

A PROPOSITION.

The cash revenues which can be obtained by "The Pacific City Contracting Company" if it lays out, improves, and sells 100,000 Pacific City resident lots and leases, or sells 2,000 manufacturing and store sites, should not be less than \$200,000,000; and these sales and leases 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.

THE PLAN.

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 only to occupy the area set aside for city purposes, and therefore 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 it is suggested should be sold in series of say five hundred (500) 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 and store sites, and with the farms that the company should acquire for the accommodation of the settlers.

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, or to one block 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 store sites, and farm leases, should be used by the company to improve Pacific City site and farms, and to relieve the settlers homes, shops, and farms from taxation to the amount that this 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 \$1,200. (gold).

3. Three (3%) per cent should be put aside to pay insurances 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; 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 sea-side pleasure resort, including hotels and cottages.

7. Two (2%) per cent to subsidize steamships to ply between Topolobampo and Japan, and other places.

8. Two (2%) per cent to establish railroad terminals.

9. Two (2%) ^{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. Forty (40%) per cent to go to the Pacific City Contracting Company.

H. B. This plan would give sixty (60%) per cent from the land sales 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, wharves, public buildings, farms, canal, etc., are to be turned over to the Pacific City Corporation and that the Company would have nothing to say or do with the settlers, or with these lands and the improvements put upon them with the land fund, after one hundred thousand (100,000) resident lots are sold. This would make a rush for the City lots, and farms, and factory sites, etc., and would give quick and big money to the Company.

"The London County Council is spending \$7,500,000. in building model cottages for its working population. This expenditure will provide for 42,000 people and give the City a handsome revenue."

The Pacific City Contracting Company, at the beginning, will act for Pacific City the same as The London County Council is acting for the City of London - will guide it with a system and with economy.

4/ (6)

A proposition how to build
a New City quickly, and well,
and with profit to all concerned

duy

THE PACIFIC CITY CONTRACTING COMPANY should be the seller for all real estate, the constructor for all buildings, and the purveyor for buildings and other supplies for Pacific City and its citizens during, at least, ten or fifteen years. The basis for the enterprise is the 100,000 resident lots of Pacific City Site. When they are sold, by the P.C.C.C., Pacific City Site with all its thoroughfares, tramways, water supplies, electric plants, gas works, sewage system, truck gardens, and every improvement, as far as they may have been inaugurated by the P.C.C.C. with the 33% from the sales of resident lots and from the leases of factory sites, wharves, farms, gardens, etc., should pass, as far as the P.C.C.C.'s interests are concerned, into the possession of Pacific City Corporation; and any unexpired leases for property belonging to the City Site, should be turned over, also, to the City Corporation and the City Corporation should buy all interests which the P.C.C.C. may have in manufacturing establishments, or in any building or improvement that it may have erected, with its own money, upon the premises; for if the P.C.C.C. wishes to make its profits quickly and to have them large, it should make it plain at the start that its main business is to sell the 100,000 resident lots on Pacific City Site, and that it takes upon itself the obligation to open up and shade the streets, to build the houses, and to be the purveyor for the settlers because it desires to start Pacific City upon a definite and business plan in order that the details may be followed with regularity and system, and that the city site may be kept attractive and wholesome. This fact becoming known will cause the lots to be sold quickly and at satisfactory prices; and the best conditioned class of investors, manufacturers, and artisans will be attracted to build homes, to invest in the improvements, and to give their labors and their best thoughts to the up-building of the city.

Those who buy lots and build houses will be expected to buy stock of the P.C.C.C., and those who buy stock of the P.C.C.C. will be encouraged to buy lots, to build houses and to take the management of the City Corporation in its infancy. The P.C.C.C. will become, by this plan, the temporary private trust to sell land, to build houses and to furnish supplies, but it will only last as long as it may take to sell the resident lots in Pacific City Site. The permanent Trust will be Pacific City Corporation, and the city will become a metropolis of beautiful homes where every head of family will be a free holder and where every freehold, it is hoped, will be exempt from taxes of every kind for all time. As a fact, more than to all other causes combined, it will be the moral atmosphere underlying a city started with forethought and method that will attract general attention and give the great inducements to those who seek homes and safe investments in a new and exceptionally pleasant and favored locality that is certain to become quickly the theatre of great agricultural, mining, manufacturing and commercial activities, and an all important seat of Dominion—for it is at Topolobampo Harbor that the exchanges between the Occident and the Orient are to be made in the near future, and wherever that commerce has stopped over night, or broken bulk during the day, it has, in all times and in every country, raised a seat of empire—it has built a Babylon, a Thebes, a Palmyra, a Samarsand, a Venice, a Rome, an Alexandria, an Amsterdam, a London, a Sydney, a New York, a Boston and a San Francisco; and it is now building a Vladivostock, and it is going to build up and make Pacific City the greatest and most attractive metropolis of them all, because Topolobampo Harbor has been placed by the Creator in the most favored region and has been surrounded with the most marvelously rich and varied and extensive natural resources of which the world can boast.

A city that will be laid out and built and managed by business men, upon strict business lines, will in itself be a powerful incentive to attract persons from every part of the world, for there are, in America and Europe, thousands and thousands of men and women with ample means who are ambitious to develop new localities under right and encouraging conditions, because they are wearied of the unsatisfactory struggles to exist in cities that are financially in pawn, morally depraved, and where all details for city work, improvement and reform are but the makeshifts for the politician and his subterfuges.

However, putting aside the moral, or ethical import of the plan to build a new city, in a new place upon new lines of thought, and coming, at once, to the cold, matter of fact, business proposition, the P.C.C.C. will have more at the start, to base its profits upon than any other land developing company ever had for the same amount of first outlay. The first object of the P.C.C.C. should be to establish 500 heads of families upon Pacific City Site. Five hundred heads of families would represent about 2000 persons, and, as each person gives a value of \$1000. to a town site, these would give a value of \$2,000,000. to Pacific City Site; therefore, as soon as the P.C.C.C. is ready to make contracts to build, it should advertise its plan by taking a page in say a Sunday edition of a Boston, New York, Chicago and San Francisco paper, illustrate it with the official map of Pacific City and half dozen photographs of Topolobampo Harbor and vicinage, etc.; and it is certain that there would be received quickly orders for good and substantial houses sufficient to give the P.C.C.C. all it could do under the most experienced management; and the fact that the city site had been paid for and was fully in hand, and that five hundred houses were building, or ordered to be build,

would establish the P.C.C.C.'s. credit and give it at once, a position of prominence and of assured success so that its stocks could be placed at par in small or large amounts as desired.

The cash inducements given by the P.C.C.C. to the first 500 home builders are as follows:

1 - They will receive, semi-annually, pro rata with their investments for lots and residences, ten (10%) per cent of the total money received from the sales of as many lots as the P.C.C.C. may sell in Pacific City Site; and this should amount eventually to about \$15. for every dollar they expend for their homes. A half acre lot would cost \$600. and a residence costing \$2,000. (in Sinaloa this \$2,000. would be equal to \$4,000.) would make this total for a home amount to \$2,600., and this, probably, will be about the average. Fifteen times \$2,600. would be \$39,000. This certainly would be a better and safer investment than any endowment plan of life insurance - in fact, it would be the largest, safest and best investment ever offered to settlers and investors in any part of the world. And it is no more than is just and right for the P.C.C.C. to do this, because it will be owing to the first five hundred settlers putting up good and substantial homes that will give importance and character and value to Pacific City Site, and consequently these pioneer builders should participate in the receipts from the sales of the city lots - they should receive a fraction, at least, of those immense sums of money which in all cities have gone and now go into the pockets of real estate speculators, and to those persons who buy city lots and hold them for the increased population and demand to give them enormous values.

2 - These lots and residences will be exempt from taxation for all time by means of the 33% received from land sales and from the revenues derived from the public conveniences that will be inaugurated by this fund.

3 - These residences will be insured, by ^{the} land fund in case of loss by fire or storm; and the settlers will be insured, ~~by~~ the same, in case of illness, accident, and death.

4 - Also, from land sales, the best of schools will be started to educate free the children of the settlers.

5 - The settlers will have the option on all employments by the P.C.C.C., and by the Pacific City Corporation.

Such advantages as these going with a homestead takes the gamble and uncertainties from out the home-builder's life; and they are such as to appeal to the conservative housewife and mother; therefore, the response to the P.C.C.C.'s. offer will be sure and immediate. Of this there need be no doubt. The writer knows full well, after many years experience with home seekers, that the pressing want in America is a home city for a home loving and home employed people -- a home-ruled city - a city where the country and the village will be combined, where taxation will not exist; and yet where all modern conveniences and luxuries can be had at first cost and by every citizen. Pacific City may be made a Park - Residence and manufacturing community -- A Club city where the comforts and luxuries of modern life may be so socialized as to be at the command of every citizen.

But to business! Five hundred heads of families would buy say six lots, or 150 ft. x 150 ft. = 1/2 acre; 6 x 500 = 3,000 lots and these at \$100. each would amount to \$300,000. The P.C.C.C. would get 40% of this \$300,000, or \$120,000 for its dividends, and would have 33% of this \$300,000, or \$99,000, which would be \$198,000 in Sinaloa, to use to open up streets and to plant trees along them, to begin a sewage system, to supply water, gas for fuel and light, electricity, to erect a town hall, bank, schoolhouse, market house, library, public meeting house,

bakery, laundry, a wharf on the inner harbor front, etc.etc.

Five hundred residences at an average cost say of \$2,000. would be \$1,000,000. Ten per cent of this, or \$100,000. would come to the P.C.C.C. for engineering plans by architect, superintendence, and the procuring of artisans and laborers; and the P.C.C.C. being, also, the purveyor for all the materials used in the construction of these houses — for the sand, lime, cement, brick, tile, terra cotta, sewage pipes, stone, hardware, glass, lumber, doors, sash and ornamentations, etc. — would receive ten per cent of their total ~~total~~ cost which would be about 50% of the whole. This would amount to \$50,000. This added to the \$120,000. for lots, and to the \$100,000. for commissions, etc. makes \$270,000. and to this must be added, for engineering, superintendence, etc., about 15%, or \$14,850., from the \$99,000. used for city purposes. These amounts give a total of \$284,850.

To do this amount of work ought not to take more than two years. Office rent and salaries would require, probably, \$50,000. the first year and \$80,000. the second; or \$130,000. for two years. This would leave \$154,850. for dividends. Say there would be 1,000 Preferred and 9,000 Common shares outstanding. The Preferred at 7% would require \$14,000. for the two years. This would leave \$70,425. per year which would pay $7 \frac{3}{4}\%$ on the \$900,000. of Common Stock. The investors, or those who take the first 4,000 shares for \$100,000. would receive four times as much as those who take the 1,000 shares sold after the organization is made; and the investors who take the first 4,000 shares would be in control of the P.C.C.C. and would receive most of the money paid out for salaries; and could become the controlling forces in Pacific City Corporation if they so desired.

The above would be solely the income of the Company from lot sales and the building of houses for 500

pioneer home seekers. It does not take into consideration money from the sales of stock, or of that that must be paid for railroad terminals; the leases for wharfage from steamship companies; lots and houses for the Company's employees and for the employers of manufacturers, and the leases for truck gardens and farms on city site areas that may not be built upon for several years; etc.

For a starter the P.C.C.C. would have an order from the founder for 48 lots, or one block 600 x 300 feet at cost of \$4,800. and for a residence to cost about \$8,000., or in all about \$12,800. This will start the city, and set the pace; and will be given the hour the Company is ready to carry out the order.

The \$40,000. that will be in the Treasury of the P.C.C.C. at the organization will attend to taking out a colonization concession in Mexico, to putting up the Company's headquarters on Pacific City Site, to extending the Los Tastes Ditch to the harbor, to establishing a weekly paper at Topolobampo, to laying out and opening up streets on one square mile of Pacific City Site, to planting trees along the streets, and in the parks, to paying for certain options on adjoining lands which the founder has in negotiation, and to sending an agent to Japan to arrange for the first ship load of Japanese colonists who are expected to do the general labor in the city, factories and on the plantations.

The money received from the sales of Treasury Stock will be, at once, invested in necessary factory plants, etc. The first necessity is a first class outfit for making bricks, tiles and drain pipes including foremen to go to Sinaloa to set it up and work it. The P.C.C.C. will advertise for such an outfit, stating that it will pay 20% of the necessary cost, will give a 20 year lease for the necessary ground (say 600 x 450 ft) will guarantee exemption from taxation for ten years, and

will find varied and absolutely safe investments in the factories established through the assistance of the P.C.C.C. and with the Pacific City Corporation in the water plant, tramways, telephone lines, etc.; for each of these public works will be a stock company but the City Corporation will always retain 60% of the stock and will operate them in the name of and for and by the whole of the citizens.

What the P.C.C.C. does is to eliminate the middle man—the merchant, the private contractor, the boss in politics, the real estate agent, the unnecessary army of accountants and a dvertising agencies—and to bring the producer, manufacturer and consumer nearer together than they have yet been brought ~~after a large~~ upon a large, varied and comprehensive scale; and finally after a dozen years or so, the P.C.C.C. will itself be eliminated, and be succeeded in its franchises and functions by the Pacific City Corporation which should be the only legitimate employer, purveyor and exchanger for its own citizens. This plan is in business line with the Private Trusts—those up-to-date economic industrial combinations of management and capital that centralize manufacture and distribution so that there is from the first no doubt as to their temporary monopoly of the lines of prduction and distribution they incorporate to manage; but in this instance the economic industrial combinations of the Private Trust are used in order to keep prices of manufactured articles down and the prices of raw materials, in which labor is included, up, and as the only way and means at our command to inaugurate and establish a Public Trust—a City Trust which will be the open sesame for a new and a better order of things than now prevail, and therefore the business will be creditable ^{and profitable} to all persons connected with its management.

A BOOM YEAR.

The third year of the P.C.C.C. would be a "boom" year. Pacific City would be incorporated for home-rule and be managed by business men upon business lines. It would be a City Trust. All things that were common to the common weal of the citizens would be held and operated by the citizens Trust or City Corporation, in, and for, and by all.


The direct line of railroad from Kansas City would be in operation; and six other lines, for as many different directions, would be scrambling to reach Topolobampo shores first. The German line of steamers from Hamburg, Antwerp and London to Acapulco, Mazatlan and Topolobampo will be giving monthly service; and this same Company will be plying steamers between Topolobampo and Ports in Japan and China; while a Japanese Steamship Company will have steamers on from Yokohama to Manila, Honolulu and Topolobampo; and the Pacific Mail will touch in at our harbor with its steamers between San Francisco and ports on the west coast of Mexico, Central and South America.

The P.C.C.C. would increase its stock 8,000 shares making in all 20,000 shares, or \$2,000,000. It would sell these shares at par, or exchange for the stocks of manufacturing companies that it wished to establish in Pacific City. The P.C.C.C. would bring from China groups of families, under contract, to cultivate and cure rice and tea and ginger, etc. Also, to start porcelain kilns and factories. From Japan groups of families to make porcelain, bronzes, lacquer ware, bamboo furniture, silk, etc.; from India, Cashmere families to weave rugs, shawls, etc., etc. It is from Japan that North Mexico must get its labor. The P.C.C.C. during its third year should bring in, by chartered

steamship, groups of a thousand families at a time and procure them work upon plantations and in the mills and for house help, etc. in Pacific City. These colonists would come in under special concession from Mexico and under contract made in Japan for say 7 years. All expenses in bringing them to Topolobampo, and in giving them shelter and provisions to be borne by the P.C.C.C. and deducted from their wages, say 25% per month until all was paid for. These laborers and artisans can be contracted with for 5, or 7 years at about \$15. Mexico, or \$7.50 gold, per month. The P.C.C.C. within seven years could build and furnish each head of family with a substantial home and start him well conditioned to become a good and independent citizen. In this way the P.C.C.C. would be able to start any industry that would be beneficial to Pacific City, bringing family groups of cultivators or artisans, by contract that they build homes, etc. in Pacific City, from Europe, Asia, the Pacific Islands and from the Americas, North, Central and South, deducting 25% of the wages to pay back passage and to buy lots and homes, furniture and supplies from the P.C.C.C.

The P.C.C.C. during this year should sell, at least 4 series of 500 lots each; i.e., 2000 lots. The first series having been sold to the pioneer home builders for \$100.- the second series of 500 lots should be sold for say \$200 - the third 500 for \$250. - the fourth 500 for \$300 - and the fifth 500 for \$350. These would make a total of \$550,000.; 40% or \$220,000. of this would go to the P.C.C.C. for dividends; and 60% or \$330,000., which would be equal to \$660,000 in Sinaloa, would go to the P.C.C.C. to be used to improve the streets and to make public works for Pacific City. Then there would be the commissions for house building, the profits for house building materials and supplies, etc. the making of wharf and truck gardens and their

leases, etc., etc. , so that the salaries and office expenses could be increased to about \$130,000. at about which figures they should be kept, and the dividends for the four thousand shares held by the Charter purchasers would pay quite 100% on the investment of \$100,000; and every year following this percentage to them should increase until the whole of the resident lots are sold, and the P.C.C.C. disbanded.



A SUGGESTION.
WHAT SALARIES MAY BE.

	<u>1st year.</u>	<u>2nd year.</u>	<u>3rd year.</u>
President	\$7000	\$14000	\$24000
1st Vice President	5000	7000	12000
2nd " " (Mexico)	5000	7000	12000
General Manager	6000	12000	16000
Treasurer	4000	6000	12000
Secretary	2400	3000	6000
Attorney	2400	3000	5000
Attorney (Mexico)	2400	2400	5000
Clerk "	1200	1200	1800
City Engineer	3000	4000	6000
Directing Architect	4000	8000	12000
Directing Constructor	4000	8000	12000
Clerk	1200	1200	1800
Typewriter	800	800	800
Office	<u>1200</u>	<u>2400</u>	<u>2400</u>
	\$49600	\$80000	\$127800

The salaries to remain stationary from the 3rd year.



A PROPOSITION.

The cash revenues which can be obtained by "The Pacific City Contracting Company" if it lays out, improves, and sells 100,000 Pacific City resident lots and leases, or sells 2,000 manufacturing and store sites, should not be less than \$200,000,000; and these sales and leases 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.

THE PLAN.

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 only to occupy the area set aside for city purposes, and therefore 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 it is suggested should be sold in series of say five hundred (500) 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 and store sites, and with the farms that the company should acquire for the accommodation of the settlers.

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, or to one block 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 store sites, and farm leases, should be used by the company to improve Pacific City site and farms, and to relieve the settlers homes, shops, and farms from taxation to the amount that this 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 \$1,200. (gold).

3. Three (3%) per cent should be put aside to pay insurances 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; 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 sea-side pleasure resort, including hotels and cottages.

7. Two (2%) per cent to subsidize steamships to ply between Topolobampo and Japan, and other places.

8. Two (2%) per cent to establish railroad terminals.

9. Two (2%) ^{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. Forty (40%) per cent to go to the Pacific City Contracting Company.

N. B. This plan would give sixty (60%) per cent from the land sales 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, wharves, public buildings, farms, canal, etc., are to be turned over to the Pacific City Corporation and that the Company would have nothing to say or do with the settlers, or with these lands and the improvements put upon them with the land fund, after one hundred thousand (100,000) resident lots are sold. This would make a rush for the City lots, and farms, and factory sites, etc., and would give quick and big money to the Company.

"The London County Council is spending \$7,500,000. in building model cottages for its working population. This expenditure will provide for 42,000 people and give the City a handsome revenue."

The Pacific City Contracting Company, at the beginning, will act for Pacific City the same as The London County Council is acting for the City of London - will guide it with a system and with economy.
