

A BUSINESS PROPOSITION WHICH IS TO BE ADOPTED OR REJECTED BY THE DIRECTORS OF THE PACIFIC CITY CONTRACTING & PURVEYING COMPANY.

The cash revenues which can be obtained by the Company if it lays out, improves and sells 100,000 Pacific City resident lots and leases, and sells 2,000 manufacturing, wharf and hotel sites, should not be less than _____ and these sales and leases can be encouraged by a system of agents, advertisements, and illustrated lectures, scattered in America, Europe and Japan, so that the entire business can be completed, accounts closed, and the Company discharged, so far as Pacific City Site is concerned, possibly within fifteen (15) years.

SOME SUGGESTIONS

In the first place Pacific City Site is laid out and approved by the Mexican Government before a house is built, and the plan is to fix definitely the area to be set aside for city purposes in order that details can be started and finished with forethought and economy upon the suburbs as well as in the center.

Again, the suburbs can be established and improved from the start so that they will ever be a source of recreation, 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, it is suggested, should be sold in series of say 480 (=10 blocks) at fixed prices, giving the settlers ready to build the first selection of lots. The same plan in selling or leasing, should be followed with the manufacturing wharf and hotel sites, and with the outlying farms that the company should acquire *in order to furnish* the vegetable, grain, fruit and meat supplies ~~for~~ the settlers who build on Pacific City Site.

The first series of resident lots should be sold at a fixed price of say \$100. per lot, and those buying in this series should not be restricted up to 48 lots, (one block = 4.15 acres) to each head of family.

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

1. Thirty-three (33%) per cent of moneys received from the sales of resident lots, manufacturing and hotel sites, and from farm and wharf leases, should be used by the company to improve Pacific City Site and farms, — to build market houses, schools, libraries, public halls, laundries, etc; to construct tramways, to furnish gas, electricity and water, to put in sewers and to improve ^{Suich, etc.} and to relieve the settlers' houses, factories, and farms from taxation to the amount that this revenue might be.

2. Ten (10%) per cent should be given, pro rata with the money spent for land and residence, to the first 500 home builders on Pacific City Site who build homes that do not cost less than \$1,000. (gold)

3. Two (2%) per cent should be put aside to pay insurance to settlers in case of loss by fire or storm; and in case of personal injury, illness, death, or helpless old age, etc.

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

5. Two (2%) per cent to establish a bank for Pacific City Corporation.

6. Two (2%) per cent to give bounties, or prizes, annually, to settlers for the best houses, lawns, fruits, cereals, flowers, shade trees, articles of manufacture, etc. etc.

7. Two (2%) per cent to inaugurate a model seaside pleasure resort, including ~~drives~~, hotels and cottages.

8. Two (2%) per cent to construct necessary Federal 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 Governor of Sinaloa.

9. Five (5%) per cent to make a dry dock sufficiently large to repair the largest vessel in the Pacific.

10. Forty (40%) per cent to go to The Pacific City Contracting & Purveying Company.

N. B. This plan would give sixty (60%) per cent from the land sales and leases to benefit the settlers, and Forty (40%) per cent to the Company. The settlers should understand from the first that the City Site, with its streets, parks, tramways, electricity, gas, water supply, market houses, schools, libraries, bank, wharves, public buildings, farms, canals, etc. are to be turned over to the Pacific City Corporation and that the Company would have nothing to say or to do with the settlers, or with these lands and the improvements put upon them with the 33% land fund, after one hundred thousand (100,000) resident lots and 2,000 factory sites and wharves are sold. This would make a rush for Pacific City lots, farms and factory sites, etc., and would give quick and big money to the Company.

What is more, it would be doing what is just and right for all concerned, for while the settlers would get cheaper and better home environments and conditions for remunerative services than were ever offered by a company before, the investors would have a perfectly secure investment and bigger and quicker profits than have heretofore been made out of conservative investments.

We are told that the chief landlord in the City of London, today, is the City ~~is the City~~ of London itself. Some twenty seven years ago the Corporation began to build model houses for the laboring people, and now it owns and rents hundreds of cottages and tenements. Two hundred and ninety five acres, within the corporation limits, have just been acquired, if reports are true, and houses for 56,800 citizens are to be erected, together with workshops, baths, and clubrooms, for which some \$12,250,000 have been appropriated.

Pacific City corporation under the plan proposed ^{should} ~~will~~ have 33% of resident lot sales and leases for wharves and factories, etc. used directly to relieve the settlers from direct taxes. This has never ~~before~~ been done by the founders of cities. The ever increasing taxation upon city houses is ~~today~~, in every land, the bane of the City house builder, and when Pacific City Constructing & Purveying Company can show ~~that~~ this land and rental fund ~~will~~ be sufficient to put the streets of the city in first class order and ^{also} tramways, electricity, gas, water, sewage farms, market houses, hotels, restuarants, laundries, public halls, wharves and other revenue-producing public works can be constructed, equipped, and operated without directly taxing the people, there will be a rush for Pacific City homes that will be unprecedented. A more substantial and attractive City and outlying garden and orchard and farming district can be built up, on and adjacent to Topolobampo harbor, upon such a plan than has yet been dreamed of; and such an effort will be an object lesson that will be world-wide in its influences for the good — for the better and for the higher life here on earth.

The Pacific City Contracting & Purveying Company, at the beginning should act for ~~the~~ Pacific City much the same as the London County Council is acting for the City of London — it should guide Pacific City by a fixed system and with economy ever keeping in mind what Glasgow has done and is doing to better the condition of its citizens and to come into possession of all its public properties.