1. A great Western center of manufactures and commerce, the largest live-stock market, and the great source of the dressed-meat supply to the main cities of the Pacific Slope; also a market for the salmon trade of Oregon and the grain trade of the tributary valleys.

2. A cheap place in which to reside and do business, because of the low taxes, abundant water, cheap fuel, brick, lumber and agricultural products of the valley, and cheap transportation by water and by rail.

3. A beautiful residence suburb, where skilled landscape gardeners will supplement nature's work.

1. Because the men who are behind the enterprise are practical men and have ample resources. They are leading packers, cattle and business men, and large capitalists of the East and of the West.

2. Those buying property for residence and business purposes will have perfect titles, as they have been thoroughly examined and approved by Mastick, Belcher & Mastick, of San Francisco, and Mason S. Loomis and Albert H. Vendor, of Chicago.

3. It is so closely allied to the great city of San Francisco with its 400,000 people, and with the flourishing city of Oakland (50,000 inhabitants), on the eastern shore of the Bay, that the commercial advantages of the larger places will be enjoyed by the suburb. Rates by water to all the European ports, as well as to the Islands of the Pacific, are as low as from San Francisco. Railway rates are equally moderate.

4. It is evident that San Francisco is approachable by land only from the South, the route up the Bay road from San Bruno, on a practically level grade, being by far the best. This is practically controlled by the proprietors of South San Francisco, and must be a great factor in the future growth of the suburb.

5. The waters of the Sacramento and the San Joaquin, furnishing more than 1,000 miles of internal navigation, serving millions of acres of fertile soil capable of producing in abundance all kinds of cereals, grasses, and fruits; the transcontinental lines of the Southern Pacific Company, connecting Oakland to San Francisco, as well as all the proposed lines, will be also tributary to the harbor of South San Francisco.

6. This property has as good water and rail connection with the forests, mines, and fisheries of Oregon, Washington, British Columbia, and Alaska, as San Francisco, and should furnish desirable locations for manufactories of various kinds needing cheap land, low taxes, and good transportation facilities. Being a part of the great city of San Francisco, it should share with and add to the material prosperity of that greatest seaport, the "Golden Gate" of the Pacific.

1. A charming town, adjoining the city and county of San Francisco, protected on the west and south by the Coast Range, and on the north by the San Bruno Mountains. The ocean fogs and trade winds pass over it, residents enjoying the soft, dry breezes from the Pacific, and a temperature which averages 60 degrees, never varying more than 20 degrees. Drainage is perfect, and water is supplied by living springs, owned and controlled by the South San Francisco Land & Improvement Company. Both residents and visitors may also enjoy sea-bathing and fishing in the calm waters of San Francisco Bay, which is only a few minutes' walk from the town, and the famous Morgan Oyster Beds.

2. Town of 2,400 acres, with a frontage of about seven miles on San Francisco Bay, from which a natural and navigable canal penetrates inland, which it is proposed to improve with ships, wharves, and warehouses.

3. A diversified tract, divided by the broad San Bruno and Grand Avenues into manufacturing and residence districts. East of these thoroughfares is the plat of about 300 acres, which extends into the harbor, and which has been reserved for stock yards, slaughter-houses, packing-houses, and other manufactories. Within a few minutes' walk of all kinds, which can be reached by water and rail transportation to all markets tributary to San Francisco.

4. West of the San Bruno Avenue is the proposed residence district, fair ground, and race track, lying on the line of the proposed belt road around San Francisco, and having as its means of communication with the city, not only the San Bruno and Grand Avenues, but the equally beautiful Mission Road. By means of these avenues, by boat, by the Southern Pacific line (stations Baden, South San Francisco, San Bruno, and Visitacion), and by the Ocean Shore Railroad, the Pacific line (stations Baden, South San Francisco, San Bruno, and Visitacion), and by the cable system of the city, residents will be connected with the cable system of the city, residents road, proposed by the proprietors of South San Francisco, it will be connected with the metropolis and financial centre of the Coast.

5. Being in San Mateo County, it enjoys very low taxation.