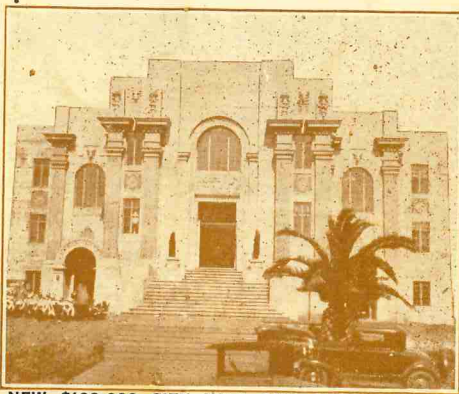


HAYWARD, CALIFORNIA

and VICINITY

Where Life Is Just
A Little Bit Better



NEW \$100,000 CITY HALL AND HEADQUARTERS
OF THE CHAMBER OF COMMERCE

Heart of the Richest
Section of Alameda
County, California

FOREWORD» » »



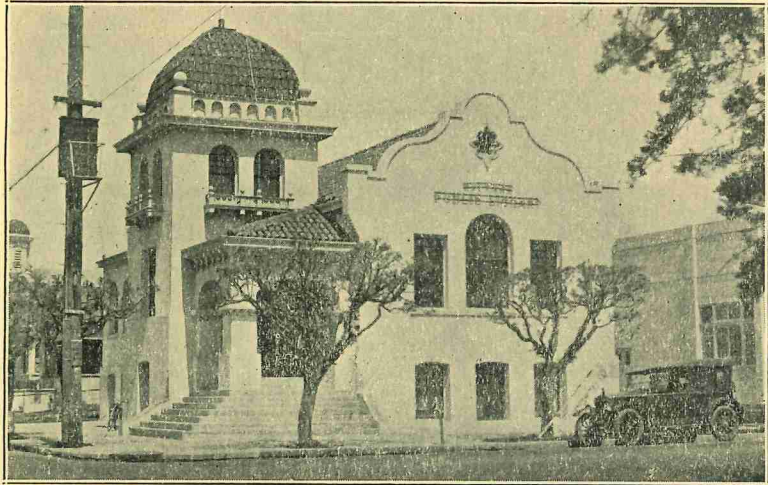
THIS descriptive » »
brochure is published
by the City of » » »
Hayward and the » »
Chamber of Commerce, organized
representatives of the people, who
have found Hayward an ideal spot
in which to live. It contains » »
accurate information for the
guidance of those
interested.



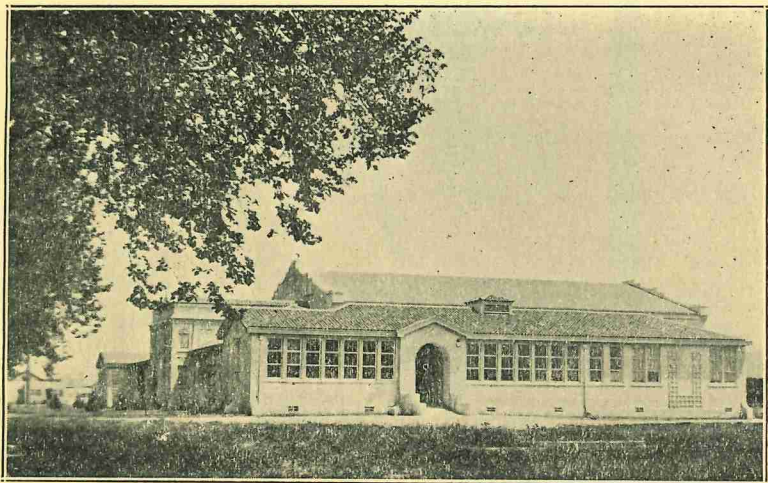
HAYWARD CALIFORNIA

THE HEART
of the
GARDEN OF EDEN

Where Life Is
Much More Pleasant



THE PUBLIC LIBRARY



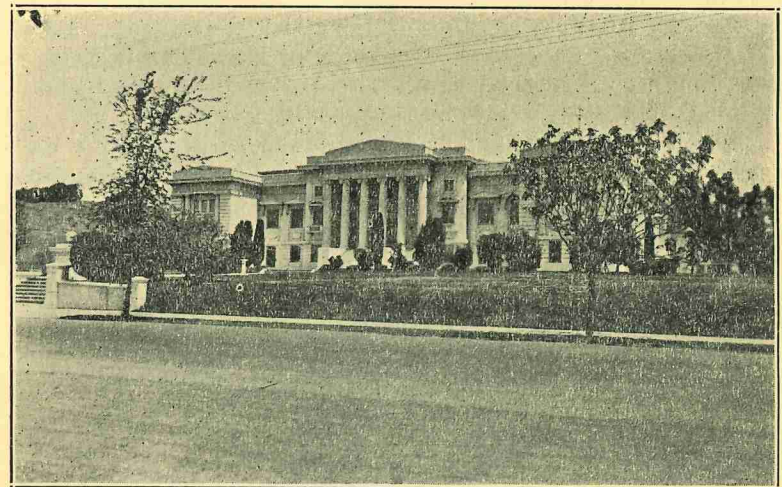
ONE OF THE MANY MAGNIFICANT GRAMMAR SCHOOLS

Hayward»»»Heart of the Garden of Eden

ONE OF THE MANY appealing things about Hayward is its climate. Although located in the East Bay district, it is singularly free from fogs and cold winds. Enthusiasts declare the sun shines 365 days in the year. But even in exaggeration, there is some truth, and the fact is that there are less than seventy rainy days in the year, and seldom a rainy day that the sun does not shine.

The season's average temperature is 57.1 degrees, the maximum average 66.6, and the minimum 46.6. There are few frosty mornings and seldom any freezing weather.

The pleasantly mild, salubrious climate makes for ideal living and thousands have found the exceptional



HAYWARD UNION HIGH SCHOOL

normal atmosphere and delightful surroundings peculiarly fitted for a healthy, normal existence. Many who find employment in Oakland and San Francisco have established homes here.

Hayward is eloquent with Spanish history. It is located in what was once the Rancho de San Lorenzo. On the site of the new city hall once stood the adobe residence of General Guillermo Castro, the grandee and proprietor of the rancho. General Castro in 1854 laid the plat of a town. With some changes made by him two years later, it outlined the main features of the present city.

Back in those early days the town of Hayward, then known as "Haywood" and later as "Haywards," was a hamlet set in the midst of vast fields of grain and grazing lands. Today, this vast acreage has been divided and subdivided into small plots, often not more than an acre which, through intensive cultivation, can furnish a good annual income. On some of these small plots are to be found nurseries, small fruit farms, vegetable beds, and complete chicken ranches, producing annually tidy incomes to the owners.

In this district, of which Hayward is the hub, there are more than 25,000 people, most of them owning their own homes. Hayward proper, with less than one square mile of territory, houses some 5,500 people.

There are many attractive homes in Hayward but even the humble cottage boasts of a lawn, trees, and flowers, making the community what it is, a home loving, law abiding district, where people are courteous and friendly.

Educational Facilities

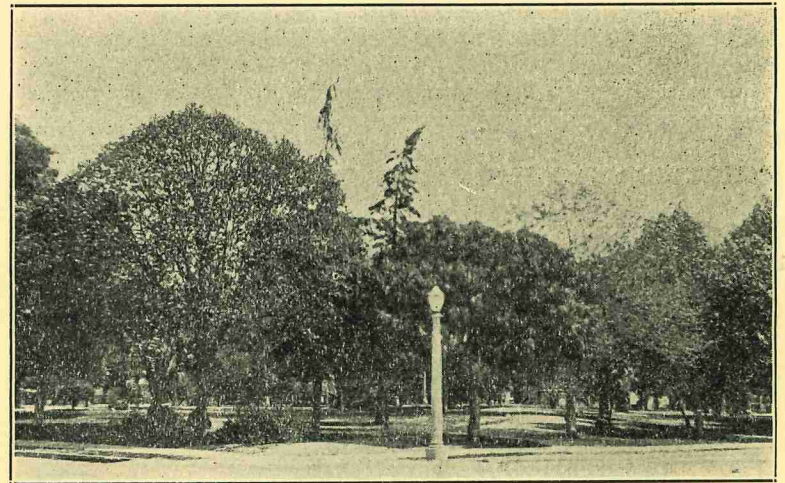
Educational facilities are far ahead of the community. A Union High School, evaluated at more than \$1,500,000, caters to more than 800 pupils annually. In 1931 there were graduated 112 students, many of them going on to Colleges and Universities. It is adequately managed by a capable Board of Trustees, principal and a well-trained staff of teachers. The Grammar schools,

some of the finest in the state, are educating more than 2,300 students. Beautiful school buildings predominate. The Union High School is credited with being one of the most magnificent structures in the United States, and the grammar schools compare favorably. A parochial school for the Catholic denomination is in prospect in the near future. Evening classes, inaugurated some time ago offering a wide variety of courses, have an enrollment of more than 250 adult pupils.

The school buildings are of the modern California construction, covering a large acreage, spacious, well lighted and ventilated, containing all the advantages to be found in the most modern structures.

The City Government

Hayward is governed by five trustees or councilmen who elect their own president or mayor. Terms are rotating so that at no time is a complete new council



THE CITY PLAZA

elected. Meetings are held twice each month or oftener if business necessitates.

The government policy is progressive and economical. The tax rate in the incorporated district has been for many years among the lowest in the state. Assessments are moderate and little dissatisfaction is ever voiced at either the rate or the assessment rolls. Tax monies are expended in a judicious manner.

The city owns its own water system, with an adequate supply, pumped from deep wells. The water rate compares favorably with that in vogue in other California communities. The water is pure and wholesome.

A capably manned fire department has reduced fire losses to a minimum, lowering the insurance rate and giving to business concerns adequate protection at all times.

A magnificent city hall has been completed at a cost of \$100,000. It is designed to house all present city offices, with room sufficient to care for the fast increasing needs of the community, which in the past 10 years increased its population by 55 per cent.

A Veterans' Memorial Building, near the city hall, has been completed at a cost of \$75,000, furnishing ideal club rooms and auditorium space not only for ex-service men of all wars, but also for various civic and community gatherings.

Agriculture and Vegetable Growing

Hayward is the heart of one of the richest agricultural centers in the state. The soil is prolific, growing in great abundance fruits and vegetables of all kinds. Her apricots are known the world over as the finest in quality and Hayward has the distinction of being the largest apricot drying center in the world. Pears, cherries, apples, peaches and other fruits grow in great abundance. Absence of killing frosts adds assurance to healthy annual crops.

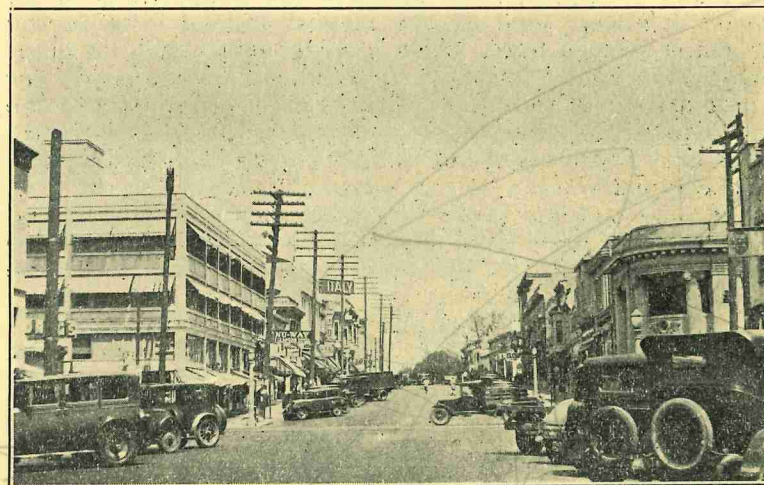
Garden truck in staggering quantities is produced the year round and shipped to all parts of the United States. Hundreds of carloads of early variety peas are

shipped ice-packed to Eastern markets. Tomato growing is a genuine industry. Thousands of tons are produced and most of the product is absorbed by local canneries. The California Conserving Company, operating the largest Pickle plant west of the Mississippi, annually absorbs many thousand tons to be converted into catsup, tomato juice, and whole canned tomatoes. Rhubarb, beans, cucumbers, cauliflower, cabbage and other less-well known vegetables are grown in abundance. The annual vegetable crop is valued at \$3,000,000.

Hunt Brothers Cannery and the California Conserving Company maintain large plants here which give employment to a large group of men and women. These two large companies, and other shipping and wholesale plants, absorb most of the fruit and vegetable crop.

Outstanding Poultry District

The Hayward district has the reputation of being the second most important poultry center in the state. Chicken raisers own more than one and one-half mil-



A BUSINESS STREET SCENE

lion laying hens, and hatcheries produce annually more than two million baby chicks which are shipped to all parts of the United States and foreign countries. One cooperative poultry association alone has 1,160 members and sells on an average of 90 tons of chicken feed per day. \$2,000,000 worth of poultry is sold annually and the estimated revenue from eggs is better than five million dollars annually. Some of the best poultry experts in the world are to be found here. The Champion White Leghorn of the world is owned by Welcome Freeman of Castro Valley, this district. Ideal climatic conditions, abundance of pure water and food, nearness to large markets and world wide shipping facilities, make Hayward ideal for poultry raising. Eggs and poultry products are handled by two large institutions, the Hayward Poultry Producers' Association, with a membership of 1160, and the Central California Poultry Producers' Association.

Squabs, Pigeons, Rabbits and Dairy Products

Squab and pigeon raising, a haphazard occupation in many localities, here assumes the proportions of an exact science. One of the largest pigeon lofts in the world is located here. Also a large squab packing plant where the young birds are dressed, and made ready for the market. Although no figures are available as to the revenue from the source, estimates place it into the hundreds of thousands of dollars. Five thousand squabs are shipped weekly to the world's markets.

Rabbit raising gives lucrative occupation to many. The animals are raised not only for the meat, but also for the furs. Many of the so-called rabbit farms are doing a thriving business.

The dairy industry ranks high as a farm activity, as is the raising of beef cattle and sheep. 11,500 cows last year yielded six million dollars in milk, cream, butter, cheese, etc. 45,000 head of beef cattle brought an average of \$80 each and lambs aggregated \$300,000.

Large flocks of turkeys, hogs and goats bring additional thousands annually.

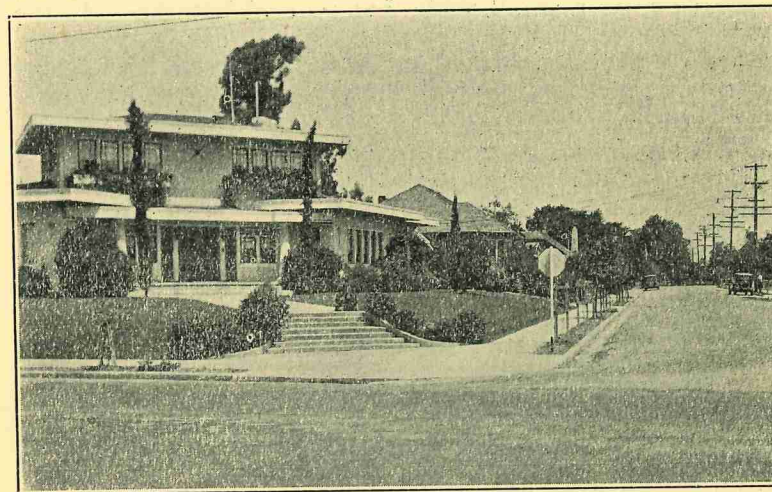
Soil conditions are so good that every foot of land

is made to pay. Even orchard lands are used for field crops, planted between the trees. Flocks of fatling sheep browse on the stubble, while on other ranches, by way of diversion, turkeys, chickens, pigeons, rabbits or hogs are added as a sideline.

Flower Growing

Soil, water and climatic conditions are essential for success in flower raising. Without any one, the task is practically impossible. Hayward, in particular, is extremely fortunate in all three respects. The soil is unexcelled, water plentiful, and climatic conditions ideal. The warm, moderate temperature, years of successful experience have proved, is an all important factor in the world-wide reputation Hayward has achieved in floriculture. Carloads of flowers are shipped from here to Pasadena and other cities to make their flower festivals possible.

Statistics show that the season's average tempera-



ONE OF THE MANY BEAUTIFUL RESIDENTIAL STREETS

ture is 57.1 degrees, the maximum average 66.6 and the minimum 46.6, making the Hayward climate not only ideal in which to live, but almost made to order for flower raising.

In and adjacent to Hayward flower growing has attained the ranks of a \$20,000,000 industry with an annual sale of more than \$10,000,000. Glass granges or hot houses cover an estimated area of more than 4,525,000 square feet and lathe houses more than 4,000,000 square feet.

The varieties grown are too numerous to mention, and not only in hot houses, but in and around private homes, may be noticed numerous rare, exotic blooms. Flowers of some variety or other bloom here the year around.

Primarily Agricultural

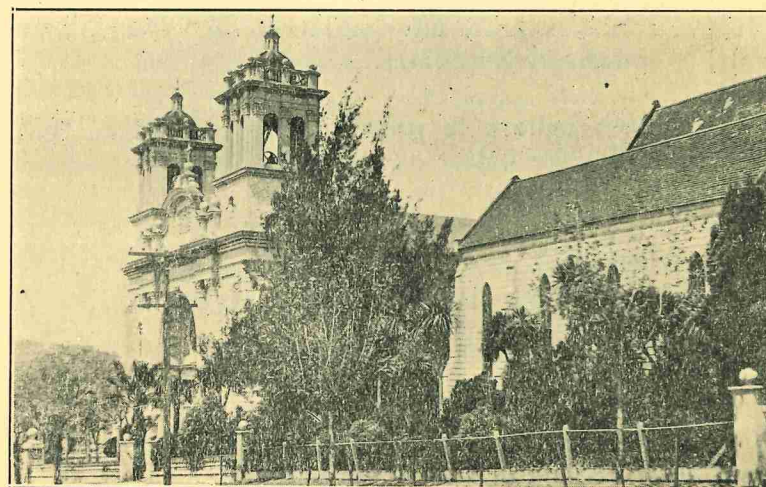
Hayward is primarily an agricultural district, devoting the major portion of its time to the various ramifications of farming, poultry, pigeon raising, and floriculture. Two large canneries are the major industries. Egg dehydrating, on a small scale, has started but the industry is too young to indicate what the future may bring. Based on a new patented method, the prospects appear bright, and if sound, will develop rapidly in this district.

Although not a manufacturing center, Hayward is ideally located. Numerous factory sites are available with excellent shipping facilities. Nearness to deep water transportation and the markets of the world, accessible either by rail, or motor transport on fine paved highways, makes this community logically situated. An exceptionally fine climate, absence of radical elements, plenty of water, low taxes, fine schools and homes offer much to the prospective locator of factories here.

The University of California, Stanford University, St. Mary's College, Mills College, and a score of other seats of learning, within easy commuting distance makes Hayward entirely desirable as a home town, where the nerve-racking bustle of the city is absent but where those

who wish an afternoon of city shopping or theatre or other city recreations can attain them with little effort and short travel.

Because of its attractive location and its numerous advantages, offering an ideal mixture of city and country life, Hayward is becoming the home of thousands who love this type of surrounding. Large acreages are fast dwindling into smaller ranches and small ranches are giving way to city streets and blocks. In ten years the population has gained 55 per cent, and the increase today is greater than ever. New tracts are being opened, new homes built, and each finds a ready tenant. New, wide streets are nosing out into what a few years ago were wheat farms or hay fields. The development is gradual but steady. There has never been a boom and no one appears anxious to experience this type of progress. Values are sound, progress measured. According to an official of a large public utility, Hayward is one of the fastest growing communities in the East Bay district.



ONE OF HAYWARD'S MANY BEAUTIFUL CHURCHES

The Hayward City Council and Chamber of Commerce Stand for a City of High Quality



They recognize that Hayward is primarily a residential and agricultural district.

They are endeavoring in every way to make Hayward an ideal home city.

They advocate better homes, better shops and better business conditions.

The Chamber of Commerce recognizes its obligation to support a well balanced program of work in which business and manufacturing are given an important place.

It has accurate information on agricultural and industrial conditions.

Both believe in promoting all conditions that make for better and happier life.

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For Information on Hayward
and vicinity address

The Hayward Chamber of Commerce
City Hall, Hayward, California



Hayward Facts » » »

Area One Square Mile
Population 5,500
Served from Hayward Post
Office 25,000
Number of Families 1,200
Churches . . 9 Banks . . . 2
Grade Schools 4 Finance Co. . 1
High Schools . 1 Theatres . . 1
Retail Area 18 Blocks
Trading Area 9 Mile Radius

