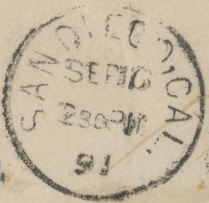


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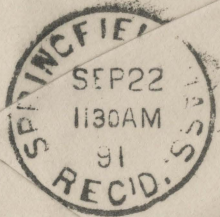


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MASS

Asmer P. MacKoon,

COUNSELLOR AT LAW,

1055 Fifth Street,

Richelieu Building,

San Diego, Cal.

acknowledged
may 7/91

28 Jan'y 1891

Dear Sir:

I wish to call your attention to a few facts concerning this city that are worth consideration; and it may be for your interest to investigate the matter. The city of San Diego had a phenomenal boom in the years 1886-7, and grew from a village of some 3500 to a city of about 20,000. The intrinsic merit of the city's location and the certainty of its future greatness seemed to dawn suddenly upon everyone. In the excitement that followed, the future was discounted, until outside properties, miles from any house, were cut up into city lots and sold at high prices, often to parties who had never seen them. The natural reaction followed, and lots became unsaleable at any price. Speculators lost heavily; the floating population fled; and business was demoralized. The depression was deepened by the financial troubles of the only railroad here, the Atchison, Topeka and Santa Fe, and the stoppage of its dividends, while it has been prolonged by the general stringency of the money market that involved the house of Baring Bros., and affected all financial centers. But the boom could not have arisen without a solid foundation of facts. Those facts still remain. They have sustained the city through the years of depression; and it is once more steadily and certainly moving forward. A careful study of the situation is convincing that the crisis is past, and that there is a certain and bright future for both city and surrounding country. The U. S. official reports show the climate of San Diego to be the best and most equable of any of which the Government has ever kept a record. The harbor is safe and ample, about 500 miles from the port of San Francisco upon the northwest and 800 miles from Mazatlan upon the southeast. San Diego is nearer than San Francisco to both Chicago and New York, while it is also much nearer the Sandwich Islands, Japan, Hong Kong and Australia. It is a natural port upon the shortest line of the world's great highway of commerce, and MUST grow in importance every year. The opening of the Nicaragua Canal will also add to the commerce of this port. But without remote conjectures as to the future, the immediate past and the present are encouraging for the investor. During the year 1890 a new era of progress set in; many miles of streets were paved and graded; many of the most elegant residences and most costly business blocks were built, or begun, and are now under construction; and five and a half miles of first-class cable road were constructed, at a cost of \$365,000.00, and are now in successful operation. The revival of activity is still greater in the surrounding country than in the city, and thousands of acres of new orchards and vineyards are being planted. And the area tributary to the city and port of San Diego is so vast that it is difficult to define or to comprehend. The stranger can scarcely grasp the great distances and vast areas covered by the familiar term "back country;" and only begins to realize its extent when he learns that San Diego county alone is larger than New Hampshire, Vermont, New Jersey, Delaware or Maryland, and larger than the states of Massachusetts, Rhode Island and Connecticut combined. But while a new era has begun, money is still close, and prices so low that valuable inside city property can be secured now by the investor at prices that will yield large profits within the next few years.

I am not a real estate agent and have no San Diego property for sale. In

my profession I make a specialty of private counsel, corporation business, drawing wills, the administration of estates and the management of funds for clients. For the loan or investment of funds I charge my clients only a reasonable commission and receive nothing from the borrower or seller. It is a safe rule that counsel should be paid by his own client and not by the other side. I will receive and loan or invest funds for clients, as they may prefer, but while the current rate of interest is quite high, even upon entirely safe loans, I think I can do still better for clients by buying property outright, while prices are just now so low; and I recommend that course except in cases where the interest is needed regularly for personal support. In the case of funds placed in my hands for investment in my discretion, I will, if desired, guarantee the principal and a fair rate of interest, net to the client, in consideration of my receiving one half of the profits realized over and above such principal and interest. Clients at a distance can send funds to me (in either large or small amounts) with the assurance that the same will be managed judiciously, safely and profitably for them. I have made a careful study of the situation, am conversant with the ownership of property and its value, have facilities for information that the ordinary investor can not have, and can save clients more than my commission. Correspondence is solicited; and I shall be glad to furnish full information as to the situation and outlook here. I refer, by permission, to the two leading banks of this city. The Consolidated National Bank, and the California National Bank.

I take the liberty of calling your attention to the matter at this time, because I believe NOW is the time for investment. I anticipate another boom, and upon a substantial basis, that will eclipse the last. I should be pleased to hear from you, and I remain

Very Respectfully Yours,

H. Curtis Rowley Esq
Springfield

Wesley R. McKoon

P.S. Dear Curtis
Above is copy of circular letter I am sending out to Eastern clients. I have prepared it with care not to overstate the facts. It will tell you where I am and the special lines of the profession I am now following. Hoping you are well, and many times a millionaire,

Very Truly yours

Wesley R. McKoon

Recd
Dec 16/91

Hosmer P. Mc Koon,

COUNSELLOR AT LAW.

1055 Fifth Street.

P.O. BOX 793.

Richelieu Building.

San Diego, Cal.

SAN DIEGO has a bright future. Judicious investments, made now while prices are low, will yield large profits. The real estate agent is employed and paid by the seller, and must, if honest, look out for the seller's interests. It is as important for the investor to have counsel as for the seller to have an agent. If you have funds, retain counsel who is familiar with prices and property to invest for you or assist you in buying or loaning. Charges reasonable. References. Investment and loan of funds a specialty. HOSMER P. MCKOON, Counsellor at Law, 1055 Fifth Street, P. O. Box 793, San Diego, Cal.

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