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FILED FEB 27 1940
FRED W. SICK City Clerk

*Com. from Pacific
Beach Chamber
of Com. relative
to recent Editorial
regarding Beaches*

SAN DIEGO, CALIFORNIA

FEB 27 9 03 AM 1940

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Beaches misad

Read

MAR 12 1940

Capt. Homer H. Hacker
President

Mrs. Grace D. Howell
Secretary
Phone Pacific Beach 547

Pacific Beach Chamber of Commerce

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Pacific Beach, California

February 25, 1940.

Mayor Percy J. Benbough, and the
City Council,
Civic Center,
San Diego, California.

Gentlemen:

The attached editorial "BETTER BEACHES" appeared in the Tribune-Sun Saturday the 24th instant, the editorial speaks for itself. Truer words were never uttered, the editorial writer certainly knew exactly what he was talking about, he is to be commended.

Many may now know or appreciate the fact, but our ocean and beaches are San Diego's asset. San Diego not being a city of smokestacks, therefore, we have to depend upon the navy and tourist for our revenue and income.

Tourist coming to San Diego, particularly those retiring, they come to see and wade in our ocean, than they wish to fish, when the new wears off they want to play (believe it or not) and if they cannot find what they want here in San Diego, they go else where. Please remember, this is all new money being brought here.

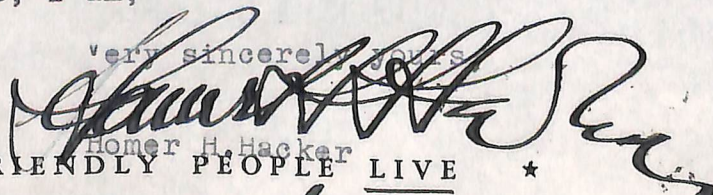
In my opinion, San Diego have the most equitable climate in the world, the best beaches along the coast if cleaned and developed. San Diego should make our beaches and adult recreation (also for children) so attractive that the tourist will not leave San Diego if they could. Little Oceanside have it, Oceanside is farsighted.

Certainly it is going to cost money, but gentlemen, you being business men well know that we have to spend money to make money.

It is requested that you accept this editorial and the letter with the spirit as offered and written "THE BEST INTEREST OF SAN DIEGO" and Pacific Beach.

With very kind wishes, I am,

Very sincerely yours,


Homer H. Hacker

★ WHERE FRIENDLY PEOPLE LIVE ★