

W H E R E L I F E I S B E T T E R



If you were a Californian, and in business, your customers would be the kind who own twice as many automobiles . . . buy more of everything people like to have . . . and then put twice as much in savings, as the average American

You are going somewhere this summer—and California offers, in addition to a hundred vacation lands, a picture of ideal living, rapid growth, and great opportunity, told in part by the letter we are printing on this page.

California is closer to you than ever before; reduced train schedules have brought it nearly a business day closer by rail, and, if you motor, the new Victory Highway in conjunction with the Lincoln Highway will take you straight across the country into California's Great Valley and to San Francisco, the center of it all.

In San Francisco you will see a quarter of a billion dollars' worth of new buildings. The San Francisco Stock and Bond Exchange now ranks next to New York in financial volume. Here, and in the cities and towns around, are many square miles of factories, residences, offices and shops on land that was vacant when you saw it last. Little towns of the Great Valley are now thriving cities; the larger cities have grown still larger; orchards and farms have multiplied. Everywhere, on giant new industrial plants, you see world-famous names transplanted from the East. California, third agricultural state, is also eighth in value of manufactured products.

In six years, California has grown thirty-five per cent in population—with corresponding growth in land values and business opportunities,—a perfectly normal and natural development, going on all the time. There is room for twenty million people without crowding—room for you,

if you are getting ahead where you are and possess a moderate competence with which to start.

One such business-man tells what he thinks of California, in the letter printed below. Read it—it is a true and typical experience:

San Francisco, Dec. 7, 1926.

"This year I have learned how short a time it takes to become a Californian!

"Not many families were bound together by so many strong ties as ours was back East. Nearly a dozen of us had lived all our lives in the same middle-western state where the family business was founded fifty years ago. Our brothers' wives and our sisters' husbands were people we had all known since we were children.

"When our California business grew until it was necessary for one of us to move out to San Francisco, and the choice fell on me, I boarded the train with my wife,

two sons and a daughter, all feeling as though we had been banished to some strange country.

"Now our boys have finished college and have come to work with me in a business that has grown fast enough to need all three of us. We supply the entire West, Australia, Hawaii and the Orient with our products. My daughter finished her professional training in one of our fine California universities and immediately began to earn an independent income.

"And when I went back last winter on a business trip, I found myself making it as short as I could—to get back to California. I discovered that we are Californians, all of us. This country of cool summers and pleasant winters is home.

[Name on request] R. W. R.

If you or your family are interested in California's wider opportunities for personal living and business success, write to

Starting May 15th
CALIFORNIA
 \$90.30
 Round trip from Chicago
 to
SAN FRANCISCO
*America's
 Coolest Summer City*
 Gateway to Hawaii & Orient
*Similar low fares from all
 points. Only \$18 additional
 fare for full Pacific Coast
 Empire Tour from
 Canada to Mexico*

**WHAT THE
 Californian
 OWNS:**

Climate: Year-round producing climate. The Californian can work, grow crops or play every month in the year.
Growth: From 1921-1926, 1,000,000 population in six years—three times faster than the United States average.

Wealth: Twice the national average of savings bank deposits and twice the average deposit. Only three states report more income tax returns; none has so many automobiles per capita.

Health: 6 of the 14 most healthful cities in the United States are in California. U. S. investigations prove Californian children bigger and taller, than the average.

Education: The Californian's schools show first rank only with Massachusetts in efficiency. Five states have larger enrollments; only two exceed California's expenditures.

Recreation: Four National Parks, a thousand miles of ocean shores, a thousand miles of National Forests, 45,000 miles of improved roads. Year-round motoring, golf, fishing, swimming out of doors.

Crops: More than \$600,000,000 yearly. Six million acres under irrigation with great mountain reservoirs supplying abundant water.

Industry: One of the youngest states, California is eighth in value of manufactured products.

Markets: From San Francisco's great harbor, the largest on the Pacific Coast, the Californian successfully sells his manufactures and crops throughout the Western and Eastern States, and exports enormously.

For every Californian—here or on the way—these advantages spell Opportunity.

California



A sailor of the seven seas returns to his home port—San Francisco



Where San Francisco hill-homes watch the sea

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4-27

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