

# SAN DIEGO

CALIFORNIA



CITY



EXPOSITION



COURTY





# FOREWORD



**T**HE Board of Supervisors of San Diego County; the Chamber of Commerce of San Diego County, and the Panama-California Exposition, have joined in the work of producing and distributing this book.

The material for its pages has been gathered together with much patient toil, and great care has been taken in the writing and in the choosing of illustrations, to the end that no one shall be at all deceived or led to believe that which is not true.

The objects of the book are to attract people and institutions to San Diego City and County; also to attract attention to the great Panama-California Exposition project that is being carried out in San Diego, and there is so much of truth that can be said about San Diego and her great project that it is as unnecessary as it would be unwise, to attempt to accomplish these objects by untruth or exaggeration.

What is written herein is true.

Come to San Diego and learn this for yourself, gentle reader, if you are not satisfied with the place in which you now abide, or something that you may read between these covers tells you that you may better your lot by so doing.

There is this that may always be said about San Diego: she is hospitable. She will welcome you with a gracious smile, and give you at all times of the best she has. And she has room for all who may come. It has been said that no country in the world is capable of sustaining a greater population. It is comparatively sparsely settled now.

From the Hagers' 9/04



THE PLACE OF OPPORTUNITY.  
FIRST PACIFIC U.S. PORT NORTH OF PANAMA  
INVITES THE WORLD TO HER  
*PANAMA CALIFORNIA EXPOSITION*  
1915—ENTIRE YEAR—1915



TYPICAL ARCHITECTURE

**S**AN DIEGO County, a long neglected Eden, is achieving her destiny.

San Diego, of the sun-kissed strands, has attained her own.

Her land-locked harbor is unsurpassable; her majestic ranges, overlooking the most fertile valleys on earth, are bathed in almost perpetual sunshine. Here thrive, in all their glory, the orange and the peach; the lemon and the grape; fruits deciduous and citrus, and all that goes to gladden the heart of man. Here all that Dame Nature provides is offered in plenty and perfection, and now all the world is learning of San Diego and her many attractions.

Here is a land of diversity, where each and all may take his choice.

The fattest of cattle roam the sunny hillsides; earth's choicest fruits ripen in the vales. All the needs of man are here for the cultivating and the gathering; blessed with a climate unequalled on earth, scenic splendors unsurpassed, and water, water everywhere awaiting the harnessing.

This is the Mecca of the tourist, the home of the man who knows, and the land of almost eternal sunshine.

This is the land for the commercial opportunist, and the opportunity is now! Wealth is his, future comfort will be his portion, does he but grasp opportunity.

With the greatest possibilities the world ever knew; with an assured future, guaranteed by every rule of reason, and with the best climate on earth, the true homeseeker cannot desire more.

San Diego is the nearest United States port to the almost completed Panama Canal. It will have, in a brief year or so, a second transcontinental railroad—one which shall reduce the distance between our own East and the Far East several hundreds of miles, and the mileage between the Eastern states and the Western, possibly, half of those hundreds. It has a harbor with no superior upon this, or any other coast; a harbor regarding whose merits all maritime and naval experts are as one: as having the greatest possibilities upon the Pacific Coast of America.

San Diego has a back country, prolific, rich and diversified, which has, at its eastern doorway, the producers of the wealth of the great Imperial Valley clamoring for admittance, so that they may secure a short cut to the growing trade of the Orient, and a market for their cotton, fruits and diversified products, in the eastern

(1912)



VIEW OF THE CITY FROM BALBOA PARK, THE EXPOSITION SITE

states, when the Panama Canal shall have been completed—products which the famed valley of the Nile never did surpass.

Her transcontinental railroad completed, San Diego must and will become the only outlet for the growing exports from the Southern states, from East to West. The wide-awake men of the Southern states are awaiting, in all anxiousness, the completion of the last link in the great chain which shall bind together the common interests of Southeast and Southwest.

Conditions and climate, canal and co-relations, alike combine in a guarantee of the marvelous future in store for this favored region. Within five years its population has been trebled; within ten years it will be quadrupled, and authorities assert, confidently, that within a generation San Diego county will be more thickly populated, in proportion to its area, than any part of the country.

It is, at one and the same time, the playground of wealth and the place of opportunity for the poor man. The rich may dally at their leisure three hundred and sixty-five days in the year; they may polo or golf, go automobiling—yes, even bathe in the surf, while the toiler may live in more comfort, with less toil, and on less soil, than anywhere else on earth.

It is a land where a mere five acres, cultivated conscientiously, blessed by a gracious sun, and a perfect all-the-year-around climate, will yield more for its

possessor than tenfold that acreage on the wind-swept prairies of the middle west or on the storm-strewn Atlantic seaboard.

Neither soaring thermometers nor intense humidity prostrate the fortunate dweller in San Diego county during the summer semester, while blizzards, storm-waves and cold waves disturb not his equanimity during those months supposedly wintry. He grows oranges at Christmas, and visits the beach on New Year's day with a home-grown rose in his buttonhole.

Annually, thousands come to gaze; stay to wonder, and decide to live on. World-worn travelers bless the day they glimpsed the varied charms of San Diego county, and of these there are untold thousands settled in the fertile valleys and scattered over the sun-kissed shores of this most favored land; world-wanderers who have viewed the beauties of the seven seas and the five continents.

Poets and artists have pictured the charm of this favored shore, have built here their homes, and are now engaged in telling the world of its wonders and its joys. Men of wealth and business acumen realize that



A SAN DIEGO DEPARTMENT STORE



POINT LOMA BOULEVARD

Basking in the sun of contentment, she has long known that greatness was to be her due, ultimately, and she realizes now that her time has come.

San Diego has keen-sighted, far-seeing men guiding her destinies—political and commercial—men who realize that the time to do is now.

Her harbor is being made ready for the mercantile fleets that shall plow those placid waters, when the great water-way connecting the two great oceans shall have been completed.

Confident of winning, San Diego has awaited her opportunity and has won. Building permits, during the past year, exceed, in proportion to population, those of all other cities on the American continent. The population has trebled itself in five short years, and within five more is expected to treble again. Bank clearances multiply, in an astounding manner, postoffice receipts have doubled, trebled and quadrupled, within the last decade; real estate values increase astonishingly, continually and systematically. Yet is there opportunity to participate in the prosperity of a city destined to become the capital of the Southwest, and one of the greatest, if not the greatest, of ports on the Pacific Coast.

San Diego is making rapid strides as one of the manufacturing and industrial centers of the West; her fisheries are assuming great proportions; her water supply cannot be surpassed by any of her sister cities, west or east, and as an all-the-year-around tourist resort she is more favored by climate and patronage than any city in the new world. Theaters, the equal of any in the West, are here and are well patronized, with yet another, the greatest in the Southwest, rapidly approaching completion. She has one of the most scenic and magnificently situated natural parks in America, if not the most beautiful, where her great exposition of 1915, is to be held, fourteen hundred and sixty acres in extent, and named after the great explorer, Balboa.



PLAZA IN BUSINESS CENTER OF SAN DIEGO

here is a new Mediterranean which must become more popular with each recurring season, and that here is America's Riviera.

The city of San Diego, with a population of 17,700, in the census of ten years ago, increased little materially during the next five years, yet the United States tally of 1910 gave her credit for some forty thousand souls, since when she has increased by leaps and bounds, until today authorities are willing to admit that she has gained an additional twenty or more thousands of inhabitants; an increase largely due to the setting forth to the world of the possibilities, potentialities and incontrovertible facts regarding the city's future, by the men who are energetically demonstrating what she has; what she must become, and last, but not least, what she has already done on limited resources.

None denies her unrivalled climate and no one can gainsay her claim to superiority in the matter of harbor, transportation facilities, or back country.

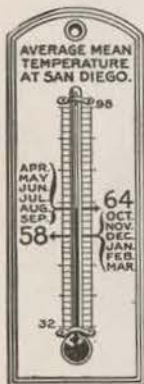


As an all-the-year tourist resort, San Diego is unsurpassed anywhere in the world, because of its evenness of climate, making out-door life enjoyable at all times. The attractions of seacoast, mountains, forests, orange and lemon groves, vineyards, old missions, and boulevards connecting all places of interest, are not equalled in any other section of the country. It is the playground of America; the best out-of-doors country in the world.

Since the beginning of meteorological records, the temperature has averaged less than one hour per year above 90 degrees. Highest and lowest temperatures ever recorded are 101 degrees and 32 degrees. The thermometer has never gone below 32 degrees, although the records extend back to 1871.

The cause of the cool summers of San Diego is, strange to say, found in the hot weather in the interior of California and Arizona. The hot weather in the interior produces an aerial eddy; the low area of the weather map and the difference in pressure between the interior and the ocean result in giving San Diego cool, uniform days and nights free from extremes, or what is practically the summer temperature of the sea.

We can offer all who come to us an existence in a beautiful and rapidly growing city, with every resource of modern civilization and sanitation, in an unsurpassed climate, which will prolong life and add immeasurably to its enjoyment.



#### WATER SUPPLY.

No city in the country has finer water and but few have a better supply. This water is furnished for domestic use for eight to ten cents per 1,000 gallons and at a proportionately less rate in quantity for industrial purposes. The city pays a total of four cents per 1,000 gallons with hardly a dollar invested outside of the distributing system.

San Diego's water supply today is sufficient for 500,000 population.

This supply of water is secured from water-sheds located in the heart of the Laguna Range, sixty miles east of the city. The water is stored in a series of immense reservoirs. Competent men declare that water enough can be stored in these reservoirs to care for the city and outlying districts for seven years, even supposing there was not a drop of rain during that time.

In spite of the fact that the water supplied to San Diego is of the purest mountain variety, one of the most expensive of modern filtering and aerating plants known to science has been constructed.



SPEED TRACK AT LAKESIDE



TWO CHURCH EDIFICES OF SAN DIEGO

#### FIRE DEPARTMENT.

San Diego has an efficient and one of the best and modern-equipped fire departments. There are eight stations, with motor trucks, sixty-three men and thirty-three horses employed. The total cost of operation is less than \$60,000 per annum.

#### CHURCHES.

San Diego has many fine churches. Practically every congregation owns its own place of worship and nearly every denomination is represented. There are forty-eight church buildings in all. The business men and citizens have just subscribed \$150,000 for a new Y. M. C. A. building, having raised this amount in twelve days' canvass.

#### EDUCATIONAL FACILITIES.

The marvelous growth of San Diego in the last few years has called forth extraordinary efforts on the part of the people and the board of education in providing modern, up-to-date educational facilities.

In the last four years the average daily attendance in the public schools has increased 103 per cent. Within that time the citizens have voluntarily raised \$600,000 over and above the regular maintenance of the schools, for new buildings and grounds, in order to accommodate the ever-increasing number of pupils demanding admission.

Four years ago the board of education adopted a broad and comprehensive plan for enlargement and concentration of the grammar schools in the central portions of the outlying districts. Seventy additional classrooms have been provided by the erection of five new buildings and two additions, ranging in cost from \$5,000 to \$100,000, making a total expenditure of nearly \$300,000. In addition to this amount, nearly \$75,000 was invested in school grounds, which are today worth twice the original cost.

The State Normal School of San Diego is one of



AERIAL LADDER TRUCK LEAVING FIRE-HOUSE, AND LADDER IN ACTION



HOTEL DEL CORONADO

the best equipped and has the finest school buildings and grounds in the state. There are twenty-three teachers employed, and the total enrollment, including children in training school, is 714.

In addition to the public schools there is a seminary for girls, boys' military school, two business colleges and a number of private institutions, including the Raja Yoga Academy (theosophical).

### FAMOUS HOTELS.

San Diego is better equipped to care for the traveling public than other cities of 50,000 population in the United States. Its caravansaries number thirty, yet so rapidly is the city growing that many new hostelries will be required to care for the thousands of visitors during the Panama-California Exposition, which will be open during the entire year of 1915. Investors will find opportunities in this line.

Hotel del Coronado, situated in Coronado, just across the bay, is noted as the largest all-the-year-round resort hotel in the world. It is set in the center of a semi-tropical garden which has no equal in America. During the twelve months of the year it caters to guests from every section of the globe.

The U. S. Grant Hotel, costing \$2,000,000, has gained a wide reputation. Situated in the very heart of the city it is one of the largest concrete fireproof buildings in the world, having 500 guest-rooms. Its main lobby covers an area equal to one-eighth of a city block and has a seating capacity of several hundred people.

### THEATRES.

With the completion of the new Spreckels Theatre, now building, San Diego will have the finest and the best equipped playhouse on the Pacific Coast. The Spreckels Theatre will cost \$1,000,000, and will have a total seating capacity of more than 2,000. The building occupies an entire block. It is constructed of reinforced concrete and is absolutely fireproof.

The other theatres are the Isis (1,100), Savoy (1,200), Mirror (900), Empress (vaudeville), Grand (stock), and fourteen variety and moving-picture houses. The combined seating capacity of the theatres is 12,000.

### BOATING.

The bay of San Diego, and the adjacent waters just outside the harbor and beyond the headland of Point Loma, are ideal for yachting and motor boating. In fact, it is declared by yachtsmen and devotees of the exciting sport of motor boating that there is no place in the world to equal San Diego bay at all times of the year.

There are three yacht clubs in and about San Diego, the San Diego Yacht Club, the Chula Vista Yacht Club and the Junior Yacht Club. Many of the prominent business men of the city are members of these clubs and enter heartily into the sport. Races are held frequently, and on every day of the year the bay is dotted with white-winged sailboats and swiftly-moving motor boats, darting here and there, and leaving a streak of white foam in their wakes.

Sir Thomas Lipton, one of the greatest yachtsmen in the world, has recognized the superiority of San Diego bay for yachtsmen by presenting to the San Diego Yacht Club a beautiful cup, competition for which is open to members of any Pacific Coast yacht club. Each year a race to decide the ownership of this cup is held at San Diego, and hundreds of people are attracted here to witness the exciting sport.

Motor boating is just beginning to take a firm hold on the people of San Diego and within the past year at least ten very fast motor boats have been built in San Diego and launched in the placid waters of the bay. It is safe to assert that before the year 1915, when the great world's exposition is to be held in San Diego, there will be hundreds of these speedy small boats darting about on San Diego bay. The perfect climate of San Diego permits of the sport being indulged in on every day of the year, and men of wealth and leisure are fast learning of this advantage over other



YACHTING.





VIEW FROM CORNER OF BALBOA PARK

places where the sport is permissible only during portions of the year, and are coming to San Diego merely to be able to enjoy their fill of it.

Plans are now being laid to bring a number of pleasure yachts through the Panama canal to San Diego during the exposition year. On board of these will be several of New York and Boston's sport-loving millionaires. They will make their headquarters in San Diego bay and cruise about among the resorts of the South Pacific coast.

The yacht Lurline, twice winner of the ocean race from the Pacific coast to Honolulu, has San Diego for her home port, and there are several other fine and fast boats on San Diego bay.



AMERICAN BANK BUILDING  
TYPICAL APARTMENT BUILDING

TIMKEN BUILDING  
CARNEGIE PUBLIC LIBRARY



## COMMERCE AND HARBOR

**S**AN DIEGO, the first Pacific Coast port in the United States north of Panama, ranks second of all Pacific ports in volume of business by way of Panama and Tehuantepec.

In point of commerce she ranks second of all cities south of San Francisco and is only surpassed by one city in Southern California in amount of business done. Her commerce can, therefore, be called important and it is growing at a rate that astonishes those whose business it is to complete data on the commerce of the country.

As an indication of the amount of cash business transacted during 1911 are the bank clearings, amounting to \$86,725,000. The percentage of increase is .27, placing San Diego in fourth place among the cities of California in this respect. No city in the state shows a greater percentage of increase. Her bank deposits amount to \$18,000,000.

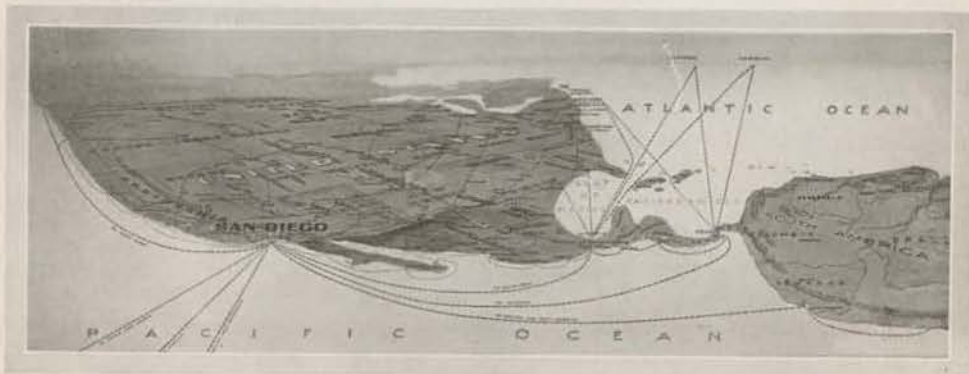
Her imports, by way of the Isthmian routes alone, amounted to \$10,500,000. Only San Francisco exceeded her with \$32,500,000. Seattle had \$4,500,000; Los Angeles less than one million. Tacoma and Portland had \$500,000 each. This means that San Diego received over ten times as much freight from one source alone than did the port of Los Angeles, a powerful illustration of what will come to this port when the Panama Canal is open.

Added to her imports by sea, which amounted to a little over \$12,500,000, are those by railroad, which amounted to \$10,300,000, a total in goods that passed through the warehouses of San Diego of \$22,700,000, nearly \$2,000,000 a month.

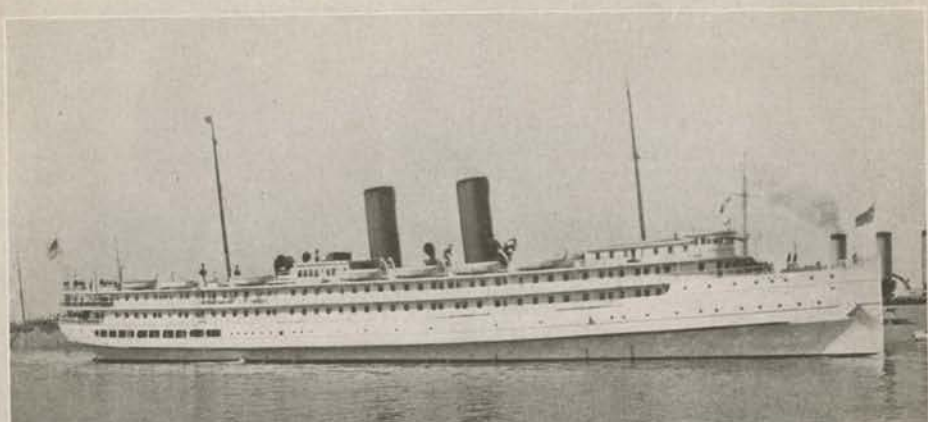
During this period she began new structures, the contract price of which amounted to over \$5,600,000, as shown by building permits issued. On the first day of December there were over 1900 houses of all classes in course of construction in the city.

Her products for the year amounted to \$13,400,000, of which amount her orchards and farms yielded \$9,000,000. The balance (from factories) of \$4,400,000 shows the great opportunities of San Diego for manufacturing business.

Most of the commerce of San Diego is attracted to her by her magnificent harbor facilities and the further fact that with her enormous back country, her position at the terminus of water level routes, commerce gravitates to her naturally. It will never be necessary for San Diego to expend the millions of dollars and years of effort



SAN DIEGO, FIRST PORT OF CALL IN THE UNITED STATES NORTH OF THE PANAMA CANAL AND ISTHMUS OF TEHUANTEPEC ON THE PACIFIC OCEAN



TYPE OF SAN DIEGO'S PASSENGER STEAMERS (UPPER)—TRAINLOAD OF CITRUS MATERIAL READY FOR SHIPMENT AT SAN DIEGO—ONE OF THE MANUFACTURING PLANTS OPERATING IN THIS SEABORD CITY—GLOBE MILLS WITH AN OUTPUT OF THOUSANDS OF BARRELS OF FLOUR ANNUALLY



U. S. GRANT HOTEL.

other ports have been compelled to expend to attract commerce. A paltry \$6,000,000 for harbor improvements represents the greater part of the expense she will ever be called upon to bear to facilitate the movement of goods over her docks and through her warehouses. When it is remembered that San Francisco has expended over \$25,000,000 on her water front alone; Seattle nearly as much; Oakland \$15,000,000; Los Angeles over \$12,000,000, with nearly twice as much more necessary and promised, San Diego's advantage as a great entrepot, commercial center and distributing point is obvious.

Regarding San Diego's principal asset—her harbor—"The Harbor of the Sun," as it was recently described by a distinguished visitor of poetic proclivities, and as such it will go down into history, there is much to be said.

There is none better on this, or any other coast; there is none more favored by Nature, climatically, geographically or in any other way. San Diego harbor has depth, width, and every other facility with which a haven for sea-going ships is provided. It can contain—do they wish to come—all the fleets of the world, and there will be no pushing nor rushing for a fair anchorage.

Absolutely the nearest smooth-water haven to the nearly completed Panama Canal, where must come the leviathans of the deep, San Diego's harbor must also become a haven for them.

And San Diego knows what she has in the matter of harbor facilities. She fully appreciates her opportunities. She realizes her strength, and is strong in that strength. San Diego knows!

Today, ranking as the third in importance on the Pacific Coast, San Diego harbor may, tomorrow, attain a higher position in harbor relations.

That sentinel promontory, Point Loma, stands as a shield against the storms which might blow from the North, but which don't blow in San Diego's harbor, for stormy winds are unknown in the "Harbor of the Sun."

Naval officers, who have inspected all the harbors on this, and every other coast, have decided that there is none to equal that of San Diego; they state that it is most accessible; free from rock and reef.

With her \$6,000,000 great improvements are to be made. Wharfs, and a sea-wall are to be constructed, and it is estimated, that in the near future San Diego's harbor will have some eleven miles of docks.

It is expected that upwards of 1,300 acres of tide-lands will be reclaimed through this reclamation plan, which, it is estimated will be of greater value to the city than the cost of its bonded indebtedness for harbor improvements.

The material value of San Diego's magnificent harbor has been for many years impeded through lack of through transportation, but this is shortly to be remedied with the inception of the San Diego & Arizona railroad, completion and operation of which is promised in 1913.

With a total area of twenty-two square miles, San Diego Bay is one of the finest landlocked harbors in the world. It is the third in importance on the Pacific Coast and ranks among the best ten natural harbors of the globe.

The depth of the anchorage area of San Diego's harbor varies from twenty to ninety-six feet at extreme low tide. From the entrance of the harbor for a distance of eight miles inland, there is a minimum depth of thirty-six feet at low tide. It is sixteen miles from the entrance of the harbor to the extreme end of the bay, the lower portion varying from twenty to twenty-five feet in depth at low tide. The tide has a rise and fall of about six feet at this point.

Aside from being landlocked, Point Loma, a promontory 400 feet above sea-level, famous as the site of the world institute of the Universal Brotherhood and Theosophical Society, juts out into the ocean just north and far beyond the harbor entrance, thus protecting not only the entrance but the entire harbor itself from any storms which might sweep down from the north, while the United States Government has built an indestructible jetty paralleling the entrance to the bay on the south, thus deflecting the current from the tropics and maintaining a uniform depth of the entrance channel so important to shipping.

The development of the harbor from a commercial point of view has just begun. At the last session of the California Legislature, the State ceded to the city of San Diego all its right and title to the tide-lands lying within the corporate limits, contingent upon the city of San Diego appropriating \$1,000,000 toward the reclamation



PUBLIC BATH-HOUSE, SAN DIEGO

of same by the construction of a sea-wall, and with the further proviso that the city shall forever after maintain public docking facilities. These conditions were received with enthusiasm by the people of San Diego, a bond issue was made for the first \$1,000,000 and work started on the improvement. When completed, San Diego will have about eleven miles of docks, which will be adequate docking facilities for a city of a million population. In addition thereto, the improvement, when completed, will reclaim 1,000 acres of land suitable for warehouse and factory sites, 500 acres of which lie contiguous to the business district. It is estimated that the annual revenue from the rental of this large tract of land within the heart of the city will materially reduce the operating expenses of the city government, although at the present time San Diego has a very low municipal tax rate.

The plan which the city is now developing contemplates the building of 22,000 feet of sea-wall having a minimum depth of thirty-five feet at low tide. This improvement, it is estimated, will cost \$6,000,000.

Most important of all and a factor which will have a decided bearing for good upon the future commercial and industrial development of the city is the fact that it will require less capital to conduct new enterprises in San Diego than in any other city of the West, because investors will not be required to purchase factory and warehouse sites. It is proposed to place the land reclaimed in harbor improvement, which will be worth \$50 to \$500 a front foot, at the disposal of prospective manufacturers for a nominal rental for the use of the ground occupied. That the city can afford to do this and still receive a princely revenue per annum is evident to the most casual observer. For example, a rental at the small sum of \$25 per month per acre will net the city, when all ground is occupied under lease, \$300,000 per annum, which is sufficient to pay interest on all bonds necessary to make the harbor improvements. In fact, it would pay the interest on five per cent. bonds and still leave a sinking fund which would retire a bond issue of \$3,000,000 in twenty years. A manufacturer figures ten per cent. as the minimum net return on the capital invested. At this rate of interest, the rental of an acre of ground

would equal an investment of \$3,000, which would be a mere bagatelle, considering the advantages this land will have in the way of transportation facilities.



NEW SPRECKELS \$1,000,000 THEATER

#### OPPORTUNITIES FOR BUSINESS.

Low freight rates, cheap fuel, moderate taxes, splendid transportation facilities, free factory sites at low rental, a rapidly increasing home market and trade extension with Central and South America and the Orient offer exceptional opportunities for manufacturing industries that can be made



MASONIC TEMPLE



KNIGHTS OF PYTHIAS BUILDING

to pay big returns on the investment. While most manufacturing projects to be operated successfully must be on a comparatively small scale at the start, the city has today the best opening for cotton mills on a large scale to be found in the United States. American cotton goods command the markets of the world and the greatest future market for the surplus output is the Orient. If an enterprising Yankee could secure an edict requiring the teeming millions of the Flowery Kingdom to alter the style of the Chinese cotton blouse by lengthening it ten inches, it would take all of the cotton-mills of the United States running night and day for a whole year to supply that extra quarter yard.

There are a total of 197 Manufacturing plants in operation in San Diego, having a total annual output valued at \$4,661,840.

The New Industries Committee of the Chamber of Commerce, after a careful canvass of the situation, recommend investigation of the following lines which it is believed can be successfully operated here at a profit:

Acetylene gas machines, brick, electric clocks, cotton, electric machinery, fruit and vegetable canneries, delicatessen store, electric storage battery, fertilizer, furniture and fixtures, fish canneries, glass, patent hospital beds, moving-picture studio, mattresses, ornamental iron works, pottery, silk, sand-blast for cleaning stone and brick, sanitariums, shoes, soap, salt and its by-products, wire screens, shirt manufacture, health foods, paint, cement, crackers and candy, boats, kelp curios, lithographing; and all the time with no chance of overproduction—farming, fruit-growing and poultry-raising.

#### COMMERCIAL STATISTICS.

City Building, number of permits for 1911—2,975; for 1910—1,995; for 1909—1,520; for 1901—252.

Cost of Buildings, for 1911—\$5,703,605; for 1910—\$4,005,200; for 1909—\$2,632,100; for 1901—\$123,285.

Bank Clearings, for 1911—\$86,724,333; for 1910—\$66,708,874; for 1909—\$52,094,521; for 1901—\$12,000,000.

Bank Deposits, for 1911—\$18,000,000; for 1910—\$11,016,000; for 1909—\$9,565,634; for 1901—\$1,830,923.

Water Mains in Service, for 1911—265 miles; for 1910—230 miles; for 1909—216 miles; for 1901—75 miles.

Water Meters in Service, for 1911—10,466; for 1910—8,809; for 1909—8,246; for 1901—3,376.

Population, for 1911—60,000; for 1910—39,587; for 1909—30,000; for 1901—19,140.



A SAN DIEGO DEPARTMENT STORE

# TRANSPORTATION



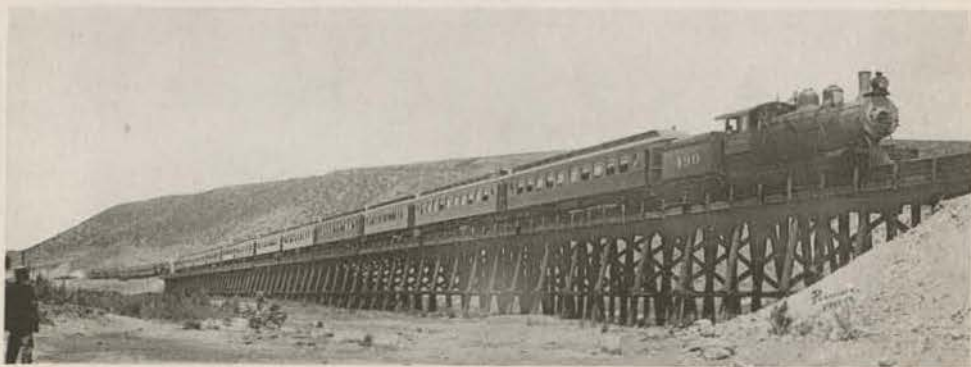
SAN DIEGO has always enjoyed unexcelled commercial advantages which its magnificent harbor affords, but it has heretofore been handicapped because of the lack of transportation facilities by rail. With the completion of the San Diego & Arizona Railway, now building, the "Harbor City" will have a direct Eastern connection with the Southern Pacific Railway at Yuma, Arizona, thus giving the city another transcontinental line. In fact, the new route to tide-water which the San Diego & Arizona Railway opens up will shorten the distance between Kansas City, New Orleans, St. Louis, New York and all points east and south, nearly one hundred miles. More important than even the shortening of distance is that of lowering the grade. The new route will be practically a water grade from El Paso, Texas, to San Diego. In the entire distance the maximum grade is but 1.4 per cent, and that at but one point. The average is much less than one per cent., ranging from .4 to .9 of one per cent.

The San Diego & Arizona Railway is being built by John D. Spreckels, the multi-millionaire of San Diego, and was begun in 1909. Sixty miles of grading have been constructed and fifty-five miles of track laid and in operation. Mr. Spreckels expended \$1,500,000 for terminal facilities in San Diego before a foot of the road

was built. The line will be completed and transcontinental service inaugurated by 1913, two years before the Panama-California Exposition opens its doors in the great Balboa Park, San Diego.

Long before the Panama Canal shall have been completed San Diego's harbor will possess accommodations equal to all emergencies. Improvements the most modern will be installed and the dockage facilities will be ample for all the shipping entering the harbor. There will be a wharfage approximating twelve miles, where deep-sea-going vessels may load and unload their cargoes to and fro. The city dock will be completed within a year or two; the money is provided, and a competent engineer is in charge of the work. The most up-to-date methods of construction will be taken advantage of.

With the completion of the city's dock, at the foot of D street, there will be room for all vessels plying the Pacific. With a depth of water—thirty-five feet at the



FIRST EXCURSION TRAINS ON NEW SAN DIEGO AND ARIZONA R. R., CARRYING 3,000 PEOPLE

lowest mean tide—all may come and go safely. This is without taking into consideration the improvements suggested by both federal and state governments.

San Diego's municipal dock will be fire-proof, vermin-proof and earthquake-proof, with all the improvements necessary to guarantee its modern construction. It will measure, when completed, one hundred and thirty feet by eight hundred feet, and will be capable of catering to four deep sea-going vessels at one time.

A double railroad track, east and west, or four tracks in all, will render it possible to supply all the needs of the vast volume of shipping expected after the opening of the canal, and there will also be a fire-proof steel shed, seventy feet wide and seven hundred and eighty feet long for the storage of valuable freight.

The bulkhead of the city quay will be twenty-six hundred feet long, when completed, and will also be fire-proof, in every particular.

San Diego has her finger on the pulse of the world's trade and that finger is pointing unerringly.

#### VAST TERRITORY OPENED.

The building of the San Diego & Arizona Railway means that San Diego will become the metropolis and trade center of the wondrous Imperial and Salt River Valleys and all of that vast region beyond, which now of necessity goes elsewhere. The cotton of Texas will come to San Diego for shipment to the Orient, but beyond and above all else, San Diego will be the open door to the great Imperial Valley, without a peer in all America and destined in a very few years to become the greatest cotton producing area in the United States.

#### BOULEVARD SYSTEM.

San Diego County voted \$1,250,000 for the construction of highways outside of the city of San Diego. As a result, a system of trunk-line roads has been surveyed, covering every part of the county and aggregating about 450 miles of a maximum grade not exceeding seven per cent., of which one-half is complete, and in operation.

The State Legislature at the 1911 session appropriated \$18,000,000 for state highways, which contemplates the construction of a boulevard from the Oregon state boundary on the north to San Diego and thence on east through the county seat of Imperial County to Yuma, there to connect with other great highways. This great highway, in Southern California, will follow the famous Camino Real, or King's Highway, built by the Franciscan Fathers.

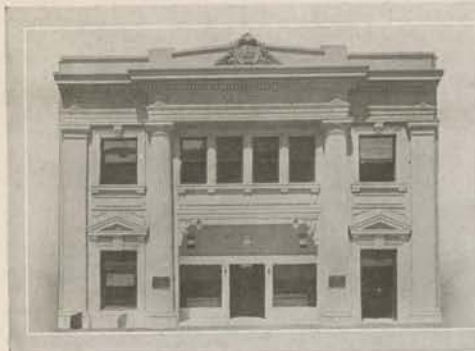
#### ELECTRIC LINES.

The city is covered with trolley lines that afford an easy and quick means of intercommunication in the city itself and with the suburbs that surround it. Con-



A SAN DIEGO DEPARTMENT STORE





TITLE AND TRUST BUILDING



HOME OF THE CHAMBER OF COMMERCE

nected with Coronado Island, a residence section, by ferry and trolley lines, and with Point Loma, another beautiful residence section, with trolley lines, it lies in the center of a number of beautiful outlying home districts that are unsurpassed for home building.

The city is connected at present with Los Angeles and Chicago and the east and north by the Santa Fe railroad system, which is now operating eight daily trains as far as Los Angeles and two as far as San Francisco. In Los Angeles connection is made direct with trains for Chicago and the east.

#### STEAMER LINES.

Three steamship lines make San Diego the southern terminus for their steamers, the Pacific Navigation Company, the Pacific Coast Steamship Company and the North Pacific Steamship Company. In addition to these are the Mexican steamship lines which operate steamers between San Diego and ports of Baja California and the Mexican mainland, and the American-Hawaiian Steamship Company which operates fifteen of the largest freight steamers on the Pacific Ocean between the Isthmus of Tehuantepec and Honolulu, via San Diego. Tramp steamers and the coastwise lumber fleet fill the harbor with bustle and life the year round, bringing freight from foreign ports and lumber from the British Columbia forests. Many craft busy with bay traffic and passenger business, add their life to that of the great sea-going vessels.

The San Diego Southern Railway serves National City, Chula Vista and Tia Juana, Mexico, with many daily freight and passenger trains.

The Cuyamaca and Eastern Railway serves Grossmont, El Cajon, Foster and Lakeside, and upper Mission Valley, tapping a large country and operating dozens of trains daily.

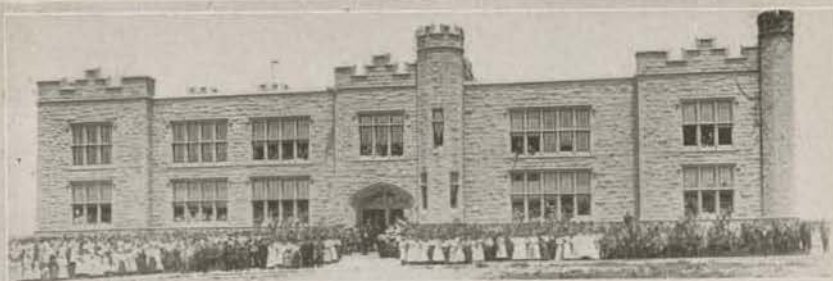
The La Jolla Railway serves Pacific Beach and La Jolla.



TWO VIEWS ALONG THE BOULEVARD SYSTEM



TYPICAL SCENES IN SAN DIEGO'S BACK COUNTRY, SHOWING FARM RESIDENCE AT NESTOR—  
COUNTRY NEAR LAKESIDE—THE EL CAJON VALLEY AND RESIDENCE AT CHULA VISTA



SOME SCHOOL BUILDINGS IN SAN DIEGO

# SAN DIEGO'S BACK COUNTRY



**V**ISITORS and strangers, accustomed to the level prairies, plains, and plateaus, of the grain-raising states of the middle-west, glance over San Diego's back country, and with a murmured "Pooh! Pooh!" say: "Why, there's nothing here like we have back in Kansas, Iowa or Nebraska," as the case may be.

"Where's your deep alluvial soil?" they ask.

San Diego's back country is a rugged one, and therein lies its charm, its diversity, and its wealth. The mountains feed the valleys, and the valleys feed the people.

The divide between San Diego county and the county of Imperial is a mountain range which, in the winter months of the year, receives moisture sufficient, in the shape of snows and rains, to inundate the entire lower section of San Diego county.

Water, that has been running to waste, at the rate of billions of gallons annually, is gradually being stemmed and dammed by far-seeing men who have long realized its value. Millions have been already spent on water conservation projects, and millions more are in the spending. No city or county, in America, has the potential water supply that have both San Diego city and county, nor has any one of them water of a superior quality.

Efficiently, and properly stored, there is, in San Diego county, sufficient water to provide liberally for a city of a million inhabitants, with enough left over to irrigate and satisfy all the valleys needing irrigation. Of a score or more of generous watersheds, several are now in harness, and others are being bridled.

Farmers of the middle western states who come to San Diego county express surprise at the enormous product gained from the soil, which in distinction to the black alluvial deposits of the middle western states presents a lively aerated and fertile aspect to the soil surveyor. These soils are alluvial in character. The basis of their tilth is decomposed granite from the mountain ranges washed and ground and pulverized by the action of the elements and deposited with vegetable fertilizer in broad mesas, wide valleys and richly productive uplands. Such soils furnish the citrus trees with the rich mixture required by them, and the climate allows them to mature with every advantage necessary to their most favorable growth.



SHOWING RELATION OF IMPERIAL VALLEY TO SAN DIEGO

The average Middle-west farmer is pleased enough to dispose of his holdings at a hundred dollars per acre, and if he cares to investigate, and look over San Diego county thoroughly, he will find acres and acres in the valleys of the county returning to their owners five times that amount in net profits each year.

Let him visit Escondido, El Cajon, Chula Vista, Lemon Grove, or a dozen other productive valleys of the county, and ask what he can purchase for one hundred dollars an acre. He will return a surprised and astonished person, for the valleys mentioned contain many hundreds of acres which can not be purchased for one thousand dollars per acre.

After such a visit he will realize most distinctly that San Diego has a magnificent back country, one unsurpassed; the most prolific, favored, diversified and sun-blest on the five continents. Our critic becomes an enthusiast, a resident and a purchaser, as further investigation shows him that there are thousands upon thousands of virgin acres but awaiting the hand of the intelligent cultivator, lands acquirable at a fifth, and in many instances, a fiftieth of what the productive areas of San Diego county are valued at.

Possibly far in excess of the aggregate future values of the valley lands of San Diego county will be those of the vast mesa tracts of the region, hundreds of thousands of acres, which, in the very near future, will blossom like the rose.

Water is all that is necessary to bring about this state of affairs, and water is here for the conservation. It is running to waste, at the rate of billions of gallons annually, but it is gradually being conserved and preserved whereby these vast mesa, or table lands, capable of producing the choicest fruits of the earth, will approximate in value that of the deeper-soiled valleys before many years shall have passed.

Vast projects are under way for the purpose of storing the floodwaters from the mountains to the eastward, in order that these rich mesas may be provided with what is their greatest necessity.

Of these hundreds of thousands of acres of valuable mesa lands, there are tens of thousands of them purchasable today at a tithe of their potential values; lands worth from ten to twenty dollars an acre now, will be inaccessible at ten-fold that valuation, when water shall be available.

That San Diego County is growing is shown by the summary of population statistics for the year 1912, as compared with the previous year and 1901, ten years before:

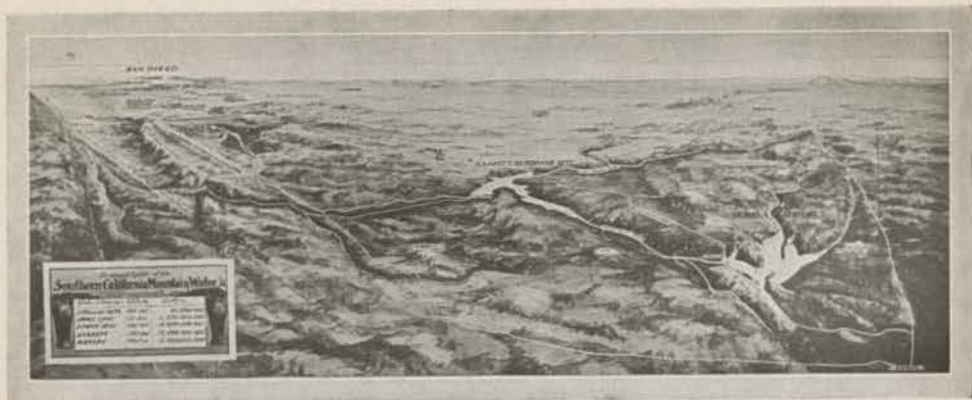
The population of the county has grown very rapidly since 1901. In that year the population was 35,090. In 1909 it had increased to 49,000; in 1912 the population has increased to 85,000.

#### ORCHARDS AND GROVES.

Products of the apple orchards of San Diego County have taken numerous first prizes in competition with the Rogue River and Hood River valleys of Oregon and apple districts of Colorado at several world's fairs and international ex-



ON THE ROAD TO LAKESIDE



SOURCE OF SAN DIEGO'S WATER SUPPLY

positions. The mountain district from Palomar on the north to Laguna on the south, is one of the best apple districts in the world. The apple and all kinds of deciduous fruits are grown here in abundance without irrigation. A crop failure is unknown, because of the steady warm winds which prevail during the blossoming season.

The country is a gently rolling table-land surrounded on the north, east and south by high ranges of hills. It is covered with a light growth of pine timber, easily cleared, and comprises a total of about 80,000 acres of the finest apple land known. The extremely low price of this land and the fact that the entire region is yet practically undeveloped are due to its distance from railway facilities.

No industry known is more profitable than apple raising, where a crop each year is assured as it is here. Fifty apple-trees can be planted upon an acre of ground. These trees begin bearing at four years and when seven years old will produce on an average eight boxes to the tree or 400 pounds of apples. The average price on the local market is \$1.25 per box and 50 to 65 cents per box in the orchard. These apples sell in the Eastern market at \$2.00, \$2.50 up to \$3.00 and \$4.00 per box. A good living is assured, while the opportunities for making money, actually acquiring wealth, are here open to the man of humblest means who is willing to work and wait. In fact, assurance is given that a railroad will tap this district by the time of the first crop. There are a number of bearing orchards, some fifteen years old, at the present time, the planted acreage is small, because the fruit has to be hauled thirty miles to a railway station. But these orchards have demonstrated and proven the adaptability of the soil and climate conditions beyond the peradventure of a doubt.

Peaches, plums, pears, vegetables, small fruit and all kinds of agricultural products grow to perfection. Barley, oats and wheat yield enormous crops; hay one to two tons per acre, and corn in the lower elevations equal to Missouri and Kansas. Stock-raising is, therefore, one of the most profitable industries, and the settler or newcomer desiring to engage in growing apples can make a good living raising beef-cattle while his trees are coming into bearing.

#### MONEY IN OLIVES.

An olive grove is within the reach of the man of modest means. It is one of the best paying of all horticultural pursuits and is perhaps the most easily cared for of any of the fruit-growing industries. The olive will come into bearing in three years from planting. Bearing olive trees yield from one to three tons per acre and sell from \$40 to \$150 per ton. During the time it takes for the orchard to come into



BETWEEN RAMONA AND SAN PASQUAL



CHERRY AND PEACH ORCHARD IN BLOOM

bearing an industrious and frugal family can live from the ten acres of land by putting in various crops, and with chickens and a cow. Three or more crops a year can be produced of the several kinds of roots and vegetables and small fruit, so that the land is easily worth four times the cost of land in cold countries. The olive tree will grow in any kind of soil and will prosper in soils so poor that nothing else of value will grow, and with little care or water. The olive orchard is, in fact, a gold mine that never plays out—the trees bearing for centuries. There are bearing trees in San Diego County more than 140 years old.

#### BEES MAKE MONEY.

San Diego County produces more honey than any other locality in the United States. It is of the finest quality and nets the producer an average of 10 cents per pound. In no other country in the world is bee-culture carried on at so little cost as here, or with surer profit. The semi-tropical climate produces an abundant flora suitable for honey-making found nowhere else in the United States. The foot-hills and mountains are covered with black and white sage, wild buckwheat and other flowering plants, making it possible for the bees to work all the year round.

In fair years 100 to 150 pounds of honey to the colony is considered an average return, while a yield of 300 to 400 pounds a year from a single colony is not unusual.

It is estimated that one hundred colonies of bees will produce the first year from \$500 to \$1,000 worth of honey.

#### INTENSIVE FARMING.

Intensive farming is as old as the hills! The Egyptians practiced it, and the various castes of India made a success of it thousands of years ago. "Little Land, and a Living," is the slogan of the colonists of Little Landers, a colony situated just north of Lower California boundary line, their contention being that from one to five acres will provide all the necessities of life, and that man wants but little here below. "Your salvation lies in Little Lands," says William E. Smythe, the editor of the "Little Farms Magazine," who distinctly contradicts the theory of Malthus, that the earth is no longer equal to supplying the needs of man.

Mr. Smythe takes issue with the late Mr. Malthus, and demonstrates to him that there is sufficient land to go around, especially in Southern California, where intensive farming has been proven a success.

As showing this success, the Panama-California Exposition will demonstrate to the hundreds of thousands of visitors, that shall visit the exposition, what can be accomplished on an acre, or two or three acres of productive land, and its showing thereof will be modelled upon what the Little Landers Colony has accomplished. It is the movement of the "Landless Man" to the "Manless Land," the main idea being to show to visitors and would-be settlers, that it is possible for a man, or a family, to live well on what is produced from an acre of productive soil.



FALLBROOK OLIVE ORCHARDS

# COUNTY DISTRICTS



## ALPINE.

**A**LPINE is a beautiful mountain valley thirty miles east of San Diego at an elevation of 1,850 feet. It is noted as a health resort and the actual development of its agricultural possibilities has just begun. Fruits of many kinds grow here, including the olive. The live-oak, which is indigenous, adds much to the comfort and delight of both pleasure-seekers and health-seekers. Permanent residents number about 600 in the district. Alpine is the half-way house, so to speak, between Lakeside and Descanso and is provided with school, church, town hall, library, stores, a commodious hotel and furnished cottages for tourists and others.

## BUCKMAN'S.

At either end of the district of which Buckman's Springs is the center lie, on the south, Campo, with its fertile valleys and uplands, and on the north end, Descanso, "Place of Rest", the three forming a chain of health resorts much frequented by people of San Diego and Imperial. Buckman's is the best known, from its wonderful lithia water. All three are patronized freely by those in search of health and rest. Productive ranches are scattered through the hills and valleys of this district.

## CHULA VISTA AND OTAY.

Chula Vista is one of San Diego's principal suburbs. Eight miles down the bay, reached by boat, electric and steam-cars, its beauty of location suggests its name, which translated means "pretty view". Back of the town is one of the richest and most highly developed sections of the county. The packing-houses here ship about 1,200 car-loads of citrus fruits annually, principally lemons and grape-fruit. This and the Otay district in the immediate vicinity constitute the best lemon-growing region in the United States. About 3,000 acres are under cultivation. Considerable acreage is used for hay, grain, beans and other agricultural products, and yielding total yearly crops valued at \$50,000, or an average annual income of \$25 per acre. The annual income from citrus fruits approximates \$1,000,000, or \$800 per acre.

## CORONADO.

Coronado proper, with its palatial hotel, and renowned Tent City, lies immediately west of the city of San Diego, a long sand spit rendering it available to travelers, by road, at all times of the year, while an excellent ferry service, run in conjunction with trolley cars, on either side of the bay, makes it a delightful resort for city dwellers from January to December.

The Hotel del Coronado faces a beach which admits no superior in the world, rendering it an ideal all-the-year-around resort for the tourist and the traveler. Golf, fishing, surf-bathing are indulged in here throughout the year, while it is the perfect home of that international popular sport, polo, especially in the winter time.

## DEL MAR.

No spot in all the sunny Southland can compare with the divine marvel of its jeweled setting. To the man of wealth and even to the man of moderate means who is in the habit of seeking rest and recreation once a year, or the man who has decided to enjoy the well-earned



OLIVE GROVE



pleasures of life and is looking about him for a homesite that will meet every requirement short of the Elysian, will find in Del Mar his ideal. But few places where rolls the ocean-wave equal the surpassing loveliness of Del Mar, sometimes called the "Newport of the Pacific."

Del Mar, which means "of the sea," is located twenty-six miles north of San Diego on the main line of the Santa Fe. It is also reached by fine boulevards.

#### EL CAJON.

El Cajon (the chest) Valley is the second in area in the county, with approximately 12,500 acres. It is reached by fine boulevards, and the San Diego, Cuyamaca & Eastern Railway, which enters the valley at Grossmont, passes through its center from south to north and on to Foster, the present terminus of the road.

The marvelous scenic beauty of this valley and the fertility of its soil are famed throughout the country. During the season of 1910 approximately 1,500 carloads of agricultural products were shipped from the valley, which included hay, grain, grapes, raisins, oranges, lemons, olives and all kinds of green fruit such as peaches, pears, prunes, plums, berries of all kinds, cherries, apricots, etc. Small fruits of all kinds yield prolifically. G. M. Hawley reports that his four and one-half acres of strawberries produced \$4,800 worth of fruit, season of 1910, or a little more than \$1,000 per acre. Winter vegetables which command such high prices in the Northern and Eastern markets can be grown to perfection here.

Table grapes are grown extensively and offer splendid inducements to the newcomer. The valley has a raisin-seeding plant which has a handling capacity of a carload, or 3,000 ten-pound boxes, daily.

#### ESCONDIDO.

Escondido is a city of the sixth class; assessed valuation \$861,500; elevation, 700 feet. It is the terminus of a branch of the Santa Fe Railway connecting with the main line at Oceanside, twenty-two miles westerly. The town will also be the terminus of an electric railroad from the county seat at San Diego, thirty-five miles southerly. Completion to Escondido, via El Cajon, is assured within two years and it will eventually be extended to Los Angeles, 100 miles to the north.

The Escondido valley is one of the largest in the county, having an area covering approximately 15,000 acres. It is one of the most beautiful of the Southland and has a population of 5,000, of which 2,000 is credited to the city. At its present rate of growth the population will double in the next five years. It is a hub from which radiate four trunk roads of the new 450-miles county highway system. It is the trading and shipping center of a tributary country within a radius of from twenty to thirty miles with San Marcos on one side and San Pasqual on the other.

Escondido grant, which includes the principal part of the valley, consists of 13,000 acres, and is reinforced by valleys in the tributary country aggregating at least 100,000 acres, and containing a population of 5,000. Much of this area is in the frostless belt, is susceptible to water development, and has soil adapted to citrus



ESCONDIDO AND ENVIRONS



SENTINEL PINE

fruit growing and alfalfa. Citrus fruits and grapes grow to perfection here, the equal of any other district of Southern California. Plans are on foot for the conservation and distribution of water over half a dozen or more of the grants properly within the bounds of the Escondido valley. These enterprises will add materially to the agricultural and horticultural resources of the region.

The average yearly rainfall in Escondido for thirty-five years has been 15.45 inches, while the yearly average for ten years, ending with 1910, was nearly seventeen inches. The average maximum temperature for 1910 was seventy-six; average minimum forty-nine; mean of maximum and minimum, sixty-one degrees. The water system, which supplies water for domestic use and fire purposes in the town and for the irrigation of about 1,000 acres of fine fruit land, is susceptible to extensive improvements, the preliminary steps for which are now under consideration. The water, which is of excellent quality, is brought from the watersheds of the Palomar Mountain section, twenty-five miles east of the city, and is stored in a reservoir, seven miles distant, from whence it is drawn as needed by the people of the valley. The supply of water is sufficient to irrigate every acre of arable land when properly conserved. The soil of the Escondido Valley is adapted to nearly all agricultural and horticultural products, although hay and grain, citrus fruit, wine and table grapes, are more prominent. The product of the muscatel vines is the finest in quality grown in the world, having thirty-two

per cent. of sugar content, and is grown without irrigation.

#### FALLBROOK.

The terminus of the twenty-mile Fallbrook branch, which leaves the main line of the Santa Fe Railway at Oceanside, is almost directly north of the city of San Diego, a distance of sixty miles. The town is near the northern boundary of the county.

The population of the district is about 1,000 and that of the town 400. Its schools are of the best.

The elevation is 700 feet. The surrounding country is a rolling mesa. The soil is decomposed granite—the finest in the world for fruit and agricultural products. The district is practically undeveloped and offers splendid opportunities for the settler. The principal products are grain, hay and olives, but the natural conditions are such that the country is destined to become a great fruit producing section. Peaches, pears, plums, olives and some kinds of apples can be raised here successfully without irrigation.

The Fallbrook section is as near frostless as any part of the entire state, thus making it a fine place for the raising of citrus fruits, especially lemons. An inexhaustible supply of water for irrigation purposes can be obtained here from wells varying from twenty-eight to eighty feet in depth.

#### GROSSMONT.

Standing like a sentinel between the gently rolling country around La Mesa and the incomparable valley of El Cajon, is Grossmont, a veritable "lookout" mountain rising several hundred feet above the plain, in a new country residence section. Splendid automobile roads wind about this hill on gentle grades, so that the summit can be reached with ease and comfort. Near the top, perched on a comparatively level spot, is Grossmont Inn, fast becoming a popular winter and summer resort. The Inn is modern and splendidly equipped and has become a regular stopping place for autoists and others making the trip overland between San Diego and Lakeside, and points beyond. Nearby are a number of winter homes of famous men and women. From the Inn to the top of the mountain, which Nature has crowned with a great granite boulder, is but a few hundred feet.



TOP OF GROSSMONT

### IMPERIAL BEACH.

Southward, to the confines of Mexico, is a stretch of magnificent beach, clean, firm and broad, where majestically rolls the blue Pacific, in all its grandeur. There is surf, certainly, but it is a surf in which everyone delights. On this stretch of beach is Imperial, one of the most delightful places in the world, easily available and especially popular with family people.

### JAMACHA.

Lying some twenty-five miles or so from the City of San Diego is the Jamacha region, one essentially adapted for the growing of olives. Situated upon the Sweet-water river, sheltered by the surrounding hills from the winds, citrus fruits, olives, walnuts, grapes and deciduous fruits are here attaining perfection, while hay and all grains reach early maturity.

### JULIAN.

The natural home of the apple, Julian, is situated sixty miles east of San Diego at an elevation of 4,300 feet, and is reached by stage thirty-two miles from Foster, the terminus of the San Diego, Cuyamaca & Eastern Railway, with service daily except Sunday.

The principal industries at Julian are apple-raising, stock-raising, mining and lumbering. With the coming of railway transportation, here will be planted some of the largest and most productive commercial apple orchards in the world.

Mining is also extensively carried on. From this district come the famous semi-precious gems, beryl, tourmaline, jade, sapphire, topaz, hyacinth, kunzite, garnet, etc. The gold and silver mines have produced several millions of dollars.

### LA JOLLA.

La Jolla, while within the incorporated limits of San Diego, is referred to by many as a village. If a village, it is a very attractive one. A background of mountain view, unsurpassed, with a foreshore and beach, second to none of Atlantic or Pacific. La Jolla is the home of numbers of cultured and satisfied home-seekers. Those with an eye for the beauties of Nature, have long discerned its beauties and unparalleled charm. From east, north and south come appreciative folks to whom its delights appeal immediately.

### LA MESA.

This beautiful suburban city contains about 1000 people and is eleven miles from the city of San Diego, on the Cuyamaca & Eastern Railroad. It is also the crossing for two stems of the boulevard system, that of the El Cajon and of the City Heights routes. The electric line projected to Escondido will pass through La Mesa. The rich soil of La Mesa is famous and the town is the center for a large trade in citrus fruits, berries, deciduous fruits, garden truck and poultry. The district is essentially a small farm district and rich in products of the soil under intensive cultivation. La Mesa has several large business houses, in fact the town has fine stores, banks and business organizations of every kind and is one of the most prosperous and growing communities in the county. Its proximity to the city and its fine daily train service make of it an ideal place for suburban residence, an advantage that is appealing to many business men of San Diego who are building homes in La Mesa.

### LAKESIDE.

Lakeside is the show place of the El Cajon Valley, and one of the famous all-the-year-round tourist resorts of Southern California. The best evidence of the beauty of the place and excellence of its management are found in the fact that the resort has a very liberal local patronage at all seasons of the year.

### LEMON GROVE.

Lemon Grove is situated on the San Diego, Cuyamaca & Eastern Railway, nine miles east of San Diego, at an elevation of 440 feet, commanding a delightful view



CATTLE ON THE LEVEL MESA LAND

of mountains, bay and ocean, nestling among the foothills of San Miguel, protected from frost and with uniform temperature throughout the year. It is an ideal place for a home.

It consists of about 1500 acres of cultivated land, over 600 acres being in lemon and orange trees. Grapefruit, olives and various small fruits are also raised in abundance. The citrus fruit is taken care of by two large packing-houses. Orchards are selling for \$800 to \$2,000 per acre, according to the age of the trees and improvements, and yield from \$200 to \$800 per acre net income per year. These afford desirable locations for gardening, poultry and berry raising. The city of San Diego affords a splendid home market. Building lots and villa tracts are also available at reasonable prices.

#### MESA GRANDE.

"A grand or magnificent plateau," is located fifty-three miles northeasterly from San Diego at an elevation ranging from 3,300 feet to 4,000 feet, and is right in the heart of the Coast Range—the Cuyamaca Mountains. The district is gently rolling and is dotted here and there with live-oaks and pine groves. The surrounding hills are covered with forests and are indented with narrow, meandering valleys and deep rugged canyons through which mountain streams tumble and roar on their way to the sea. There are many water-falls, picturesque gorges and magnificent outlooks on Mesa Grande, and these attractions, combined with the wealth of deciduous fruits and berries, its matchless gems and quaint Indian hamlets, its dry, balmy climate and pure sparkling springs, make it one of the most popular mountain resorts in all Southern California.

#### NATIONAL CITY.

With a population of 2,000, National City is the principal suburb of San Diego, and offers splendid opportunities for investment within the reach of moderate means. The town has every advantage possessed by the City of San Diego,—transportation facilities by rail and sea, modern improvements, beauty of location and rapid development. Located as it is on gently sloping hills which border San Diego Bay, with a productive country to the south and east, it is an ideal home-place and is destined to become a large commercial center. It is the second city of importance in San Diego county, and because of its industrious, progressive, energetic and likeable people it is going to keep pace, if not a little in advance, of the march of rapid development now taking place in the quickened life of this fair land.

National City is indeed a beautiful place, with its thirty-five miles of evergreen-tree shaded streets; its substantial business blocks, fine residences, cozy cottages, numerous churches and its schools, including faculty and equipment, of the very best. A new high school building has recently been completed at a cost of \$25,000, and it is said to be one of the finest examples of Mission architecture in the state.

A fine free pleasure-wharf and bath-house, yachting, boating and fishing, add much to the enjoyment of life in this beautiful seaside town.

#### NORTH ISLAND.

Immediately across the channel from Point Loma lies North Island, now largely utilized for aviation experimental work by the Government. A flat stretch of even ground, it would seem that Nature had distinctly intended it for that purpose. It was here that Mr. Glenn H. Curtiss perfected his famous hydroplane, and here that many of the most famed aviators of the country have made their initial flights. Climatic conditions here are as nearly perfect as can be found on the continent for scientific navigation of the air and the air navigators are enthusiastic in praise of this location.

#### OCEAN BEACH.

Ocean Beach, destined to become a favorite and fashionable abiding place for those appreciating climatic perfection, entrancing scenic surroundings, and contiguity to the City of San Diego, lies immediately to the south of Pacific Beach, and all those surroundings appeal immediately to all true lovers of Nature at her best.

With a beach and shore line, second to none in America, Ocean Beach combines strand and cliff advantages and a proximity and outlook unparalleled anywhere.

#### OCEANSIDE.

The market and trading center for the San Luis Rey Valley, is Oceanside, noted for its large commercial flower gardens. More carnations for the flower market are grown here than in any other locality of Southern California. It is also noted for its fine bathing beach, none more extensive on the Pacific Coast. The town is of the sixth class and is located on the main line of the Santa Fe, forty miles north of the City of San Diego. It is the first place of importance entered from the north and is

In fact, the northern gateway to San Diego county. From this point, branch lines of the Santa Fe penetrate the interior to Fallbrook and the famous Escondido Valley. The town owns its water system, which has an inexhaustible supply of great purity, and is provided with electric light and other modern improvements. Aside from the bathing beach and the fine hot salt- and fresh-water baths, Oceanside has fine fishing and good hunting in season.

#### PACIFIC BEACH.

To the northward of San Diego is Pacific Beach, a beach of grandeur and beauty, with a rich alluvial soil, practically encroaching upon the ocean. With a strand, firm and hard, one considered the best bathing beach of the most favored coast on the continent, its future looms up brightly indeed. Homeseekers are rapidly settling here, men with a foreknowledge of the fact that Pacific Beach must advance rapidly. Within twenty-five minutes' car ride of the center of San Diego city, and an excellent service, those fortunate enough in securing locations in this favored section are fortunate indeed, for it is a district with immense future possibilities. It has no superior as a beach resort, in Southern California, in the matter of bathing facilities, and there is no finer summer resort—or winter resort, for that matter—in the great and growing southwest. The home of the San Diego Army and Navy Academy, where the youth of the city learn tactics and discipline.

#### POINT LOMA.

The rugged promontory of Point Loma looms up grandly to the south of Ocean Beach, a towering vantage ground, upon which are located some of the most magnificent structures to be found upon the Coast, and with more in the building. It is here that the famed Theosophical Brotherhood of America has made its headquarters, under the guidance of Madame Tingley, with its vast architectural structures, which may be seen from all points of the countryside. The cliffs of Point Loma are destined to become the homesites of hundreds of discerning and discriminating homeseekers, with a view unparalleled of ocean, bay, city and mountain.

#### POWAY.

About twenty miles northeast of San Diego and twelve miles by the nearest direct line from the ocean, sheltered and protected by low hills, lies Poway Valley, especially noted for its grapes and cattle. Dairying is also profitable, as the herds have the wide range of surrounding foothills which afford good grazing practically throughout the year.

Nature has solved the water problem for the valley. The main branch of the Pensaquitas Creek flows through the south part of the district, while a smaller one from the northeast contributes to the supply materially. Between the two a never-failing supply is afforded either at or near the surface.

#### RAMONA.

Located some twenty-five miles east of the city of San Diego is the pretty village of Ramona, at an elevation of about fifteen hundred feet above sea level.

From its elevation Ramona overlooks a scene of splendor, probably unequalled. From its heights the rolling hills sweep down to the mesas below, and from thence to the fertile valleys, as productive as any on earth. Ramona is growing and growing rapidly, for she has everything that makes existence worth while.

#### SAN YSIDRO.

The colony of "Little Landers" at San Ysidro is the most prosperous community in San Diego county. The members of this colony started out with the belief that one acre of land properly tilled will support a family in plenty, and they are demonstrating that this is so in San Diego county. San Ysidro is about 14 miles south of San Diego, is reached by the San Diego Southern and San Diego and Arizona railroads and on the Tia Juana boulevard. The town now has about 500 inhabitants and is growing fast.

#### WARNERS.

Warners is famous as a medicinal and health resort because of the hot springs that have been celebrated for their curative properties ever since the first settlers began to come into Southern California. These springs, and the town of Warners, are on the famous Warner Ranch, one of the largest land grants in the county. The town is about 60 miles north east of San Diego, and affords ample accommodations for those in search of health and who wish to take the waters.



A MISSION RELIC

**T**HE world will rejoice with the United States upon the completion of that stupendous task, the Panama Inter-Oceanic Canal. A project that has excited the imagination of the great men of the world for 400 years has at last come to that point where the president of the United States has announced that in less than two years it will be an accomplished fact.

It is with a thrill of exultation that the average American citizen realizes that by the men of his nation, with the means at their command, through their genius for organization and their never-tiring energy, the gigantic engineering problems of the work have been accomplished with comparative ease, and that the day approaches when the United States will give herself over to the celebration of an event that will go down in history as a world-event; a turning point and a guide for future generations.

The modern idea of exploitation is the exposition, so that it was natural that the thinkers and business men of San Diego should have been the first and foremost to resolve to hold an exposition to exploit the benefits coming to San Diego from the opening of the Panama Canal.

The first port in the United States on the Pacific Coast north of the canal, she has one of the three improved harbors on the west coast of North America available to the vessels of the world that will use the canal. She is therefore peculiarly fitted to act as a hostess when the United States calls upon the world to come and view her work and the nations to avail themselves of the benefit of that work.

The countries to be represented at the Panama-California Exposition, which is to be open the entire year 1915, beginning on January 1, the day the canal is to be officially declared open, are those most directly affected by the opening of the canal, the Latin-American republics of South and Central America, Mexico, and the southwestern states of the United States, a territory so vast and so rich in history and in commerce that none in the world compares with it in size nor in potentiality.

San Diego assumed a big task when she decided to celebrate with an exposition, but she rose to the task just as she has risen to every task presented by her needs; her growing importance and her ambitions. She would on this occasion welcome the hosts of the world to her doors. And what has she done to prepare for her guests?

Starting in 1909 with a determination to hold an exposition, she raised in six months one million dollars with which to prepare for it, and another million dollars with which to arrange her house for her guests. She has since raised another million with which to prepare docks for her guests to land in her harbor and she has spent in the last two years two millions cleaning house, building streets and otherwise furnishing and re-furnishing. She will spend more millions before she throws open her doors January 1, 1915, and she intends to so have garnished her board and prepared her inner and outer chambers that the millions who



FIRST PALMS



COL. D. C. COLLIER  
President Panama-California International  
Exposition



J. W. SEFTON, JR.  
Director-General

come here will desire never to go away and will regret her through all the years before they come again to stay forever.

San Diego is today the talk of the world because of this determination; this energy and this laudable enterprise. The world knows today that she has the finest climate, a climate that makes the old young, and the strong to rejoice in their strength; that makes possible life under such ease that none compare with her inhabitants for wealth, culture, health and happiness. In such a climate she proposes to build an exposition in keeping with the territory that it will represent. Her hills will be crowned with a Mission City, the most beautiful that human art and skill can devise, set in a bower of green trees and vines, flowering plants and graceful palms,—a Spanish Colonial city in a California landscape.

Gathered in this mission city will be the art and beauty of Spanish America, California and the Great Southwest, Indian tribes from Magellan to Alaska, archaeological, ethnological and historical objects from the entire American continent; historical events will be recalled; pageants and parades will be given, in which the story of the discovery and conquest of America will be recited, and last but not least, allegorical pictures will point the way of the future; the opportunity waiting for the grasp of the hand that knows how and when and where to grasp. San Diego will show the world that, far from being the back door of America, the ports of the Pacific are in future to be the very front steps of the front door.

#### SCOPE AND CHARACTER.

San Diego is the place where began all history on the Pacific Coast. At San Diego landed the first of the Spanish navigators, Cabrillo, in 1542. Sixty years later came Viscaino. In the eighteenth century came the spiritual conquests of Junipero Serra and the Franciscan Fathers associated with him. The history of this place is crowded with fascination, picturesque romance and tradition. Nothing can be more appropriate than a "Mission City" along the lines of Spanish Colonial architecture, the most beautiful, inspiring and enduring of all forms of American architecture.

To do this work San Diego has called her most gifted sons. At the head of the exposition stands President D. C. Collier, a man of energy and genius; U. S. Grant, Jr., son of the 18th president of the United States, is chairman of the board of directors; Bertram G. Goodhue, world famous architect, is designing the buildings; Frank P. Allen, Jr., who built other expositions, is the constructor; Joseph W. Sefton, Jr., is the financial genius of the project. Grouped around these men are the commercial and social life of the Southwestern portion of the United States, and with these men to lay out the plans, to design and construct the buildings, to assemble the artistic and beautiful exhibits of the Latin American republics and the United States, the Panama-California Exposition is certain to surpass in beauty and attractiveness any exposition ever held. The treasury contains now \$2,700,000 for building. It will handle nearly \$10,000,000 before the gates are thrown open.

With the energy characteristic of the men who have made the western hemisphere what it is, the projectors of this exposition have proceeded with preparations until the work is now well under way.

The State of California has passed an appropriation act of a quarter of a million to assist in construction and will give more when it is needed. The counties of the state are allowed to appropriate an aggregate of a million dollars for the same purpose. The city of San Diego has bonded itself for \$1,000,000 to beautify Balboa Park for the purpose, and another million to improve the wharfage facilities.

As the Panama-California Exposition is in no sense a rival of the Panama-Pacific Exposition, planned to be held in San Francisco, from May to October of the same year, the two expositions are working in harmony; one to be a world's fair, and the other to be an unique exhibition of arts and sciences in the most beautiful setting that can be arranged for it.

The Panama-California Exposition will show to the world what the Franciscan Fathers tried to do and what the people of the Southwest hope to do with the heritage to be found in this country's vast commercial possibilities just touched by the moulding hand of modern endeavor.

### PROGRESS IS SHOWN.

San Diego is building her exposition NOW.

Workmen are busily engaged at this moment in grading and construction in Balboa Park.

The reason for this early preparation lies in the desire of the projectors to make of the Panama-California Exposition the most beautiful exposition ever held in the world, and wholly unique. Millions of plants are being propagated now in a huge nursery in the 1400-acre park for this purpose. The directors have ordered that all buildings shall be finished by January 1, 1914, one year in advance, to give the landscape architects and gardeners a chance to grow the palms, ferns, vines and flowering plants over the buildings.

The structures finished and under way are the Administration Building, the Memorial Arch over the main entrance and the California state building. Plans are almost ready for the agricultural and horticultural building.

All architecture and all ensembles of architecture and landscape are in the beautiful Spanish Colonial, or "mission" style. The scope of the exposition covers the Southwestern United States, Mexico, Central and South America, and it is in these countries that the Latin-American architecture grew to its greatest beauty. The exposition is a mission city in white, of cement construction throughout, set in a California landscape, the most beautiful that can be devised.

Features of the San Diego Exposition are a world congress of Indian tribes, gathered from all parts of the two Americas; exhibits from the United States reclamation, forestration, conservation and immigration bureaus; archaeological material, the most complete ever gathered in America, covering the entire American continent; ethnology, embracing all the peoples that ever lived on the continent;



FRANK P. ALLEN, JR.  
Director of Works.



BERTRAM G. GOODHUE  
Consulting and Advisory Architect



WINFIELD HOGABOOM  
Director of Publicity.





U. S. GRANT, JR.  
Chairman Board of Directors.

the ancient ruins and relics; the beautiful and unique and striking things from all these countries, reciting the history of the aborigines of America back to the remotest known and legendary times, discovery and conquest of America and last but not least, opportunity—the opportunity that has come to the Pacific coast of the Americans through the opening of the Panama Canal.

Nearly every Latin-American government has replied favorably to requests for participation and are awaiting an official visit from the exposition management to determine the character and scope of their participation. Now that the buildings are under way, these visits will be made at once. In addition to these are the Southwestern states of the United States, to which Commissioner-at-Large John A. Fox is now making a tour arranging for their participation.

The only limitation placed on exhibits is that they shall be absolutely unique and different from anything that has ever been shown before. The exposition is so attractive from its natural beauty of location, almost exactly similar

to Naples Bay, from its architecture and from its decoration, that nothing but the highest class of exhibits will be admitted. Everything must be process to show Opportunity. There is a model one-acre farm; a Navajo squaw weaving a blanket, and an Oaxaca weaving a serape; an Ecuadoran making a Panama hat, and an Araucanian modeling pottery; but there will not be one single shelf of canned or bottled goods on exhibition through the whole of the Panama-California Exposition. Sir Thomas Lipton will show a tea garden of Ceylon, with tea growing, pickers gathering the crop, working the tea and packing it, but Sir Thomas engages to remove every tin from the exhibition as fast as it is packed and sealed. While his workers are exciting wonder at the exposition grounds, Sir Thomas will be piloting one of his famous Shamrocks in yacht races off the harbor.

#### EXPOSITION PLANS.

The plan for the exposition, embracing about 400 acres, is approved as to general features by President Collier, with the understanding that minor changes shall be made to meet exigencies as they shall arise. This plan shows the main entrance to the exposition grounds at Laurel and Park avenue on the west side of Cabrillo canyon. A causeway and bridge lead to the east side of the canyon, where rise the main buildings of the exposition, surrounding a central rectangular court. From the gate at Laurel street to the eastern end of the bridge are ornamental plazas and esplanades, all within the exposition grounds. The entrance to the central court of honor is through this group of buildings.

Leading south from the court of honor is a street that debouches into a rectangular plaza, rounded on the ends, the Plaza de las Republicas America. At the south side of this plaza is the huge ethnological building, a structure that is being built in the old Spanish-American style with a patio. To the west and down the mesa from this building are the state and foreign buildings.

The main buildings, being on the axis, or central line of the bridge, are grouped around these formal courts and include the California, Art, Agriculture, Horticulture, both Liberal Arts and Machinery, United States Government and Mining Exhibit buildings.

North of this group are the huge botanical gardens with the finest and most extensive lath house ever built. This lath house contains a glass section in which are to be placed all the exotics and orchids possible to gather in the interim before the exposition opens. The lath house will be something like 600 feet square and 100 feet high, with a central court for band concerts, fountains and other features. Surrounding it are the plantations of the different great seed houses of the world, which will be asked to propagate their finest flowers in tracts allotted to each competitor for the purpose. Here are also the outdoor exhibits, such as those from the reclamation,

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conservation and forest services of the government, and the great Indian congress, with the villages and fields of the aborigines, cliff dwellers and pueblos.

Across Spanish canyon is a dam impounding a lagoon, used as an auxiliary water supply for the city fire department, a reservoir of 50,000,000 gallons capacity, with a head of 210 feet and a pressure at D street of something like 65 pounds to the square inch. Around this lagoon are grouped ornamental trees, vines and flowers, and all connected with the general park system as a permanent feature.

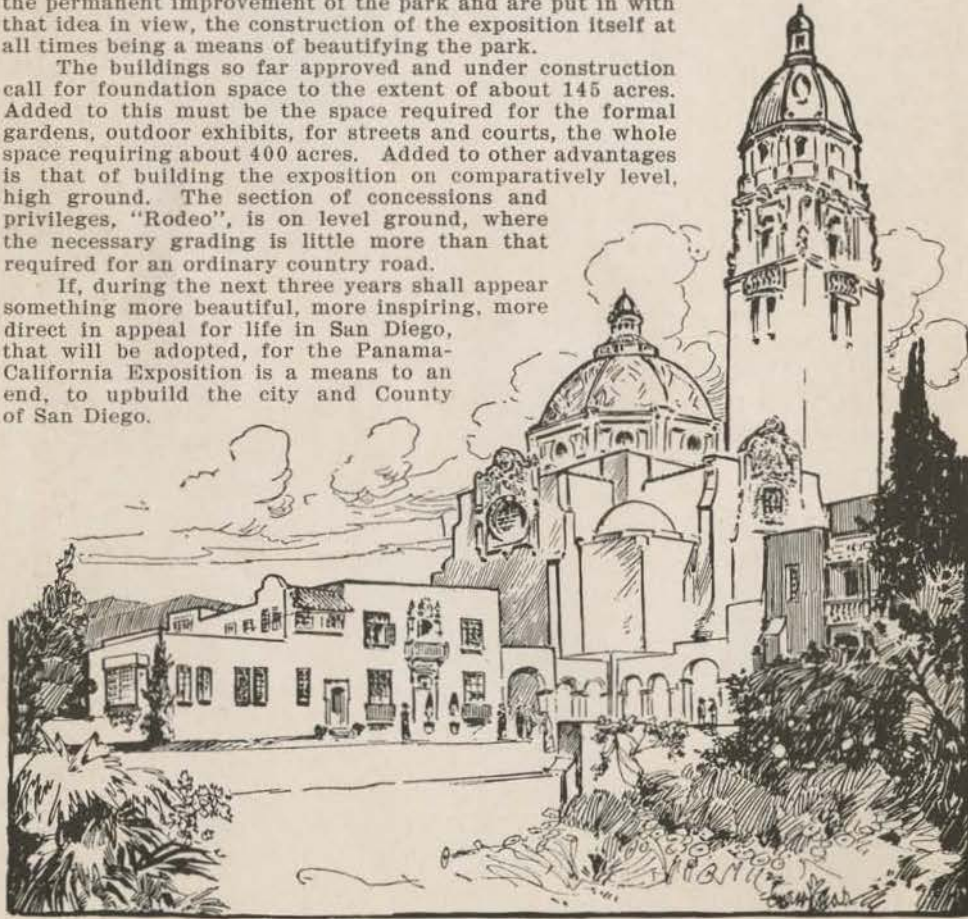
This lagoon will fill a canyon of many branches. The depth will be such that some subterranean features may be carried out. It will fill several little side canyons that reach as far up as the edge of the Plaza de Republicas, the Brazil building and the San Diego building. Once filled the lagoon will be one of the most beautiful of the many features of the exposition grounds. Nothing like it has been tried elsewhere. The conformation of the canyon itself will be its chief charm, for the lagoon will be visible from many points. It will have the appearance of a surrounding body of water. Water craft of all kinds will be placed upon it. The hydro-aeroplane may be started from its surface. The lagoon is a permanent feature.

The bridge and causeway, which are a system of parked esplanade from Laurel street straight into the center of the park, are permanent, as is the lagoon on the east side of the mesa in Spanish canyon. All the grading, street and road work, are so arranged that when the buildings are removed there will be a system of roads and streets, with ornamental centers, lined and surrounded with groves of trees and flowering bushes, the erstwhile foundation spaces being sodded with blue grass irrigated from a 14-inch pipe line that enters the park on the north and leads to the south end of the park, where it connects with the city water mains. The sewer system is laid to connect up with the city system.

All grading and street work under this plan are a part of the permanent improvement of the park and are put in with that idea in view, the construction of the exposition itself at all times being a means of beautifying the park.

The buildings so far approved and under construction call for foundation space to the extent of about 145 acres. Added to this must be the space required for the formal gardens, outdoor exhibits, for streets and courts, the whole space requiring about 400 acres. Added to other advantages is that of building the exposition on comparatively level, high ground. The section of concessions and privileges, "Rodeo", is on level ground, where the necessary grading is little more than that required for an ordinary country road.

If, during the next three years shall appear something more beautiful, more inspiring, more direct in appeal for life in San Diego, that will be adopted, for the Panama-California Exposition is a means to an end, to upbuild the city and County of San Diego.



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# SAN DIEGO HAS



Sixty thousand population.

Twenty-two square miles of anchorage ground in harbor.

High school, \$225,000; 40 instructors; 950 attendance.

Polytechnic school, \$200,000, now building; capacity 750.

State Normal School, \$200,000.

Forty-eight churches.

Twenty-three hotels, two of which cost \$2,000,000 each.

Thirty-nine miles of gas mains.

Two hundred and sixty-five miles of water pipe.

Eleven thousand eight hundred telephone subscribers.

Seventy miles of street railway.

A 7,000,000 gallon per diem water filtration and aerating plant.

Purest and cheapest water (mountain) in any city of its size in America.

Ten thousand, four hundred and sixty-six water-meters in use.

Five hundred thousand acres of unimproved land.

Six thousand acres of park lands, now valued at \$1,200,000.

Ten banks, capital \$2,400,000, deposits \$15,000,000.

The finest all-the-year-round climate in the world.

Headquarters World's Theosophical Society.

Art League.

Nine improvement clubs and federation.

Fourteen state societies and federation.

Ninety-seven secret orders and fraternal societies, three of which have expensive club and lodge rooms, viz.: Elks, Masons and Knights of Pythias.

Aero Club, largest and finest aviation field in the world.

Floral Association.

Twenty-four public schools, costing \$1,525,000, and employing 250 teachers.

Most powerful naval wireless telegraph station on Pacific Coast.

Three daily newspapers and several weekly newspapers.

Fourth city in population in California.

The only natural harbor between San Francisco and the Panama Canal.

First and last American port of call via Panama Canal.

Raised \$4,800,000 for development purposes in one year.

A commission form of government.

A temperature which has never gone below thirty-two degrees in winter and seldom reaches ninety degrees in summer.

The finest electric fountain in the country.

Doubled in population during the past five years.

Sufficient water to irrigate every acre of valley land.

An average wind velocity of five miles an hour in January.

Fresh vegetables and fruit every day in the year.



# SAN DIEGO



CITY

CALIFORNIA

COUNTY

## SAN DIEGO

The Homeland of the American Continent. The place of perpetual sunshine. There is a geniality about the climate for which the thermometer does not account—a charm which is difficult to explain.

## SAN DIEGO

The place of permanent prosperity. The city most benefited by the Panama Canal. The Harbor City of the Southwest. To be the terminus of the shortest Transcontinental line and the depot for the World's greatest irrigation projects.

## SAN DIEGO

Where California History began. Where the Most Unique and Beautiful Exposition ever held is being built. Where the climate allows this exposition to be kept open from January 1, 1915, to December 31, 1915, while San Diego and all the world celebrate the opening of the Panama Canal.

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Compliments of the San Diego Chamber of Commerce

For further information address the Secretary