California Transit Company is furnishing excellent dependable passenger service by auto stage to all parts of the State.

WATER, LIGHT, AND POWER: The Pacific Gas and Electric Company furnishes excellent and entirely adequate service of electric light and electric power at exceptionally low rates. It is always a little ahead of the growth of the community. Its local manager will promptly answer any inquiry concerning rates for residence, farm, or factory. The water supply comes from deep wells and is absolutely dependable.



Statistics compiled by the Livermore Chamber of Commerce for the year 1926, give an idea of the resources of the Livermore Valley. The following covers only carload shipments made by the railroads:

PRODUCT	CARLOADS	ESTIMATED
		VALUE
Gravel	7,025	\$ 575,000
Magnesite	300	550,000
Grain	262	275,000
Hay	702	105,000
Brick	450	250,000
Livestock	200	75,000
Grapes	100	80,000
Miscellaneous	400	200,000
Safety fuse	100	750,000
Total	9,539	\$2,860,000

MINERAL WEALTH: The Livermore Valley is the center of a highly mineralized territory. The mountains to the southeast contain the largest magnesite mines in America, producing a high grade

product used extensively in plaster and stucco work and in the manufacture of high grade wallboard. The average yearly production is 15,000 tons, valued at \$650,000. Red shale, used in the manufacture of linoleum and fireproof shingles, is being mined at the rate of 2,500 tons per year. This same range also contains deposits of manganese, chrome and quicksilver, all of which are capable of greater development.

The rim of hills forming the eastern boundary of the valley is underlaid with great beds of coal that have been mined for years, but now are temporarily closed. Indications of gas and oil were found in these hills, and at present five wells are being drilled for oil, with excellent prospects of success. The same locality contains large beds of the finest sand and clay for the manufacture of glass, firebrick, tiles, and terra cotta.

The production and transportation of our mineral wealth as outlined above, afford employment to hundreds of workers. The rich gravel beds of the district are yielding a superior grade of sand and gravel, the companies operating here producing an average of 17,000 carloads per year. The annual pay rolls of these mineral industries aggregate \$600,000 a year.

Manufactures:

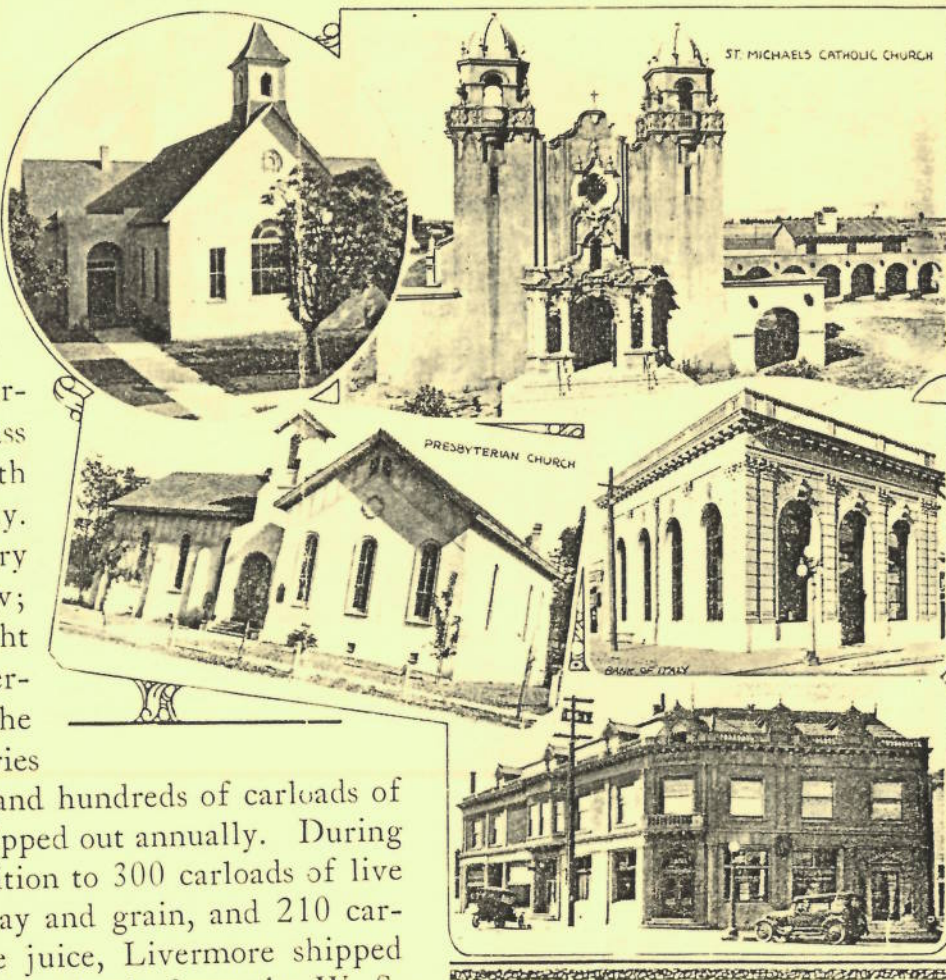
Livermore, served by two transcontinental railroads, undoubtedly offers the best industrial sites of any inland section in California. Its climatic conditions for factory work cannot be surpassed. It has a higher class of labor, being on a par with that found in any large city. The price of land for factory locations is extremely low; acreage tracts can be bought at prices lower than the average building lots around the

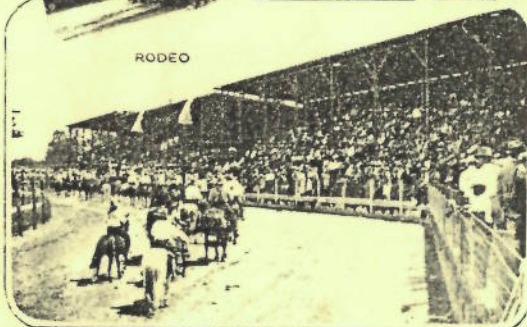
Bay shore. Several industries

are located in Livermore, and hundreds of carloads of Livermore products are shipped out annually. During 1925, for example, in addition to 300 carloads of live stock, 1,400 carloads of hay and grain, and 210 carloads of grapes and grape juice, Livermore shipped 17,000 cars of gravel, 614 carloads from the W. S. Dickey Clay Manufacturing Company of enameled faced and firebrick, and 225 carloads of high grade safety fuse from the Coast Manufacturing & Supply Company. The Livermore Cheese Factory, shipping large quantities of cheese daily, supplies nearly half of the cheese consumed by the Bay cities.

The Coast Manufacturing & Supply Company, located in Oakland in 1867, moved to Livermore in 1914 in order to secure larger, better, and safer factory conditions. The plant occupies twenty-five acres, and manufactures 200,000,000 feet of safety fuse each year for mines and other purposes. What this company has accomplished in establishing its plant in Livermore might prove an incentive to many other manufacturers seeking a Western factory site.

Livermore's industrial plants draw their workers from a contented group of home-owning families who live in ideal surroundings amidst all possible agricultural, commercial, educational and climatic advantages.





*L*ivermore's Products: The chief products are hay, wheat, barley, grapes and grape juice. Farming, truck gardening, cattle and sheep raising, dairying and poultry are also important industries.

Livermore hay is famous. It has been shipped thousands of miles on account of its quality as feed for high grade stock, especially race horses. The yield is from one to three tons per acre without irrigation. Approximately,

ten thousand tons of hay are handled by Livermore warehouses each year.

Wheat and barley yield from twelve to twenty sacks per acre. Drought-resisting varieties have been successfully developed. The local warehousemen handle 350,000 sacks of grain each year. A grain elevator to

handle 220,000 bushels is a great convenience to the farmers of the valley. Cattle and sheep are raised in large numbers. Two hundred carloads of grapes and grape juice are shipped each year to Eastern markets.

Milk and cream are being produced in steadily increasing quantities. The Livermore Cheese Factory is stimulating this development. This factory is shipping large quantities of cheese every day to the Bay cities, where the demand is constantly increasing.

THE POULTRY INDUSTRY: The Livermore Valley offers exceptional opportunity to the poultry man. Its wonderful equable climate, remarkably cheap land, ample water supply, high grade stock, cheap feed, and unequalled market facilities insure success for any industrious man who has a fair amount of capital, and who wishes to enter the poultry business.

*S*chools: Livermore has good schools. Its elementary and grammar school, occupying two whole blocks near the center of town, is housed in a thoroughly modern building of sixteen rooms, all but two on the ground floor. A superintendent and staff of fifteen teachers are employed. Livermore has a public school enrollment of four hundred children.

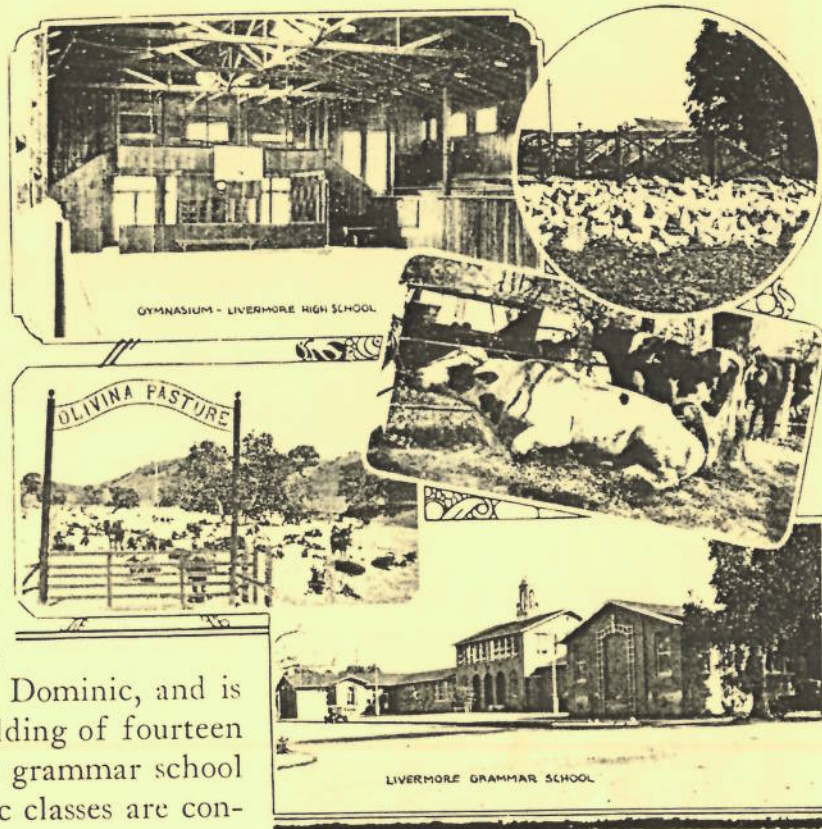
St. Michael's Academy, with an attendance of one hundred and sixty pupils in all the grades, is in charge of five Sisters of the Order of Saint Dominic, and is housed in an up-to-date concrete building of fourteen rooms. In addition to the complete grammar school course of studies, music and domestic classes are conducted by the Sisters.

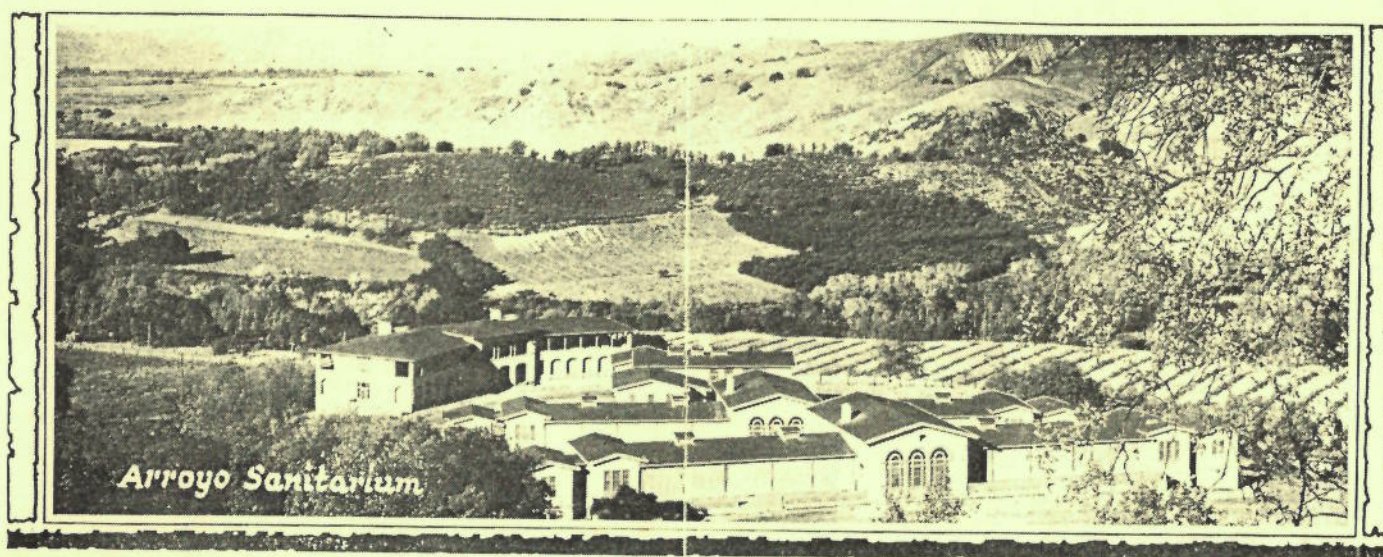
The Livermore High School has a high rating at the State University. In addition to preparatory courses for college, the high school offers commercial branches. No school of its size offers its boys more opportunities for industrial work. No better training is given anywhere in high school commercial branches. Besides the principal, there are nine assistant teachers for the one hundred and sixty-five students enrolled.

The Livermore High night school offers education to adults. Classes are organized each winter in naturalization and other subjects.

WELFARE ORGANIZATIONS: Members of the Methodist, Presbyterian, and Catholic churches will find active religious centers here. The three churches are splendid edifices. The membership, as everywhere else, works for the welfare of the community. Christian Science services also are held regularly.

Two troops of Boy Scouts and a busy group of Camp Fire Girls meet regularly under wise guidance. The American Legion, together with an active Woman's Auxiliary, is a thriving organization with its own clubhouse. Practically all the leading fraternal organizations of citizens of the United States are here represented. Livermore's free public library and park are the pride of the town.





A Band of Twenty-three Members, handsomely uniformed, has been organized through the night school and does credit to the community as the Livermore Band. It meets at the high school Tuesday and Friday evenings. New members with musical talent are always welcome.

RODEO: The Livermore Rodeo, held for three days over the Fourth of July, offers Wild West sports of riding, roping, and racing, and is an exciting spectacle that annually attracts over 20,000 people. All visitors to California in the summer time should set aside one day at least to see this exemplification of the activities of the California rancho in the "Splendid Idle Forties."

LIVERMORE, A GROWING COMMUNITY: Livermore is a live town with good stores, hotels, two good weekly papers, public library, and banks. Post Office business indicates a community growth of 120 per cent in the last ten years. Fourteen hundred motor cars are registered in the valley. Livermore is noted for its fine community spirit. The business men have their Chamber of Commerce and the Lions Club; the women have their Womens Improvement Club and Parent-Teachers' Association; while the young men of the town have their band, the National Guard Artillery Battery, and the basketball and baseball teams.

Livermore invites those who wish to take up active work in the industries by offering such attractions as her climate, location, and other advantages.

Livermore invites those who, after a strenuous life elsewhere, wish to spend their remaining years in California. Here they will find life placid and interesting, in a sunny valley between the sea and the San Joaquin. Come, you will "*Live Longer in Livermore.*"

For more detailed information about Livermore and its opportunities, write Secretary Chamber of Commerce, Livermore, California.