

Possible Business.

The Pacific City Contracting Company.

The P.C.C. is what its name implies - a Company to make all kind of contracts which it will carry out itself, or will lease, or subcontract with other Companies, or individuals to carry out.

The basis of the Company's business is to sell 100,000 resident lots in series of say 500 at a fixed price, starting the 1st series, say at \$50.; the second at \$100.; the 3rd. at \$150. etc, etc.; the rule to be that the first person ready to build to have the first choice of any lot not built upon; and that 67% of all moneys received from lot sales to be used by the Company to improve Pacific City Site, or otherwise to benefit the home builders. (see details List D.).

The 33% reserved for profits by the Company

are estimated to be sufficient, ^{to} give \$5.500 for each \$100. invested in the Common Stock, and three times that amount, or \$16.500 for every \$100 paid for the preferred stock offered in the subscription paper herewith submitted.

The inducements (see List D.) are so exceptionally attractive for home builders that the 100,000 lots should be sold within the ten years next following the building of the first residence on Pacific City site. It is the intention of the founder to buy a block of 48 lots (600' x 300') and to build a \$4,000 home as soon as Company is fully started for business. Every Director of the Company should be required to buy, at least, four lots (100' x 150') and to build a home thereon to cost not less than \$2,000 and 25% of his salary should be retained by the Company for this purpose. Every Anglo-Saxon employe of the Company,

in Sinaloa, should be required to buy, at least, one lot (25' x 150' and to have a house built at a cost not less than \$1,000; and 25% of his wages should be retained for that purpose.

To encourage persons to quickly build 25 houses on Pacific City site there is a premium (see List D.) of $1\frac{1}{2}\%$ set aside from the total sales of 100,000 resident lots to be equally divided between them. This will pay them back eventually several times the cost of their lots and homes. The builders of the next 75 homes are to receive $\frac{1}{2}\%$ of one per cent; and the following 400 home builders 1% of the total fund of 3% set aside from the total sales of said 100,000 lots.

As soon as 500 homes are built, Pacific City will take out its Charter of incorporation under Mexican laws, and from that time its advancement will be rapid, assisted in every way, as it will be, by the P.C.C.C.

The factory, Department Store, and other industrial sites are to be leased to manufacturers, merchants, and others, for ten years, at nominal rents; and after these leases have expired, these sites are to be turned over to Pacific City Corporation, and after that, leases for the same will be made by that Corporation, but for rentals not to exceed 50% for what ground rents are to be had, in like populations, in the United States.

A great sea-port town site was never before owned, laid out, and offered for settlement by an incorporated Company; and there was never before a plan suggested that had as many inducements to offer to home builders as this Company has at Topolobampo. To have a City controlled with regularity, system and economy, it must be taken under a strict business management at

The start. All cities heretofore, like Topsy, "have just grown." Denver, Colorado, which was the western terminus for the Kansas Pacific and the depot of distribution for the supplies for the mines lying to the westward, from a barren plain rose to be a first class City within ten years from its start and had Street Cars, water works, gas plant and every convenience known to Civilization. All this was brought about simply by making the locality a place to dump the supplies to and from the mines.

Everything was done without order, or forethought - it was a scramble with persons to get new homes and better business. Pacific City has many times the mining inducements back of it that Denver had, and many more agricultural resources, and besides it is to be

a great seaport for trade of North America with all the Pacific worlds.

Pacific City site has been laid out on a more attractive and generous scale than heretofore has been attempted; and this is the first time that a Company has been formed to assist persons into employments and to get their own homes at the least possible cost and in the quickest time. Pacific City site has an exceptionally pleasant and wholesome climate for both winter and summer residence; has the finest of beaches and Ocean surf for bathing; and safe and interesting waters for boating, oystering, crabbing, and fishing; while its back Country has the richest and most varied resources of any equal area in the world. When we add to these advantages the fact that Topotzampo Bay is a Mountain locked harbor big enough to give safe

anchorage for all the vessels in the Pacific,
and that it is quickly to become the ter-
mini for two great railroad systems—
one East and West, and the other North
and South— it can reasonably be claimed
that the P. C. C. C. can offer to home build-
ers the greatest number and the most
varied employments and pleasures
that any Company ever had to offer in
a like enterprise.

The P. C. C. C. is organized to make mo-
ney for its shareholders, and is strictly a
business Company; but it is mindful of
the fact that it is only by catering to the
up-to-date demands of home Builders
that it can make big profits quickly and
without the fiction and expenses which
are usually experienced in underta-
kings of this kind. With this purpose in
view, the Company will give employment
where and whenever possible, to the home-

builders; will improve and plant trees on
The Streets, put in water, electricity, gas,
Tramways, Public Buildings, Hotels, Res-
taurants, Halls, Market Houses, libra-
ries, Normal-Industrial Schools, etc., and
will pay for the same, in part, by using
what is known as "the unearned incre-
ment"; and in part, these public im-
provements, buildings, and conveniences
will be paid for by Pacific City Corpora-
tion itself. This plan will start Pacific
City Corporation solidly upon a business
basis for home rule for home builders
at home. That is to say the P.C.C.C. will
do for Pacific City, what The London County
Council is now doing, under great diffi-
culties and at enormous expenses, for
London; what the City Councils of Glas-
gow and Manchester largely have done
for their respective Cities; and what
Chicago and New York want to do but

can't do, for their Citizens.

The P. C. C. Co. will be the Contractor to build all residences on Pacific City site, wharves, storehouses, factories, smelters, foundries, etc., etc. The Company will be the Agent to supply all kind of building materials, and it will be the purveyor to furnish all household supplies and furniture, as well as everything used for mining, agriculture, shipping and manufacturing. By this plan of having one Company thoroughly organized to furnish the material, and architects, artizans, etc., to build all the houses and to do everything necessary to start the entire City there will be forethought, perfection of details, and Economy. Every house will be well built, will be fire proof, and will be built with a consideration of harmony with other structures in order to give pleasing Architectural effects.

The P. O. C. C. will be the Contractor to furnish all kind of labor, common and skilled, white, black, yellow, brown; Architects, Civil Engineers, Bricklayers, Masons, plasterers, paperers, decorators, farm laborers, Mine and Mill hands, Cotton pickers, rice Cleaners, Tea growers, house servants, etc. etc. To do most of the household service and common labor in the fields and factories and upon railroads, etc., the Company will bring from Japan, under contract to labor for seven years, a thousand families at a time. Mexico will give especial encouragement to Japanese because they are industrious, sober, and reliable, and because they come with their families to settle permanently and to become citizens. The Japanese Government favors the immigration of its people when and where they are to be personally benefitted, because the Japanese islands are over crowded with their 43 millions of people who are too rapidly

increasing for comfort. These best of laborers, factory and farm hands, house servants, etc., can be had by the Company, under Contract for \$20. (Mexican = \$10. U.S.C.) per month for seven, or more, or less years.

They can be brought in groups of 1000 families, in Chartered Steamers, from Tokio direct to Topolobampo, for say \$25. per family, and can be distributed among the farmers, manufacturers, house keepers, at the same rate of wage the Company contracts to pay them, plus 10% a year for the Company's services in obtaining them and watching over and caring for them; together with the agreement that 25% from the wages of the laborer be paid the Company until his passage money is refunded and he has paid say, at least, \$200. for a suit of living rooms in the Apartment Block which the P.C.C.C. will build and furnish after consulting fully

with these people in regard to the manner they wish to have their homes built.

By using this same class of labor, by buying everything for cash in large quantities, and by the system and economy that follows concentration and experienced management, the P. C. C. C. can erect fire proof, stone, brick, and tile Apartment houses, each covering a block 600' x 300' = 4 acres, 3 stories high, put in great common baths, parlor, kitchen, dining room, library, Childrens play Courts, fountains and flower gardens, etc. etc. for 500 families; and give to each family a separate, private, and distinct living suit of rooms that will not lack for space and light and home snugness, at less cost than was ever before done.

By providing cheap and comfortable passage for these Japanese, who greatly desire to seek their fortunes in Mexico, but who have been unable owing to

The want of passage money and proper organization to assure them employments, the P. C. C. C. will be doing a very commendable work, while at the same time it will be furnishing itself with an unlimited supply of the very best labor that can be found in the world to open up the varied industries needed in a heretofore neglected zone of Continent. It must not be thought for a moment that the P. C. C. C. has an idea to keep these people under contract to serve longer than seven, or ten years, at most, which is time only sufficient for them to get acquainted with the English and Spanish languages, to learn a trade, to establish themselves in their own private homes and to become Citizens in Pacific City; the P. C. C. C. all the while seeing that they are properly treated and paid.

With this capable, willing and cheap labor the Company will be greatly facilitated

to directly, or through other Companies, and individuals, to open up large Sugar, Cotton, rice, tobacco, corn, and also fibre-plantations, and to erect Cotton and sugar mills, and cordage and paper factories, etc. etc. There will be 20,000, or more, of these people who will be needed to complete railroads across and into the Sierra Madre and on the railroads running north and south through Sonora and Sinaloa, as well as many thousands of others to open up the mineral wealth of these two States. These can all be furnished by the P. C. C. and all housed permanently and well in Apartment Blocks in Pacific City.

It will be profitable also for the P. C. C. to bring and establish on Pacific City site special Japanese and their manufactures of lacquer wares, China, bronzes, silks, etc., and, also, from India to bring the rug weavers, the ~~stone~~^{stone} lace carvers from Agra; the tea growers and curers

from Ceylon, etc., etc.. All these products have an immediate and constant demand in Mexico and the United States.

It should be understood that Pacific City site is to become, as soon as a section of 50 miles of railroad is opened for traffic, a new basis to supply a zone of Continent as large as the whole State of Texas, which is without manufactures or a general depot for assorted supplies; therefore tin shops, sash and door, shoe and glass factories, foundries, machine shops, blacksmith shops, wheelwrights shops, smelters, shipyards, brick and tile yards, potteries, China kilns, fisheries, Canning Establishments for fish, oysters, Schrimp, and vegetables, will cater to an immediate and urgent demand from 250,000 people, and not one of these industries but that would pay 50% on

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its investment at the start. The P.C.C.C. will present these facts to manufacturers of all sorts, and will attract and assist them to settle on Pacific City site; and to this end the Company can offer the following inducements: 1st. Lease of lands for Mills and Shops, etc., free for ten years; 2nd, Exemption from taxation, local, State and Federal, for ten years; Contract labor for seven years at prices less than one half they have to pay in the United States; 3rd. Cheaper fuel by 50% than they have to pay in the United States; 4th, The most pleasant and wholesome climate winter and summer, to be found in North America; 5th Direct touch with Pacific Ocean vessels, and railroad transportation across and in Mexico that is low, and regular, and is guarded by the Government in the interest of all patrons; 6th. A large and ever increasing

market for their wares.

If the P. C. C. itself, becomes the owner and operator of all, or any, of these industries, it can issue separate and distinct bonds for each separate and distinct mill, factory, or plantation, so that each industry will stand upon its own bottom independent of the others. This would keep each line of investors separate and distinct, and the person holding the largest number of bonds in anyone of the industries would naturally be the person to put in direct charge of the same.

On Pacific City Site the Company has building stone (porphyry) in sufficient quantities to build the City entirely of stone; also, the best of brick, tile, and potters clay; sand for glass and mortar; and gas for fuel and lighting. Lime stone is abundant within 45 miles; timber, granites, sand stone and marble will

come from the Sierra Madre on the rail-
road now building; while the Pacific Ocean
is a direct and the cheapest of highways
from the cheap markets of India, China,
and South America. These supplies on
our lands, and close by, and within quick
and cheap transportation, taken together
with the labor that the P. C. C. C. can com-
mand, will give unprecedented advan-
tages to build and furnish residences
and Public Buildings for 25% of the price
that the same would cost in the United
States. Again, there is not any frost or
snow or severe weather to contend with
on Pacific City Site, and this, also, assists
greatly in the economy of building and in
sheltering the laborers temporarily in tents
and brush houses.

One hundred miles North of Topolo-
bampo lies the largest and richest bed of
Anthracite Coal ever found outside of

Pennsylvania. This is now being mined, and, it is said that the Southern Pacific R. R. Company intends to make Guaymas the greatest Coaling station on the Pacific. Topolobampo lies as near to these coal fields as Guaymas, has 400 miles advantage of sea travel over Guaymas; and while Guaymas has only $\frac{1}{2}$ a square mile of sheltered anchorage, Topolobampo harbor has $12\frac{1}{2}$; therefore, it may readily be seen that Topolobampo is destined by nature, to become the greatest Coaling station for the Pacific on our Continent.

The P. C. C. C. should become the sole purveyor of everything for the new zone of Continent to be opened up with the railroads from Texas, and North and South in Sonora and Sinaloa. It can do this by building a large Department

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Store on a block 600' x 450' and taking all kind and class of goods and supplies, at first, to sell on commission. The goods that are out of season and sold at the bargain counters, in all our large cities, can be largely shipped to Pacific City in time to be in full fashion and demand at first class prices. However, it is contended that the P. C. C. should keep its uniform rate of profit upon all line of goods, supplies, and services at 10% over cost, it being better to make small profits on a big business than big profits on a small business. It is the fact that the P. C. C. is to act upon this principle that will cause it to become favorably known in Mexico, Central, and South America, and will give it the control of this trade before there is a rival sufficiently strong to compete with it. Therefore

once started, it can be a picture for the next 20 years in these premises.

Sugar Cane plantations and mills are urgently needed at Pacific City site. Those who have made a study of sugar raising and manufacture in Hawaii, the United States, and Mexico, give Sinaloa a most important place. Refined white sugar can be grown and manufactured on Pacific City lands for from 1 to 1 1/2 Cents a pound and has a ready local sale of 8¢ to 11¢ per pound. Sugar Cane can be cleared and planted and a crop raised within 12 months from the start at a cost of \$20. per acre. Once planted it lasts seven years. From 30 to 50 tons of Cane to the acre are raised. China manufactures only one sixth of the Cotton goods that is people wear. Pacific City Site and adjacent lands offer

The best locality for growing and manufacturing this Cotton, as it can give cheap labor, cheap fuel, and ocean transportation to China.

Car shops, rail mills, and locomotive works to supply Mexico, Central and South America, and China and Japan with cars, rails and locomotives can be established with greater advantages on Pacific City site than anywhere on our Continent owing to cheap fuel, abundant supplies of hard and fine grained woods, inexhaustible supplies of hematite iron, cheap labor and ocean transportation to and from all Pacific Countries.

A smelter for silver, lead, copper and gold ores would have "the Treasury house of Mexico" to depend upon for mineral; and cheap fuel gas, Anthracite Coal, "natural Coke", and mesquite roots, together with cheap labor, etc.

All kinds of vegetables, strawberries, melons, etc. grow to perfection on Pacific City site and its adjoining lands. There is great demand for these articles from incoming vessels, and from the miners which are now being located and opened in all sections of the Sierra Madre directly eastward. Likewise fowls, eggs, butter, cheese, goats, pigs, etc.; while alfalfa, hay and oats are needed to feed the animals used in hauling; therefore the P. C. C. C. should open truck gardens and farms at as early a day as possible.

Every kind of fruit raised in Cuba, Florida and California can be raised to perfection in Sinaloa. The Company should, at as early a day as convenient, lay out and plant say 6,000 acre orchards of figs, bananas, pine apples, oranges,

Lemons, limes, quinces, olives, pears, peaches, prunes, grapes, dates, Cocoanuts, Coquitos-nuts, pecan nuts, English walnuts, peanuts, etc. etc.

Counting one private residence to every four lots, or for every lot 100' x 150', there will be 25,000 residences in Pacific City. These at \$2,000 each would be \$50,000,000, and 10% on this would be \$5,000,000.

There are 150,000 people to be supplied, at once, from a general supply Department Store at Topolobampo. As soon as the railroad is built to the Mexican Central, and Topolobampo is made an open port there will be a million, or more, of people to cater for, at \$50. a head a year. This would give a profit of \$5,000,000.

If the Company ^{would furnish out} 10,000 Japanese labor-

-ens a year, for the various industries, in and around Pacific City site, this will bring in \$120,000 revenue.

The P. C. C. will, it is expected, see it to be of advantage to build its own steamers on Pacific City site and run them to all parts of the world, and would be greatly benefitted if it sent trolley cars into the mining and agricultural centers which will spring up near by, in order to keep the home builders on Pacific City site in easy touch with their occupations.

In conclusion, it is suggested that the P. C. C. lose no time in putting up a section of its Headquarters on Pacific City site, and that the Company take out special Charters under the Mexican Government to open a bank, and to attend to parcel and baggage express in conjunction with a general telephone business to near and distant places.

The Plan.List D.

In the first place, is that Pacific City site is laid out and approved by the Mexican Government before a house is built; and it is only to occupy the area set aside for City purposes, and therefore all details can be started and finished with forethought and economy.

Again the suburbs can be established and improved from the start so that they will ever be a source of health and gladness and not the eyesore and menace to wholesomeness and morals that they are in every City heretofore built in every part of the world.

The resident lots will be sold in series of 500. at fixed prices, giving the settlers ready to build the first selection of lots. The same plan of first choice to be followed with the leasing of the manu-

-facturing and store ~~and~~ sites; and with the farms.

These sales can be encouraged by a system of Agents, advertisements and illustrations, scattered in America, Europe and Japan, so that the entire business can be completed, accounts closed, and the Company discharged, possibly, within ten (10) years from all obligations to Pacific City.

In order to still further arouse an enthusiasm that will insure quick sales, rapid settlement, and an unprecedented hurry to build homes, the following is suggested:

1. Forty (40%) per cent of money received from the sales of resident lots, manufacturing and store sites and farms, to be used by the Company to improve Pacific City site and farms, and to relieve the settlers homes, and farms, and

shops from taxation.

2. - Three (3%) per cent to be divided between the first 500 settlers on Pacific City site who build homes that do not cost less than \$1,000 - to the first 25 home builders $1\frac{1}{2}\%$; to the next 75 home builders $\frac{1}{2}\%$; and to the following 400 home builders 1%.

3. - Three (3%) per cent to pay insurances to settlers in case of loss by fire, or storms; and in the case of personal injury, illness, death, or helpless old age, etc.

4. - Two (2%) per cent to establish Normal-Industrial Schools.

5. - Two (2%) per cent to establish a bank; and to give bounties, or prizes, annually, to settlers for the best houses, lawns, fruits, cereals, flowers, shade trees, articles of manufacture, etc., etc.

6. - Two (2%) per cent to inaugurate a model

seaside pleasure resort, including hotels and cottages.

7. - Five (5%) per cent to subsidize steamships to ply between Topolobampo and Japan, and other places.

8. - Three (3%) per cent to establish railroad terminals.

9. - Five (5%) per cent to construct necessary National and State public buildings in Pacific City and on the harbor, including light houses, buoys, range lights, Custom House, Post Office and Seaside Cottages for the President of the Republic and for the Governors of the Mexican States.

10. - Two (2%) per cent to establish a ship yard and to make a dry dock sufficiently large to repair the largest vessel in the Pacific.

11. - Three (3%) per cent to buy Los Tastes Ditch and its extensions to pay for the

lands, charter, and Concessions, and to reimburse, for expenses and losses.

The first Topolobampo Colonists, investors, and pioneers, et al.

12. - Thirty-three (33%) percent to go to The Pacific City Contracting Company.

N. B. This plan gives 67% from the land sales to benefit the settlers, and 33% to the Company. The settlers will understand from the first that the City site, farms, and Canal etc., are to be turned over to them and that the Company has nothing to say or do with them, or with these lands after 100,000 resident lots are sold.

This will make a rush for the City lots, and farms, and factory sites, etc., and will give quick and big money to the Company.