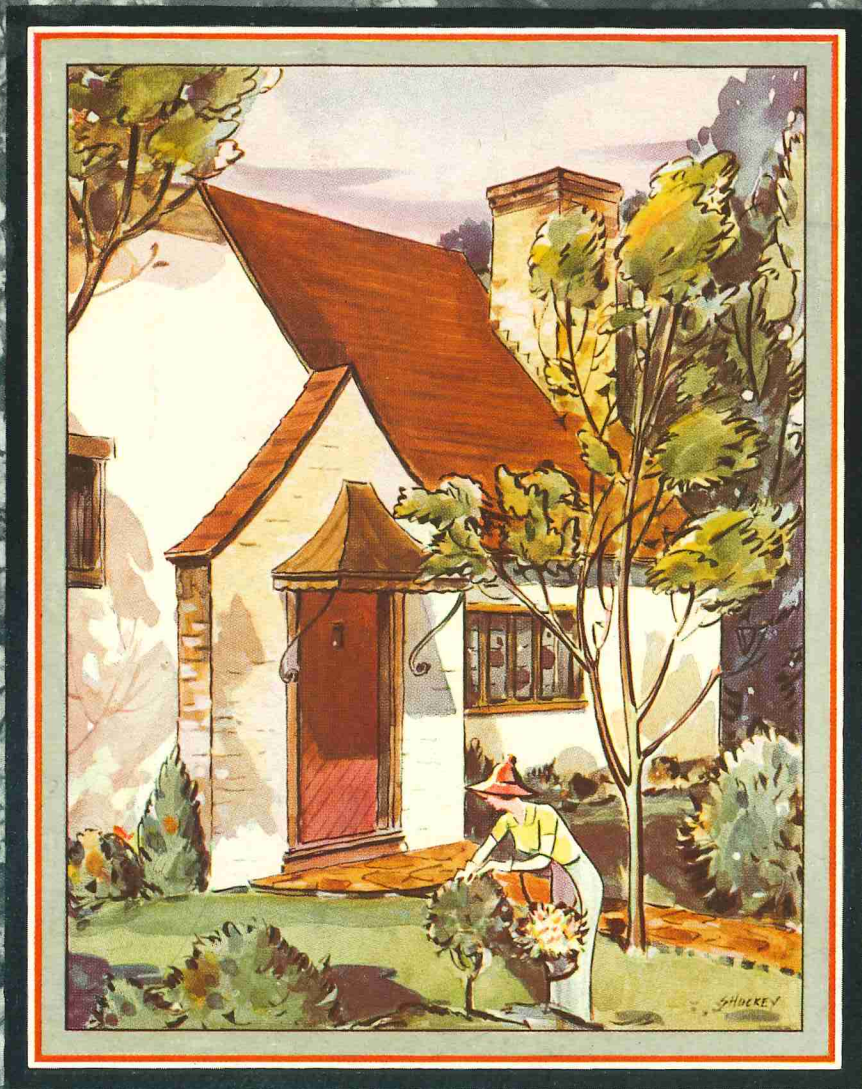


HAYWARD CITY OF RURAL CHARM



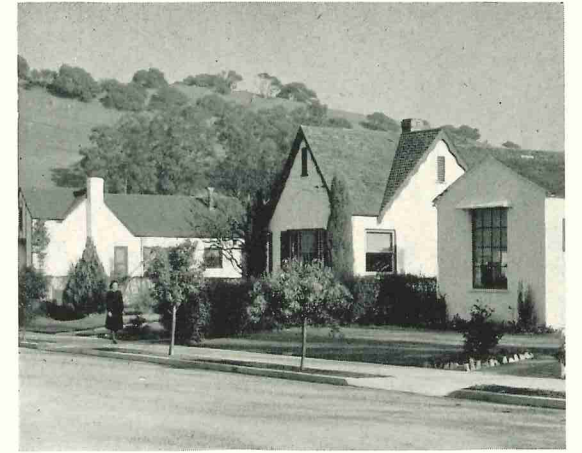
HAYWARD

Alameda County, California, U.S.A.

● THE CITY OF RURAL CHARM . . . WHERE THE CITY
BLENDS WITH THE BEAUTY OF THE OPEN COUNTRY

OB, D.
02182

CHARMING GARDEN-SURROUNDED HOMES



Haar
home
by
San Felipe
Park

Strable
home

near 6th

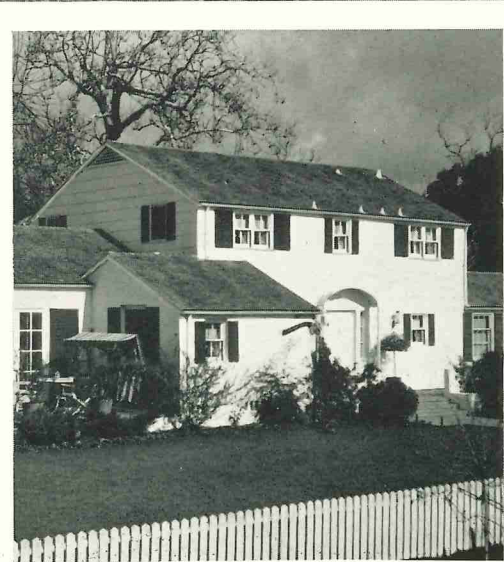
● Set back from the tree-bordered streets are homes surrounded by green lawns and beds of colorful flowers... in an equable climate families find contentment in a life that abounds with great richness. Residential sites in almost any price range are available in Hayward... from a modest cottage to an urban estate... each home is surrounded with green lawn and beds of varicolored flowers.

● Hayward offers ideal conditions for hillside estates... moderate priced homes for the industrial worker... rich agricultural land for farmers... Industrial sites for industry.



Prospect (M.H. Dohner
home)

● The colorful days of the Spanish Dons form a glamorous background for Hayward. Where the city now stands once were the broad, sweeping acres of Rancho de San Lorenzo... the rambling adobe home of Don Guillermo Castro stood where now is the imposing Hayward City Hall. Don Castro himself laid out the town in 1854... fine homes and prosperous agricultural and industrial areas have replaced the rolling hills where cattle grazed a hundred years ago.



MODERN IN EDUCATION

● Children living in this rich community are offered the finest educational facilities from kindergarten through high school... around the beautiful Hayward High School center some 20 other schools in the Hayward Area, each with from 4 to 40 acres of grounds and ample recreational facilities. Within a short distance are the University of California, Stanford University, St. Mary's College, Mills College, University of Santa Clara and other famed educational institutions.



● Vast acres of orchards are a mass of vari-colored blossoms during the spring... throughout the year the hundreds of nurseries attract visitors from all parts of the West.



YEAR 'ROUND BLOSSOMS

● A floricultural industry of \$11,000,000 centers in Hayward... more than 3,000 acres are devoted to the production of blooms that are shipped to all parts of the nation. Each year hundreds of thousands of gardenias, orchids, camelias and other rare flowers are sent to the metropolitan centers. Here are grown many of the flowers used in the Pasadena Tournament of Roses, Portland Rose Show, New Orleans Mardi Gras, and other famed floral exhibits.

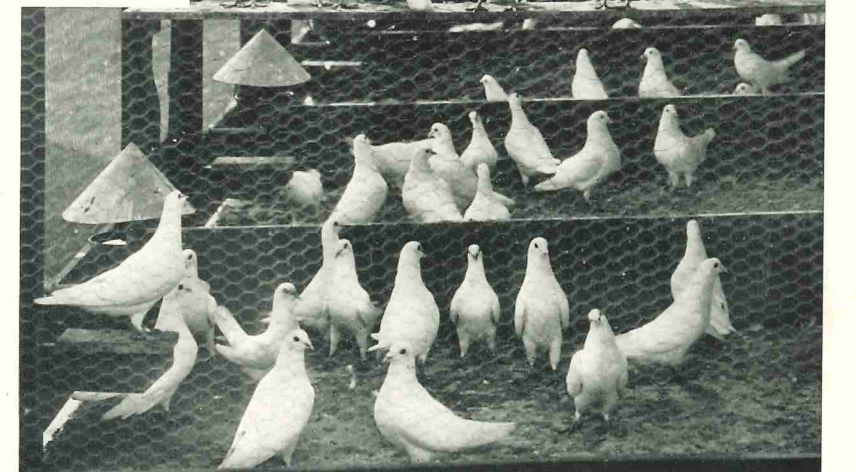
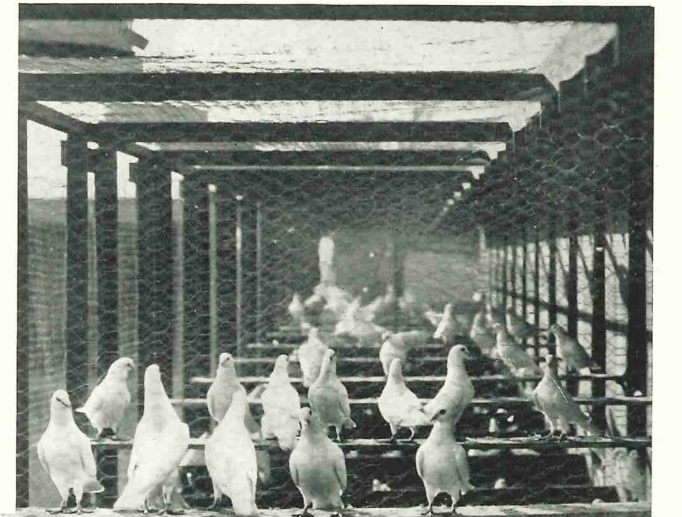
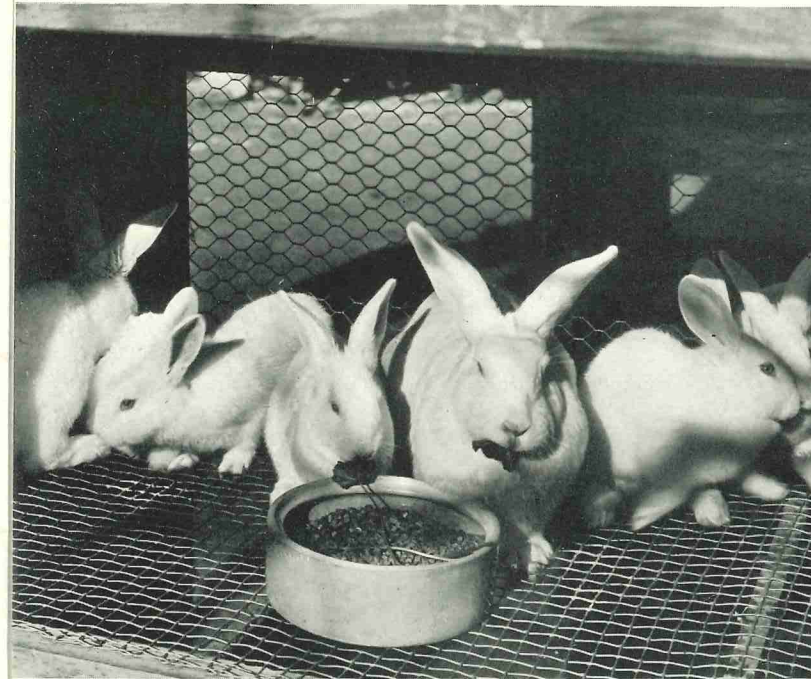


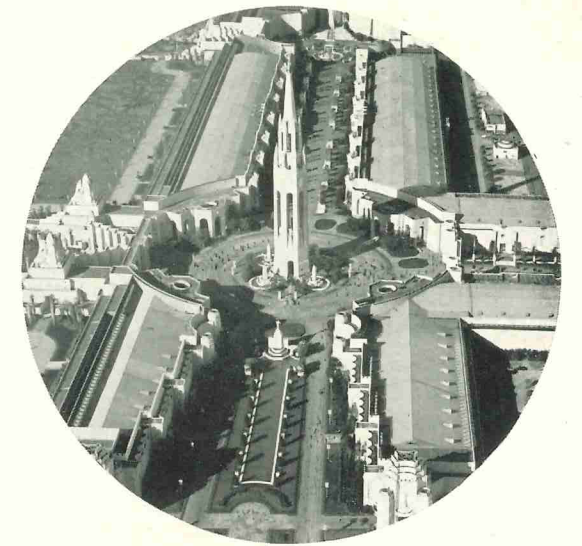
RICH HARVEST IN AGRICULTURE



HAYWARD, CALIFORNIA

● Where once roamed great herds of long-horned cattle is centered one of the richest agricultural areas in California . . . fruits and vegetables in abundance are raised for the tables of the nation . . . from the farms are shipped hundreds of thousands of eggs, thousands of pounds of dressed poultry, rabbits and squabs to all parts of the nation.



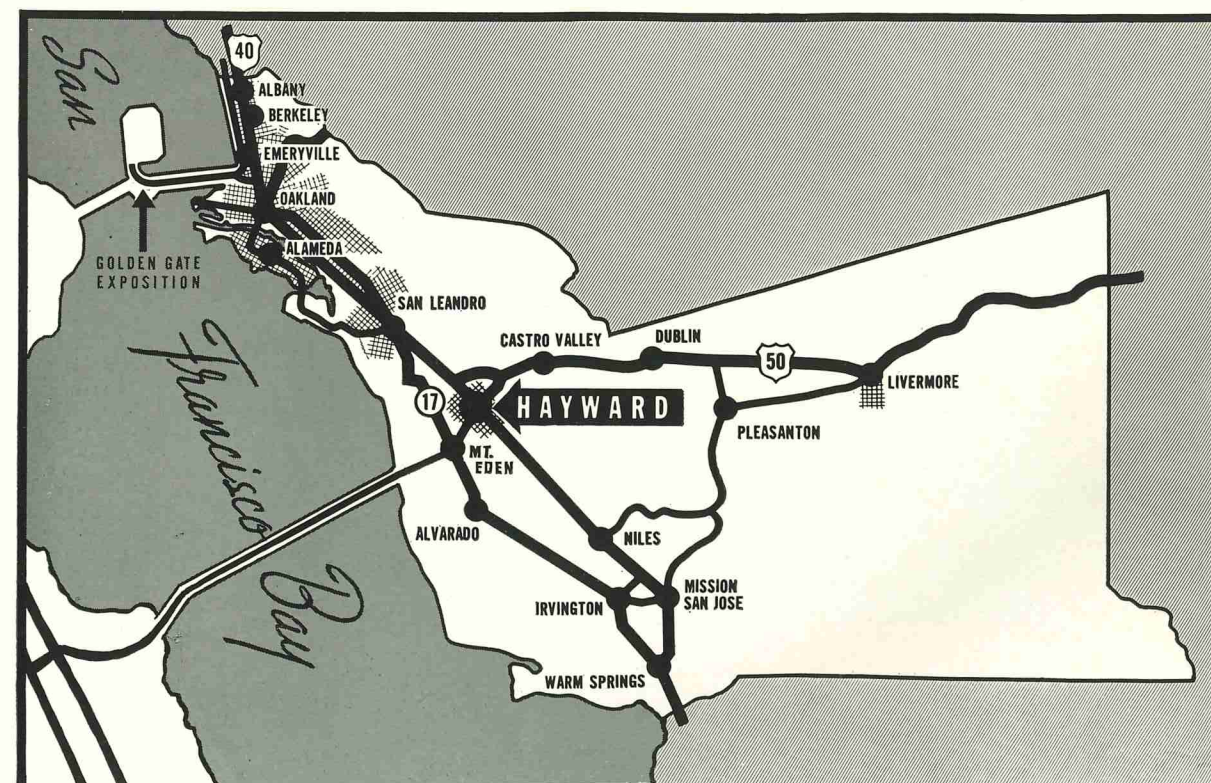


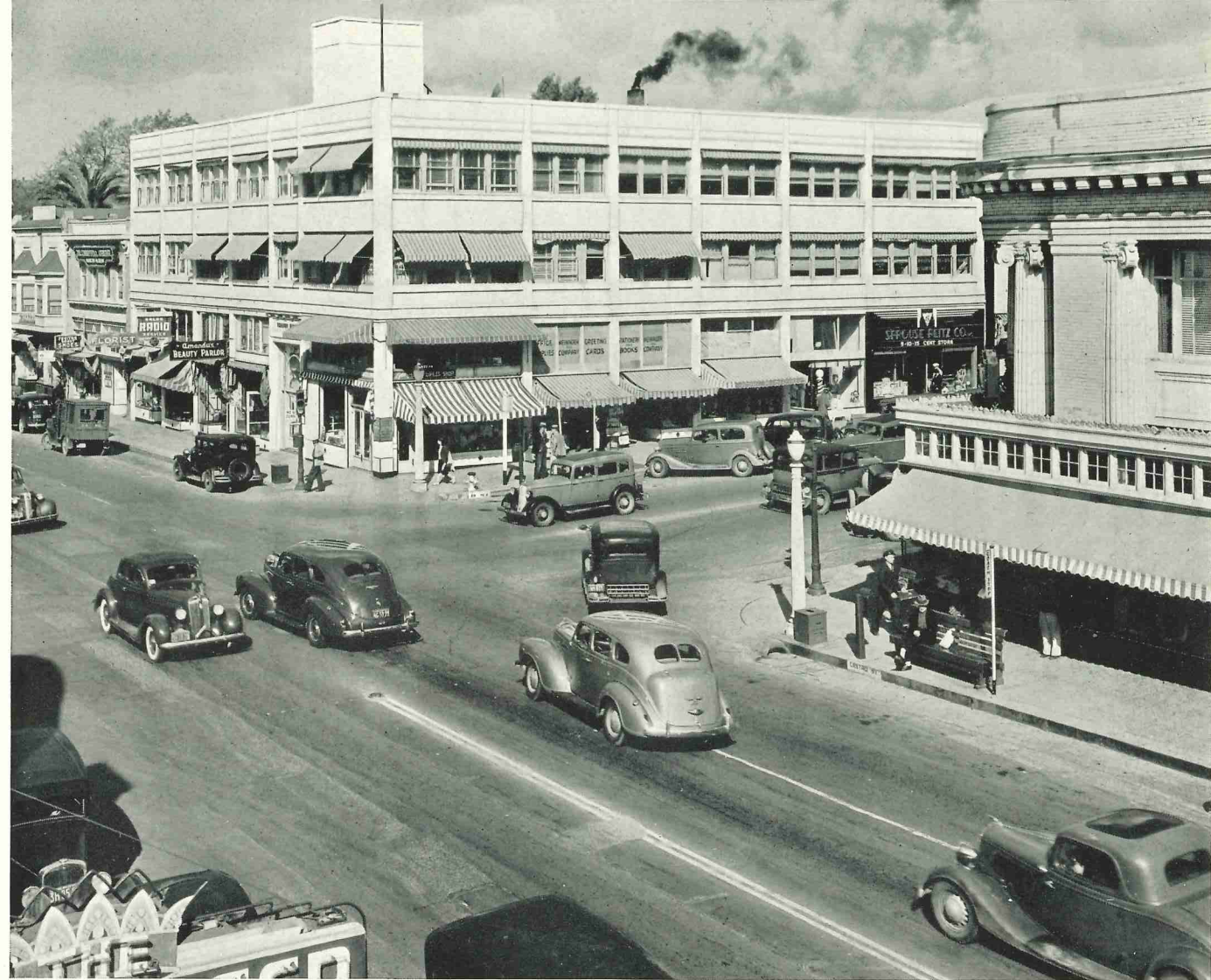
HIGHWAYS TO TREASURE ISLAND

● An abundance of cheap power, unlimited industrial water and ideal sites invite industry and homeseekers... locations for homes and ranches are found in the rolling hills surrounding the Hayward business district... rapid transit facilities direct to the Golden Gate International Exposition on Treasure Island.

CENTRAL AND NORTHERN CALIFORNIA CROSSROADS

● Four great state highways.... fast rail transportation.... bridges flung across the San Francisco Bay make Hayward the natural crossroads of Central and Northern California. Motor coaches bring Hayward to within a few minutes of Oakland and San Francisco.





RICH TRADING CENTER

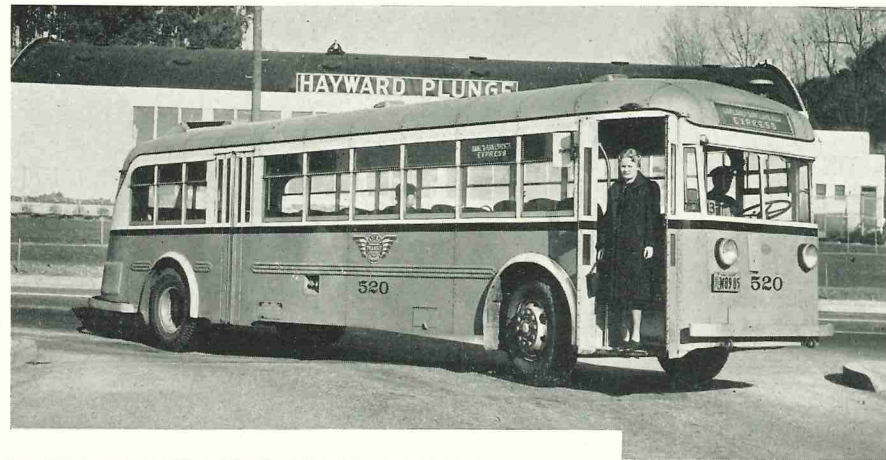


● In the thriving retail district centers a rich agricultural trading area... 200 retail outlets gross in excess of \$6,000,000 annually... department stores, specialty shops and financial institutions offer every modern facility. Located in southern Alameda County, Hayward is one of the richest trading centers in Northern and Central California... a network of excellent highways lead to Hayward from the surrounding rich agricultural and residential areas.

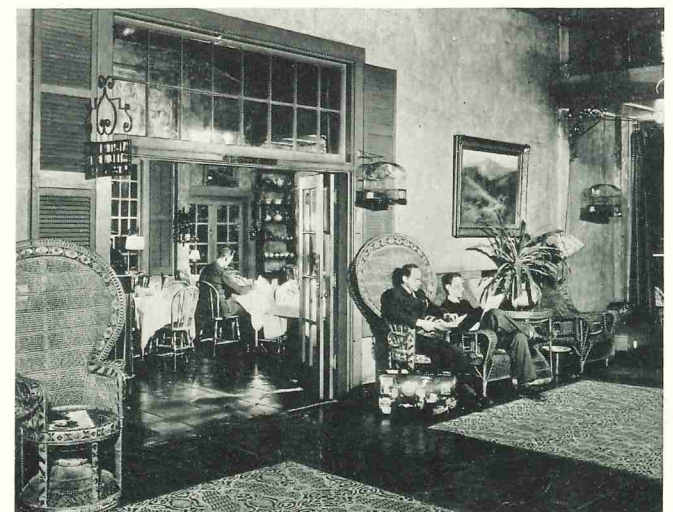


EFFICIENT PUBLIC SERVICE

City Conveniences Combine with Rural Charm...



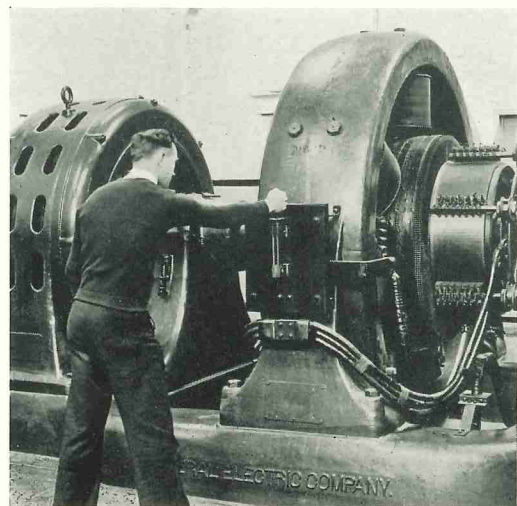
● Public service is unexcelled... a modern public library... efficient and well equipped police and fire departments... Veterans' Memorial Building... one of the finest indoor swimming pools in the West... beautiful parks... a new Federal Post Office.



DIVERSIFIED INDUSTRIES

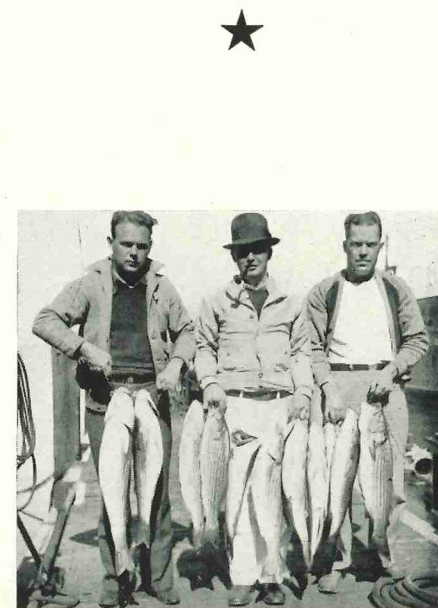
● A diversified industrial area employs 2100 persons with an annual pay roll of \$2,500,000 . . . annual sales are in excess of \$15,000,000 . . . manufactured products include motor coaches, farm and road equipment, feed and poultry supplies, poultry equipment, canneries, salt, sugar and scores of other products that are shipped to all parts of the world . . . ideal labor conditions, an unexcelled climate, well-rounded recreational programs and a compact community life contribute to the rapid and substantial industrial growth. California Conserving Co., Hunt Bros. Packing Co., Holly Sugar Corp., Hayward Poultry Producers, Gillig Bros., Peterson Tractor Co., Jos. Pearce Canning Co., Poultry Producers of Central California, Leslie Salt Co., Warren Transportation Co., L. K. Peterson Trucking; Croley Milling Co., Gorrie & Yeoman, Hayward Ice Delivery and John D. Haar Pickle Products.

● In this area are located over twenty prominent nurseries.

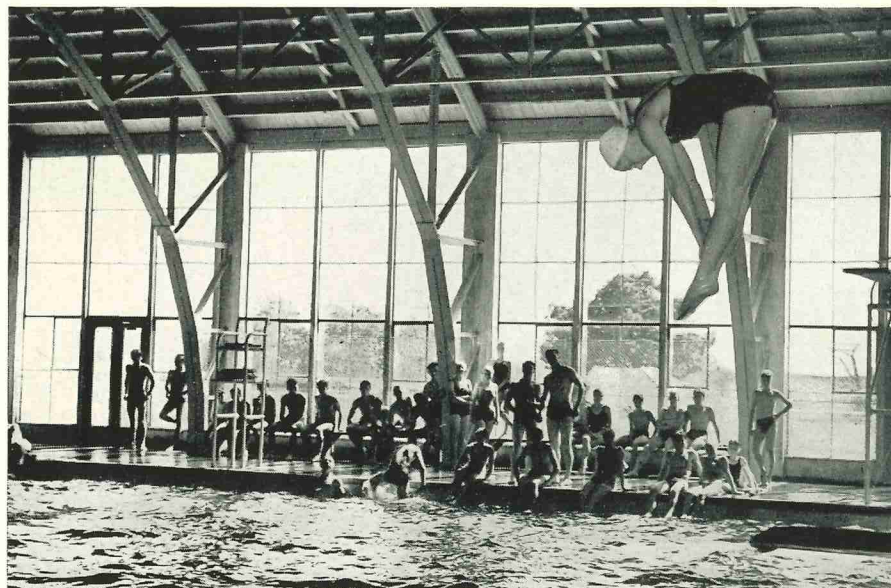


● Industrial sites in the rapidly growing community are available with fast rail transportation and trucking facilities over four state highways.

HAYWARD, CALIFORNIA



LIVING OUTDOORS



● Outdoor living forms an integral part of the community life..nine playgrounds, eight athletic fields, a \$110,000 swimming pool, eight tennis courts, an archery range, 25 handball courts, 25 soft-ball fields, five horseshoe courts, three beautiful picnic areas, seven badminton courts, golf courses and deep sea fishing.



HOUSES OF WORSHIP

● Seventeen beautiful houses of worship meet every spiritual need ... the church life of Hayward is an important factor in the community life. Seventeen churches, reaching every denomination, are located in the Hayward area.

● Public service is centered in Hayward's new \$111,000 City Hall.

FACTS

● The City of Hayward has an area of 1.8 square miles ... an altitude of 28 feet ... its assessed valuation is \$7,368,496 with a bonded indebtedness of \$302,693 ... the tax rate in 1938-39 was \$1.00. The Hayward area has an average minimum temperature of 46.6 degrees, an average maximum temperature of 66.6 degrees. Located on the continental shores of San Francisco Bay with a population served by the post office of over 25,000 ... it is served by two railroads and four motor coach lines ... two newspapers are published in modern plants.

● Postal receipts in 1938 exceeded \$61,479.

● Edited and published by the advertising and publicity committee of the Hayward Chamber of Commerce ... City Hall ... Hayward, California, U. S. A.



COOPERATIVE ADMINISTRATION

● This booklet has been prepared as an additional service to our visitors. It has been made possible by—

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- The imposing Veterans' Memorial Building is the center of community life...erected at a cost of \$100,000, the structure is one of the most beautiful in Northern California...its modern lines are enhanced by beautiful landscaping.