

WHY NOT
SAN DIEGO COUNTY
CALIFORNIA





Panama-California Exposition
International-1915-Entire Year

Showing Harbor of San Diego and Balboa
Park in the Heart of the City, Exposition Site
SAN DIEGO CALIFORNIA



SAN DIEGO

WITH THE OPENED PANAMA CANAL

SHORTEST TRANSCONTINENTAL RAILWAY AND
PANAMA-CALIFORNIA EXPOSITION IN 1915 YOUR

OPPORTUNITY IS HERE

THE place for you is San Diego County, California; your opportunity is here, and the time is now.

It has been well said that to be successful in life is to be ready when your opportunity comes and have the courage to grasp the things which you know to be good.

Your opportunity is here.

Are you ready?

The good things are here.

The time is now.

Will you lay hold upon them?

Time and tide wait for no man, yet there is a tide in the life of every man if taken at the flood leads on to fortune—and San Diego County.

While in no other part of the globe can there be found a greater diversity of natural resources—a soil and climate that will produce any food plant, tree, vine or shrub cultivated by civilized man; water power, lumber; producing mines of precious metals, gems of every known variety, except diamonds, emeralds and rubies, and some found in no other part of the world; deposits of iron, copper, fire clay, potter's clay, kaolin, gypsum, silica, sulphur, alum, soda, lepidolite (lithia stone), ambygonite, orbicular diorite (found nowhere else in the United States), granite, many varieties of marble, onyx and serpentine, limestone, cement rock, phosphate rock, salt, antimony, bismuth, manganese, sandstone, graphite, paint rock, mineral soap, mica and infusorial earths, all in commercial quantities—yet San Diego County lacks one essential thing—more people and still more people to develop this rich heritage. Growing in population and developing commercially and industrially at a rate not excelled by any other locality of the West, there is still room, lots of room, for more people—to the industrious, frugal, thrifty farmer and fruit grower and ambitious young city chap who wants to get back to the soil from whence all blessings flow.

San Diego County assures a good living from its never-failing crops and a chance to earn a competency, hence its extremely mild but bracing climate not only bespeaks health and long life under the most enjoyable environments but those conditions reduce the cost of living so essential to the man who can have some of the luxuries of life and yet earn more than he is compelled to spend.

San Diego County has an area of 4,209 square miles or 2,693,760 acres—an area greater than that of the State of Rhode Island. Hence, with a population of only 61,000 and with a seaport having twenty-two square miles of landlocked harbor which is destined to be the first and last port of call for trans-Panama shipping, it is not a matter of speculation but a mathematical certainty that if Rhode Island can support a population of 542,610 in a region of forbidding winters and indifferently productive summers, San Diego County can and shortly will have double that population and still be able to furnish the good things of life to many thousands more with her surplus products shipped to the markets of the world.

Economists, statisticians, commercial leaders and captains of industry are unanimous in their conclusion that to the Pacific Ocean belongs the destiny of the twentieth century and that the greatest commercial development and onward march of the Nation's progress will be on the Pacific Coast.

Pause a moment. Consider well these facts as vouched for by the ablest men of the country.



PLAZA IN 1899 LOOKING WEST

Are you going to be of the far-seeing and wise ones desirous of bettering their condition, who shall seek and find here their fondest dreams come true?

The people of San Diego will welcome you and the country will do the rest.

The ultraconservative, those who are living in the past, will tell you that if San Diego County is such a good place in which to live, to make money and get on in life, why has it not developed more rapidly, why have not these opportunities been seized upon?

Investigation brings the answer that the lack of transportation facilities and of conservation of the abundant water-supply heretofore has been the only factor which has retarded the growth and industrial development of this marvelous region.

This problem is now being satisfactorily and conclusively solved, therefore the past has naught to do with shaping the virile present.

You are concerned with the now—the existing realities and the hope of the future which, if acted upon with intelligence, will inevitably lead you to find a home here where the dollar and a chance to earn it await you. The past is dead and can never live again. The present is life, real and earnest, and the future the road to fortune. Get busy. Do it now, and you will have no time for vain regrets. The Lord helps those who help themselves. This is God's country.

IS A POOR MAN'S COUNTRY

SOUTHERN CALIFORNIA is called a rich man's country. It is essentially a poor man's country. Of course large capital is required to furnish railway transportation and construct the irrigation plants as an aid to the commercial and industrial development of this marvelous region. The valleys of San Diego County, in the main, have railway transportation facilities but require more and more water for irrigation purposes. This water must be stored in the mountains of the interior and brought at varying distances of fifteen to sixty miles to quicken the rich soil into teeming vegetable life. This costs money, large sums of money, and while no investment could have surer profits these projects appeal only to investors of large means and to a prosperous but large urban population. The rich



SAME VIEW IN 1911, TWELVE YEARS LATER



A BUNCH OF GRAPEFRUIT

Why? Because we have the things in superabundance and at a time of the year which no other section possesses.

table-lands of the interior having an elevation above sea-level of 1,500 to 4,000 feet, while exceedingly productive without irrigation, lack railway transportation, and again, builders of railways must be men of wealth. To live luxuriously without work comes high in cost anywhere and is a privilege of the rich in this or any other locality of this or any other country. On the other hand, this region is a veritable poor man's Eden, for in no place on earth can a poor man live so cheaply and with energy and industry get ahead so rapidly as here. It is not possible to raise more than one crop each year (and two or more crops are raised annually with the exception of cereals and deciduous fruits) that crop can be grown in the winter and with the entire United States and Canada east of the Sierra Nevadas and north of the 35th parallel, outside of California as a market with no competition, assures an unlimited demand at the highest prices.

While irrigation is required, it must be borne in mind that in no other section of Southern California is there so large an area which does not require irrigation to mature abundant crops with never a crop failure. Garden vegetables such as peas, onions, cabbages, carrots, parsnips, lettuce, etc., grow all the year round; potatoes two crops; melons and green corn, May to October, and ripe tomatoes, April to January.

Southern California, what visions of blue skies, sunshine, flowers and fruit does that magic name call to the mind of every man and woman living in the colder climate of the United States and Canada.



WHERE THE LEMONS GROW TO PERFECTION



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



LOOKING NORTHEAST FROM U. S. GRANT HOTEL IN 1886

PHENOMENAL GROWTH OF THE WEST

The Pacific Slope, North Dakota, Oklahoma, and Intermountain states, with the exception of Utah and Colorado, show a gain of more than fifty per cent. in population during the past decade, according to the last Federal census. Colorado, Utah and South Dakota show a gain of forty per cent. The only other State which nearly approaches the per cent. of growth of the states last named is Florida with thirty per cent. Indiana, Kentucky, Tennessee, Iowa and Missouri had a gain of less than ten per cent.

There were only twenty-two cities in the United States which doubled in population during the past ten years, and of these San Diego was seventeenth, as shown by the following table:

City	Population 1910	Rate of increase 1900-1910	City	Population 1910	Rate of increase 1900-1910
Oklahoma City.....	64,205	539.7	El Paso, Tex.....	39,279	146.9
Muskogee, Okla.....	25,278	49.4	Tampa, Fla.	37,782	138.5
Birmingham, Ala.....	132,685	245.4	Schenectady, N. Y.....	72,826	129.9
Pasadena, Cal.....	30,291	232.2	Portland, Ore.....	207,214	129.2
Los Angeles, Cal.....	319,198	211.5	Oakland, Cal.	150,174	124.3
Berkeley, Cal.....	40,434	206.0	San Diego, Cal.	39,578	123.6
Flint, Mich.....	38,550	194.2	Tacoma, Wash.....	83,743	122.0
Seattle, Wash.	237,194	194.0	Dallas, Tex.	92,104	116.0
Spokane, Wash.....	104,402	183.3	Wichita, Kan.	52,450	112.0
Fort Worth, Tex.....	73,312	174.7	Waterloo, Iowa.....	26,693	112.2
Huntington, W. Va....	31,161	161.4	Jacksonville, Fla.....	57,699	103.0

As a matter of fact, if the census compilation had been made from 1905 to 1910, San Diego would have lead all the rest as its gain of 123.6 per cent. has been made during the last five years. It is interesting to note that of the twenty-two leading



SAME VIEW IN 1911, EXPOSITION SITE IN DISTANCE



BUSINESS DISTRICT OF SAN DIEGO IN 1873



SAME VIEW IN 1901



SAME VIEW IN 1910, SHOWING REMARKABLE GROWTH OF THE CITY IN PAST DECADE

cities as enumerated, nine, or nearly fifty per cent., are on the Pacific Slope, while seven more are west of the Mississippi River, leaving but six cities in all of the thickly populated country east of the Mississippi that can be counted in the same class with the opportunity cities of the West.

SAN DIEGO IS GROWING

That San Diego is growing is shown by the following summary of civic and financial statistics for the year 1910 as compared with the previous year and 1901, ten years before:

	1910	1909	1901
Area	4,209 sq. mi.	8,478 sq. mi.*
Population, city	39,578	30,000	19,140
Population, county	61,000	49,000	35,090

*Including what is now Imperial County.

County tax assessments:	1910	1909	1901
Real estate and improvements...	\$37,224,599	\$31,038,035	\$15,736,022
Personal	4,591,098	3,778,624	2,360,760
Total county	\$41,815,697	\$34,816,729	\$18,096,782
City tax assessments:			
Real estate and improvements...	\$36,227,887	\$27,878,946	\$ 9,173,827
Personal	7,071,132	7,015,590	3,273,696
Total city	\$43,299,019	\$34,894,536	\$12,447,523
City tax rate	13 mills	14 4/5 mills	11 mills
County tax rate	20 "	21 "	20 "
Total for county	20 "	21 "	20 "
Total for city	27 "	28 "	25 "
City building permits	1,995	1,520	252
Cost of buildings	\$4,005,200	\$2,632,100	\$123,285
Bank clearings	66,708,874	52,094,521	12,000,000
Bank deposits	11,016,000	9,565,634	1,830,923
Postoffice receipts	140,209	113,632	39,151
Exports	1,051,588	663,114	125,000
Imports	865,784	711,991	250,000
Good roads improvement	398,015	56,335	15,000
Water receipts	191,376	170,726	32,766
Water meters in use	9,388	8,264	3,376
Water mains in service.....	230.17 miles	216.9 miles	75 miles
Customs collections	\$ 143,385	\$ 131,926	\$ 78,289

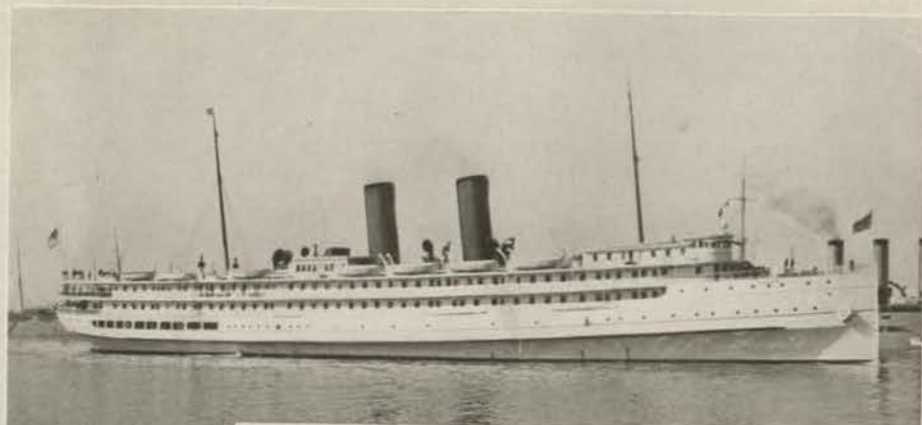
SPLENDID INDUSTRIAL OUTLOOK

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 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, this city has to-day 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 nine 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.

Right at San Diego's door, being tapped by a direct line of railway, is the greatest cotton belt in the United States. Imperial County, until recently a part of San Diego County, leads the world in the production of raw cotton per acre. Note following



VIEW OF THE CITY FROM HIGH SCHOOL AND EXPOSITION SITE



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

press dispatch from Washington, D. C., under date of May 14, 1911: "Back of San Diego, the bay city, in what was formerly the desert part of San Diego County, they are raising more cotton to the acre and better cotton than is produced anywhere else in the United States. The Crop Reporter, just out, gives the yield per acre for the entire 9,000 acres picked in 1910 in California as 335 pounds. Missouri, which ranks second in yield, averaged only 285 pounds, and the average yield for the whole country was 170.7 pounds. While California's yield at present is but a small percentage of the total yield of the United States, its superior quality and yield indicate a wonderful future for this new California industry."

If more than 3,000,000 pounds of cotton were raised on 9,000 acres in 1910, the great Imperial Valley is capable of producing 30,000 tons per annum when the land now available is planted to this staple article of commerce. The future possibilities of this region when the total area of 500,000 acres are brought under cultivation are astounding. It will mean that 1,000,000 tons of raw cotton would be the total yearly production; and further that practically every pound of this enormous output will pass through San Diego because of cheap transportation. No combination of transportation interests can handle freight shipments from the Imperial Valley to the markets of the world so cheaply as the San Diego & Arizona Railway with its water grade to ocean harbor and the sailing-vessels on the high seas.

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

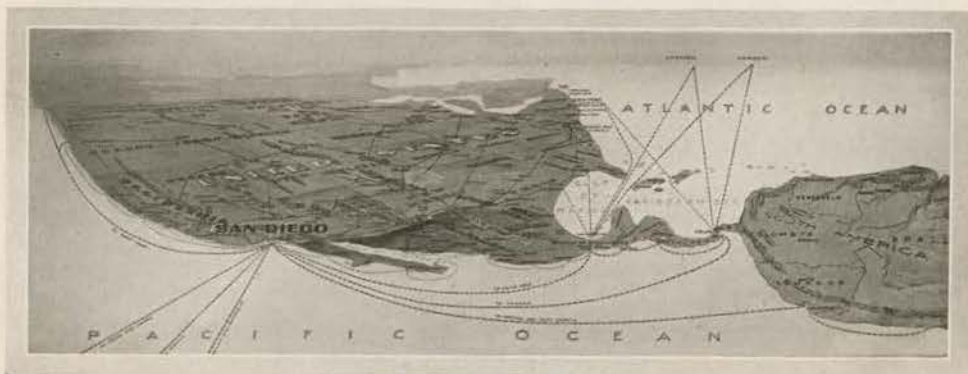
The New Industries Committee of the Chamber of Commerce, after a careful canvass of the situation, recommend investigation of the following lines which it is believed can be successfully operated here at a profit:

Acetylene gas machines, brick, electric clocks, cotton, electric curling-irons, 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.

HARBOR AN INDUSTRIAL FACTOR

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 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 (but never have) 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. Naval officers say that San Diego



SAN DIEGO, FIRST PORT OF CALL IN THE UNITED STATES WEST OF THE PANAMA CANAL AND ISTHMUS OF TEHUANTEPEC



MAP OF SAN DIEGO AND HARBOR



VIEW OF SAN DIEGO HARBOR AT WHICH TIME THERE WERE TWENTY-TWO WAR VESSELS AT ANCHOR ALONG THE CITY DOCKS

has the most accessible harbor in the world. Serious accident by grounding is absolutely impossible for the reason that the entire surface bottom of the bay is free from rocks or reefs. It is estimated that the navies and shipping of the world could find safe anchorage here.

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 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, and just as soon as the preliminaries can be arranged a bond issue will be made 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.

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 this ground, 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 and 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 bagatel, considering the advantages this land will have in the way of transportation facilities.

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.

TRANSPORTATION PROBLEM SOLVED

While San Diego has always enjoyed the unexcelled commercial advantages which its magnificent harbor affords, it has heretofore been handicapped because of the lack of transportation facilities via rail. One railroad, a branch of the Santa Fe system, connecting San Diego with the outside world was not sufficient to enable the city to keep pace with its more fortunate sister, Los Angeles. Now this is to be all changed. 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 a transcontinental line independent of Los Angeles. 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



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

new route will be practically a water grade from Yuma to San Diego. In the entire distance of 220 miles, 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 multimillionaire 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 International Exposition opens its doors in the great Balboa Park, San Diego.

OPENS UP A VAST TERRITORY

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 producing cotton area in the United States. The marvelous future possibilities of the Imperial Valley, once a part of San Diego County, are evidenced in the following special dispatch from Washington, D. C., under date of May 5, 1911:

"Only in the valley of the lower Colorado River in this country, including the western portions of San Bernardino, Riverside and Imperial counties of California, the Yuma, Salt and Gila valleys of Arizona, can a substitute be grown for Egyptian cotton, which is imported for use in the textile industries of this country to the amount of 60,000,000 pounds annually. The Department of Agriculture, recognizing the incongruity of such imports with the exports of staple cotton worth \$500,000,000, has made careful experiments in California, New Mexico and Arizona to see if the Egyptian cotton could not be grown there. The result has just been announced. It shows that the valleys of the Colorado River and Imperial are to become the Nile valleys of America in more senses than one, for there the date will flourish, as well as cotton. One-fifth of the acreage available there would produce as much of the valuable Egyptian fiber as is now imported for the New England mills, and a greater area, if planted, would give cotton export to China, Japan, Germany, France, England and other countries."

\$1,250,000 FOR GOOD ROADS

San Diego County has 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-third is complete and in operation. This important work is under the direction of the most noted road builder in America.

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



ON THE ROAD TO LAKESIDE



A COUNTRY ROAD



POINT LOMA BOULEVARD

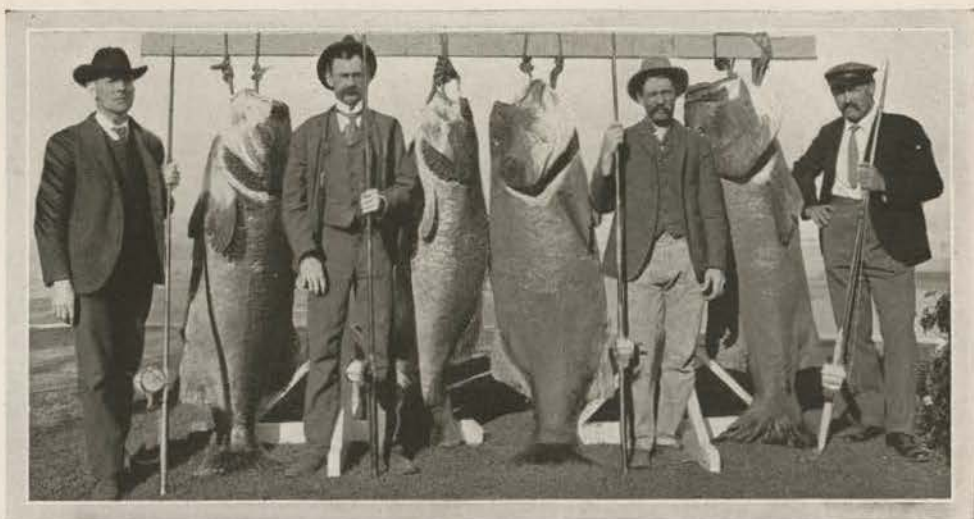


BETWEEN RAMONA AND SAN PASQUAL



ROLLER SKATING ON OILED ROAD

GOOD ROADS—AUTOING ALL THE YEAR



A DAY'S CATCH OF JEWFISH, TOTAL WEIGHT 1307 POUNDS

THE FISHING INDUSTRY

In no city on the Pacific Coast are fish as an article of food so cheap as here and no greater variety can be found anywhere. Barracuda, which retail at five cents to ten cents per pound on the local market, for delicacy of flavor equal mountain trout and are sought by epicures the world over. The fishing banks are near-by, and no one is deprived of the joy of catching his own fish with hook and line. The great lobster fisheries along the shores of Lower California bring this luxury within the reach of all.

As an industry, San Diego fisheries are rapidly assuming importance.

In 1908 the fishermen and fish concerns netted from their products \$131,510. In 1909 the returns were \$204,547. In 1910 the income from the fish business was \$225,246, an increase of \$20,699.

The largest item of income is that of fresh-food fish, of which the San Diego fishermen furnished for the market in the past year 3,274,414 pounds as against 2,976,740 pounds in 1909, valued at \$148,837, while in 1910 they received \$163,720, an increase of \$14,883.

Only a small percentage of this product is consumed in the city, most of the catch being sent to markets throughout the Southwest. Nevada, Arizona and New Mexico especially are good markets and will become much better with the opening of the new railway.

The species which find the readiest markets are barracuda, yellowtail, whitefish, sea bass, albacore, halibut, mackerel, sand bass, rock cod, blue smelt and herring.

During the past year the average daily export of fish was six tons.

San Diego is the only point in the United States where sardines are canned twelve months in the year. One firm has a capital of \$100,000 invested in this industry.





SAN DIEGO, NEAREST PACIFIC PORT

SAN DIEGO'S 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. This cost is considerably less than most cities have to pay for the mere cost of pumping without the attendant expenses.

San Diego's water-supply to-day is sufficient for 500,000 population, while work is being steadily pushed to impound a supply for a city of more than 1,000,000 souls.

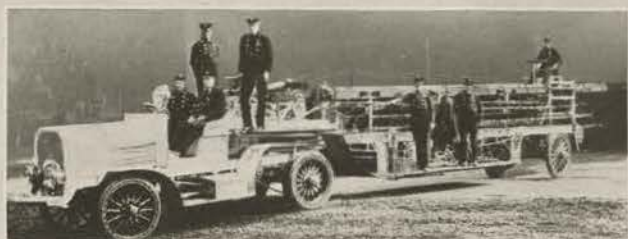
This wonderful supply of water is secured from what is known as the Cottonwood and Otay watersheds located in the heart of the Laguna Range, sixty miles east of the city. The water is stored in a series of immense reservoirs. In all there will be five of these huge receptacles, three of which are already completed, while work is being rapidly pushed on the remaining two. Competent men declare that water enough can be stored in these reservoirs to care for the city and outlying district 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 at Chollas Heights, about six miles from the city. It comprises a battery of ten filters each eight feet in diameter and twenty feet long, and made of steel plates, half an inch thick. The filtering medium in each filter contains over thirty tons of pure silica. The water enters from the top and percolates through the sand, then goes through lateral pipes into the large mains.



SOURCE OF CITY'S WATER-SUPPLY

CITY'S FIRE DEPARTMENT

San Diego has one of the most efficient and one of the best and most modern-equipped fire departments in the West, which usually has the best of everything. There are eight stations, with sixty-three men and thirty-three horses employed. The fire fighting apparatus consists of five steamers, auto combination chemical and hose wagon, one double eighty-gallon chemical engine, one hook-and-ladder truck, one turret hose wagon and six combination chemical and hose wagons and two



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

auto combination chemicals and eighty-five-foot aerial ladder trucks. The total cost of operation is less than \$60,000 per annum.

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.



AMERICAN BANK BUILDING
TYPICAL APARTMENT BUILDING

TIMKEN BUILDING
CARNEGIE PUBLIC LIBRARY



FIRST METHODIST EPISCOPAL CHURCH

FIRST CONGREGATIONAL CHURCH

CENTRAL CHRISTIAN CHURCH

CHRISTIAN SCIENTIST CHURCH

PALM WALK

HIGH SCHOOL AT NATIONAL CITY, SAN DIEGO'S HUSTLING SUBURB



HIGH SCHOOL (UPPER) AND EXCELLENT MODERN GRADED SCHOOLS OF SAN DIEGO



MAY DAY AT STATE NORMAL SCHOOL

the high school has been reorganized. Four years ago the board of education adopted a broad and comprehensive plan for enlargement and concentration of the grammar schools in the central part for 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 to-day worth twice the original cost.

At the head of the city school system is a magnificent high school, the most complete and thoroughly equipped school building on the Pacific Coast. The building and equipment represent an expenditure of about \$200,000 and has a capacity of 1,000 students.

To-day the enrolment of the city schools is 6,500, with a teaching force of 194 instructors, divided as follows: High schools, 40; grammar grades, principals and teachers, 130; supervisors, 9; kindergartens, 15.

When the polytechnic department is established, two more years will be added to the high school course. In other words, it will bring the first and second years of college instruction to the homes of San Diego pupils, instead of going abroad to seek it.

The State Normal School of San Diego is one of the best equipped and has the finest school buildings and grounds in the State. There are twenty-three teachers employed, and the total enrolment, 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).

San Diego has an unusually strong, loyal, conscientious and faithful corps of teachers, earnestly working for the welfare of the boys and girls, and loyally supported by the people, which warrants the belief that, true to their mission, San Diego's schools are developing the best type of American men and women.

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.

During the last few years the entire school department below



FIRST UNITARIAN CHURCH



METHODIST CHURCH SOUTH



DOMESTIC SCIENCE TAUGHT IN SCHOOLS



UNION TITLE AND TRUST BUILDING



ELKS' TEMPLE



MASONIC TEMPLE



KNIGHTS OF PYTHIAS BUILDING



HIGH SCHOOL MANUAL TRAINING WORKSHOP

FAMOUS HOTELS OF SAN DIEGO

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 rapid 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.



U. S. GRANT HOTEL (UPPER) STRATFORD INN, DEL MAR (LOWER)

The Hotel Del Coronado, situated on Coronado, just across the bay, is noted as the largest all-the-year-round resort hotel in the world and 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. It is one of the best-known hotels in the United States and occupies seven and one-half acres of ground.

The U. S. Grant Hotel, though only recently opened at a cost of \$2,000,000, has gained a wide reputation. It is situated in the very heart of the city and 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.

The Kingston, Imperial, Keystone, Brewster, Lanier, Crane, Arthur, Portland, Russ, and Onyx are among the leading smaller hotels whose excellence is appreciated by a large and discriminating patronage.



HOTEL AT LAKESIDE (LOWER LEFT) HOTEL DEL CORONADO



NEW SPRECKELS \$1,000,000 THEATER

Two other fine theaters are in course of construction—the Savoy, a family theater (stock), seating capacity 1,200, and the Mirror (vaudeville), having seating capacity of 900. The other theaters are the Isis (1,100), Empress (vaudeville), the Grand

THEATERS OF SAN DIEGO

With the completion of the new Spreckels Theater, now building, San Diego will have the finest and the best-equipped playhouse on the Pacific Coast or west of Chicago. The Spreckels Theater will cost \$1,000,000 and will have a total seating capacity of more than 2,000. The main auditorium will seat 950, first balcony 500 and second balcony 520, making a total of 1970, exclusive of twelve boxes. The building occupies an entire block, except a strip fifty feet wide on the south end. It is constructed of reinforced concrete and is absolutely fireproof.



NEW SAVOY THEATER (STOCK)

(stock), and fourteen variety and moving-picture houses, of which the Pickwick has a building of its own. The combined seating capacity of the theaters is 12,000.



THE EMPRESS



THE ISIS



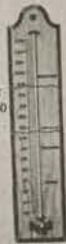
THE PICKWICK

THE CLIMATE OF SAN DIEGO

IS THE MOST EQUABLE, AND THE MOST COMFORTABLE AND HEALTHFUL IN THE WORLD
"Warmest in Winter and Coolest in Summer" without either Extreme
 Map Showing the Places of Similar SUMMER and WINTER Temperatures Around the WORLD
 RED LINE SHOWS THE AVERAGE SUMMER TEMPERATURES. BLUE LINE SHOWS THE AVERAGE WINTER TEMPERATURES
 San Diego has the Summer Climate of Alaska and Northern Canada and the Winter Climate of Egypt

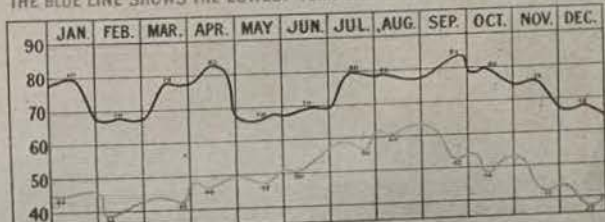


SAN DIEGO'S THERMOMETER IS THE SMALLEST ON RECORD



ALL THAT SAN DIEGO USES

HIGHEST AND LOWEST TEMPERATURES AT SAN DIEGO, LAST YEAR 1908
 FROM U.S. WEATHER BUREAU OFFICIAL RECORDS
HIGHEST 84° ON SEPT. 28 LOWEST 37° ON DEC. 19
 THE RED LINE SHOWS THE HIGHEST TEMPERATURE DURING EACH MONTH
 THE BLUE LINE SHOWS THE LOWEST TEMPERATURE FOR THE SAME PERIOD



TEMPERATURE AT SAN DIEGO TODAY IS



OFFICIALLY REPORTED SALES BY U.S. WEATHER BUREAU

OFFICIAL RECORD OF MAXIMUM TEMPERATURES AT SAN DIEGO DURING THE MONTH OF JULY

Year	Degree	Year	Degree	Year	Degree	Year	Degree
1872	75	1882	78	1892	75	1902	76
1873	77	1883	80	1893	79	1903	78
1874	79	1884	84	1894	77	1904	76
1875	79	1885	82	1895	74	1905	74
1876	78	1886	81	1896	80	1906	82
1877	86	1887	79	1897	79	1907	81
1878	77	1888	77	1898	77	1908	80
1879	75	1889	84	1899	78	1909	79
1880	73	1890	80	1900	84	1910	82
1881	80	1891	88	1901	74	1911	93

The absolute maximum temperature during July for 39 years prior to 1911 was 88 degrees on July 25, 1891.



BIRDSEYE VIEW OF SAN DIEGO FROM SOUTHWEST CORNER OF EXPOSITION GROUNDS, SHOWING BUSINESS SECTION AND HARBOR FACILITIES.

THE CAUSE OF SAN DIEGO'S COOL SUMMERS

Local Forecaster Ford A. Carpenter, of U. S. Weather Bureau, in telling of the "cause" of San Diego's cool summers describes the "el velo de la luz" as follows:

"The records of weather in San Diego cover a period of over a third of a century and this article is too brief for the discussion of any but the more prominent features. As I have said in my monograph 'The Climate of San Diego,' '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 old Mexican phrase, 'el velo de la luz' (the veil that hides the light), is a folklore expression, originating not only before the Gringo came, but doubtless long before the coming of the old Spanish conquistadors. The better known English term, 'high fog,' has, like most words in our language, a double meaning, and to a non-resident is misleading. It is not fog in the generally accepted meaning, for this 'light veil' is neither cold nor excessively moisture-laden. Neither is it high, for its altitude is probably less than a thousand feet. To one who has spent even a few weeks of spring, summer, or fall in San Diego and vicinity, the picturesque description of the musical Spanish 'el velo' is quickly recognized as both expressive and truthful.

"The velo cloud is the chief characteristic of the summer climate of this region. And summer should be understood as covering all the year except November, December, January and February, and these four months could easily be reckoned as springtime. Now the screening of this region from the sun's rays is accomplished so thoroughly that during a normal summer's day the sun breaks through the velo cloud about ten o'clock, the sky clearing shortly afterwards and remaining free from clouds until about sunset. To note the effectiveness of the velo cloud as a sun-shield it is only necessary to scan the following table of highest temperatures recorded in San Diego during July since the establishment of the United States Signal Service station in 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. It is a unique example of the aptness of the proverb 'It is an ill wind that blows no man good.' 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."

AS TO HEALTH

From the coast to the mountains in San Diego County, a distance of fifty miles, every type of climate may be found. While winter visitors are bathing in the surf at the many ocean beaches, sleighing, ice skating, skeeing and other winter sports are enjoyed at Julian and other points in the Cuyamacas.

Speaking of the climate in its effect upon health, Dr. Francis H. Mead, city health physician, says:

"Tuberculosis cases, unless hemorrhagic, do better away from the coast, in the interior valleys or in the mountains, or on the desert itself. Cases can not come out too early, and neglect of this is a grave mistake. An out-door life all the year round in this latitude is pleasant.

"Asthmatics do well in the higher sections of the city, or in its suburbs away from the ocean. The same applies especially to rheumatic conditions.

"For those who have been stricken with Bright's and allied kidney complications, this climate is unsurpassed, and, in the early stages, a rapid return to health, under proper observance of the necessary rules, is often seen. But these health-seekers should make up their minds for a permanent residence.

"For respiratory conditions, other than those from tuberculosis, benefit is always assured. Neurasthenics and nervous wrecks from all causes rapidly improve. There is no better place to convalesce after disease of any kind.

"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."

ALL-THE-YEAR TOURIST RESORT

As an all-the-year tourist resort, San Diego is unsurpassed anywhere in the world, because of 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 equaled in any other section of the country.

THE ORCHARD AND FARM



The product of the apple orchards of San Diego County has taken numerous first prizes in competition with the Rogue River and Hood River valleys of Oregon and the Yakima and Wenatchee valleys of Washington and apple districts of Colorado at several world's fairs and international expositions. 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 extant. This land can now be bought for \$15 to \$50 per acre, while the land in the apple districts of Oregon, Washington and Colorado is selling at \$150 per acre for non-irrigated land and \$200 to \$600 per acre for irrigated land. Improved land here sells for \$50 to \$150 per acre according to state of cultivation and age of trees. 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. It is impossible to develop great commercial orchards thirty miles from railway transportation, but with the coming of the railroad this district will jump into prominence and eventually will be one vast apple orchard capable of a wealth production of \$200 to \$800 per acre per annum. If this entire region were planted to-day to the leading commercial varieties of apples, ten years hence the apple crop would approximate \$30,000,000 annually based on the present market price of this kind of fruit. 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 for the railroad which is bound to come. 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, but the total 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 climatic conditions beyond a peradventure or a doubt.

PHENOMENAL YIELD OF VEGETABLES AND FRUIT

ASPARAGUS is always in good demand during the season and nets the grower 3 to 5 cents per pound.

STRING-BEANS pay from \$100 to \$300 an acre.

CELERY of an excellent quality is produced, the wholesale price ranging from 40 cents a dozen to \$1.25, and the product of an acre from \$300 to \$1,000.

CABBAGE sells at from \$15 to \$50 a ton, with a production of ten to twenty tons an acre.

SWEET CORN is usually sold in sacks of ten dozen ears, and brings from 75 cents to \$1.25 a sack.



CHERRY AND PEACH ORCHARD IN BLOOM

CANTALOUPE yield from two hundred to five hundred crates an acre and sell from 50 cents to \$1.50 the crate.

ONIONS sell from \$1.00 to \$2.50 the one hundred pounds, and yield from ten to twenty tons an acre.

CARROTS yield from twelve to fifty tons an acre and sell for 40 cents to \$1.25 the one hundred pounds.

POTATOES yield enormously and sell at from \$10 to \$20 the ton.

SQUASH and PIE PUMPKINS will produce from one hundred to three hundred dozen an acre and sell from 75 cents to \$1 a dozen.

TOMATOES yield from six to twenty tons an acre and sell at 25 cents to \$1 a box of twenty pounds, and show a net profit of \$100 to \$1,000 an acre.

YIELD PER ACRE OF FRUIT

APPLES yield two hundred to six hundred boxes an acre and sell from 75 cents to \$2 per box, or one bushel.

APRICOTS yield from two hundred to seven hundred and fifty boxes an acre and sell from 75 cents to \$1.50 a box of thirty pounds.

PEARS yield from two hundred to eight hundred boxes an acre and sell from \$1.50 to \$2.75 the box of forty pounds.

PEACHES yield from one hundred to nine hundred boxes an acre and sell from 60 cents to \$1.50 the box of thirty pounds.

CHERRIES yield from five hundred to one thousand pounds the acre and sell from 5 cents to 10 cents a pound.

GRAPES yield from three years, five tons; five years, nine and one-half tons an acre and sell from \$16 to \$25 per ton for wine grapes and \$20 to \$40 per ton for table grapes.

STRAWBERRIES yield from one hundred to three hundred crates an acre and sell from \$1.25 to \$3 the crate of thirty boxes.

PRUNES and PLUMS yield from five to ten tons an acre and sell at one cent per pound average.

LEMONS yield from one hundred to six hundred boxes per acre or three to seven boxes per tree and sell from \$1 to \$4 per box.

ORANGES yield from fifty to three hundred boxes per acre and sell at \$1 to \$2 per box.

OLIVES yield from one to three tons per acre and sell at \$40 to \$150 per ton.

PRODUCTIVE WEALTH

The productive wealth of San Diego County, exclusive of manufactures and imports, for the year 1910, approximated a little more than \$9,705,000, or \$160 for every man, woman and child living within the borders of the county, as against \$107 per capita, including manufactures and imports, of the entire United States as shown by the Federal census reports.

As a matter of fact, the total rural population of the county, that is actual producers, does not exceed 20,000 divided into approximately 5,000 families. Therefore, it is interesting to note that the productive wealth of the county for 1910 from agricultural pursuits alone shows a total of \$7,566,251, or a total wealth production per capita—rural population of \$350 which is equivalent to about \$1,750 for the average family. This record has probably never been equaled in any other rural community of like population in America. What more convincing argument would you require, Mr. Farmer, than that San Diego County is the place for you, that your opportunity is here and that the time is now?



28 MEDALS WON BY W. C. DETRICK OF JULIAN ON WORLD'S COMPETITION FOR BEST APPLES

SAN DIEGO'S BACK COUNTRY

THAT TERRITORY IMMEDIATELY CONTIGUOUS—THE PRODUCTS FROM WHICH & THE SUPPLIES TO WHICH MUST ALWAYS BE HANDLED CHIEFLY THROUGH SAN DIEGO, THUS FORMING THE FOUNDATION OF ITS COMMERCIAL UP-BUILDING



ALPINE

As its name indicates, is a beautiful mountain valley and is situated thirty miles east of San Diego at an elevation of 1,850 feet. It is noted as a health resort while 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 pleasure- and health-seekers and the permanent residents as well, who 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. The prospective settler will find many things worthy his attention in this district.

CHULA VISTA

Next to National City, is San Diego's principal suburb. Eight miles down the bay reached by boat, electric and steam-cars, its beauty of location suggested its name which translated means "pretty view or sight." 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 carloads of citrus fruit annually, principally lemons and grapefruit. This and other districts in the immediate vicinity constitute the best lemon-growing region in the United States. This most delicate of all citrus fruits attains to the utmost perfection and is a never failing crop. About 3,000 acres are under cultivation, of which a little more than one-



SENTINEL PINE

third comprise lemon, orange and pomelo orchards. The balance 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.



FALLBROOK OLIVE ORCHARDS



(TOP TO BOTTOM) SWEETWATER VALLEY, BETWEEN ESCONDIDO AND RAMONA, SPRING VALLEY,
DETRICK'S PINE HILL APPLE RANCH, AND LA MESA



CORONADO BEACH IN JANUARY

CORONADO

Across the bay on Coronado Peninsula is being built one of the most beautiful residential sections of the entire city. Coronado, famed for its palatial tourist hotel, is a separate corporation although to all intents and purposes a part of San Diego. Fronting both on the ocean and the San Diego Bay, with all the advantages of a modern city, it is an attractive spot for the wealthy, the retired business man or the homeseeker. These advantages include 15-cent round-trip fare between Coronado and San Diego, gas and electric lights, pure mountain water for domestic purposes and fire protection.

Coronado is the residence place of many of San Diego's business and professional men as well as the wealthy class of retired merchants, manufacturers and Army and Navy officers. Some of the finest homes are those of San Diego merchants.

Adequate street-car service connects the ferry with the hotel and the beautiful grounds of the Coronado Country Club, having golf links, race-course and a polo field. International polo contests are held here annually in March.

SAN DIEGO AN AVIATION CENTER

To the north of Coronado and separated by a narrow arm of the bay known as Spanish Bight is North Island, containing about 1,200 acres and destined to become a fashionable residential section. The island is now under lease to the Aero Club of San Diego, which has inaugurated an aviation school under the direction of one of the foremost aviators of the world, Glen H. Curtiss, who has also established a factory on the island for the purpose of conducting his future aviation experiments. It was here that Curtiss succeeded in performing the then unknown feat of flying from and alighting on the water in a Curtiss biplane fitted with pontoons instead of wheels. Among the other improvements are a club-house, boat wharf, etc. The organization of this club, now recognized by the Aero Club of America, and the establishment of the Aviation School for the training of the officers of the United States Army and Navy have made San Diego one of the aviation centers of the world.

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



NEWLY HATCHED OSTRICHES

In this very desirable locality, unimproved land adapted to citrus fruit can be bought for \$200 to \$500 per acre. Groves for \$500 to \$1,000, according to location and condition of trees. Town lots range from \$100 to \$1,000 near car-line and with outlook on bay and ocean.

Two malls daily, interurban car service, telephones, electric light, fine water delivered under pressure, schools, churches, lumber-yards, stores, a printing-office, yacht and improvement clubs afford every requisite for the home, while its splendid hotel accommodations invite the tourist and sight-seer all the year around.

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

Perhaps no tourist hotel is so accessible and yet so restful as the Stratford Inn, built along the architectural lines of the famous inn frequented by the illustrious Bard of Avon. The Santa Fe's palatial trains pass right at its door, yet, so cunningly has Nature



YACHTING—A POPULAR
SPORT

safe and enjoyable at all seasons of the year. The beach affords fine autoing at low tide.

DESCANSO

"A place of rest," is forty miles inland and at an elevation of 3,840 feet, and in addition to being the Mecca of tourists, the people of San Diego, and the Imperial Valley of Arizona and beyond during the spring and summer months, it has a rich surrounding farming country capable of extensive development. Apples, peaches, pears, grapes, berries and other deciduous fruits grow to perfection. Hay, grain and other agricultural products produce as well here as in any Eastern State. Dairying and cattle and poultry raising also yield splendid returns.

The fine boulevard, San Diego to Lakeside, twenty-one miles, is the main trunk road to Descanso and the mountains. At Lakeside the Ramona-Julian road branches off to the north and that to Descanso goes directly east. This last named section, now building, will cost more than \$4,000 per mile.

Close to Descanso a branch of the highway turns straight north over the Cuyamaca Mountains—over the grand and inspiring mountain scenic route to Julian, and on to the headwaters of the San Luis Rey, thence to Oceanside on the coast.

The highway to Descanso also leads the traveler through the beautiful Valley of Pines with the towering Laguna and Corte Madera peaks rising on either side.

Descanso is splendidly equipped to take care of her tourist visitors, having a roomy hotel, well-stocked stores, a postoffice, public hall, a smithy, a comfortable farm resort and numerous private homes where travelers are welcomed.

In the district are many small valleys splendidly adapted to fruit farming. The soil is rich silt, and water is always plentiful. The rainfall averages from eighteen to twenty-five inches. Snow falls in the mountains but it does not stay long. The climate is cool, dry and bracing.

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 is famed throughout the country. The soil is a decomposed granite. 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.

The price of land ranges from \$75 to \$300 per acre, according to location, i. e., nearness to railway. A good bearing lemon or orange orchard has a ready market at \$1,000 per acre. Thus a constant and solid increase in values is assured from the unimproved to improved land. Good alfalfa land sells at \$75 to \$200 per acre and



LUSCIOUS TABLE GRAPES



ESCONDIDO AND ENVIRONS

produces six to nine crops annually, yielding from one to two tons per acre each crop.

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

ESCONDIDO

Is a city of the sixth class; assessed valuation, \$861,500; elevation, 700 feet; and is the terminus of a branch of the Santa Re 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, whose completion to Escondido, via El Cajon, is assured within two years and which will eventually be extended to Los Angeles, 100 miles to the north.

The Escondido Valley is 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-mile county highway system. It is the trading and shipping center of a tributary country within a radius of from twenty to thirty miles.

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 with soil adapted to citrus fruit-growing and alfalfa. The pomelo or grapefruit grows 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 country. 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 of extensive improvements, the preliminary steps for which are now under consideration. The water, which is of excellent quality, is brought from the water-sheds 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. Land is to be obtained at prices ranging from \$75 to \$125 per acre without water and \$150 up under irrigation near the city, and \$20 to \$60 per acre for outside lands.



A MISSION RELIC

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 high school is credited with turning out more university students than any other town of its size in the State.

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. Fine soft water can be secured almost anywhere in this section for domestic purposes in wells from sixteen to fifty feet. It is an ideal place for poultry-raising. Average rainfall for the season is nineteen inches, and the temperature ranges from thirty degrees, the lowest ever known in the winter, to ninety degrees the maximum in summer. Snow has fallen but twice in thirty years.

GROSSMONT

Standing like a sentinel between the gently rolling country around La Mesa and the incomparable valley of El Cajon (the chest), is Grossmont, a veritable "lookout"



TOP OF GROSSMONT

mountain rising several hundred feet above the plain, and 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. Near-by 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. Steps have been hewn into the living granite, and an iron railing placed around the apex which is not over six feet in diameter. To step upon this natural parapet is like stepping upon the bridge of a great battleship or viewing the

country from an aeroplane. Admiral (Fighting Bob) Evans, when he stepped upon this mount for the first time, exclaimed: "I have been around the world, but the view from Grossmont is the most beautiful I have ever seen."

The sides of this mountain and the country immediately surrounding its base are covered with as rich soil as can be found on the Pacific Slope, north or south, and many are taking advantage of this fact to surround their homes with citrus and small fruit plantations.

Among those who have already purchased tracks here are:

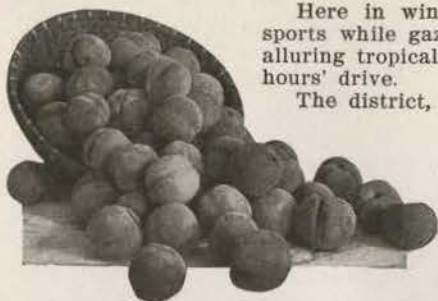
Owen Wister, the novelist, who has planted twelve acres of lemons surrounding a beautiful building site.

Mme. Schumann-Heink, world's famous contralto, a ten-acre orange grove and building site.

John Vance Cheney, the poet, Carrie Jacob Bond, W. L. Hubbard for fifteen years musical critic for the Chicago Tribune, and many others.

JULIAN

The natural home of the apple, 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.



PEACHES GROW TO PERFECTION

Here in winter you can enjoy all the delights of winter sports while gazing upon ripening oranges, flowers and all the alluring tropical beauty of the valleys below, reached in a few hours' drive.

The district, with a population of 600, has the mildest temperate climate known. The temperature seldom goes below freezing in winter and never above eighty-five degrees in summer. The annual precipitation averages about twenty-eight inches with just enough snow to add variety. This region has become famous as a mountain summer-resort.

The principal industries are apple-raising, stock-raising, mining and lumbering. With the coming of railway transportation, here will be

be planted some of the largest and most productive commercial apple orchards in the world. W. C. Detrick, one of the pioneer growers of apples, has won first-prize gold medals for apples exhibited at the Jamestown International Exposition, the St. Louis World's Fair and the Alaska-Yukon-Pacific Exposition in competition with best product of Oregon, Washington, Colorado and the Eastern states. Soil and climatic conditions are very similar to apple regions of Oregon. The price paid by buyers at the orchard ranges from 50 cents to 65 cents per box. At the present time, it costs 62 cents per hundredweight to transport apples to the San Diego market or about 31 cents per box. There is a steady market at San Diego for this fruit at \$1.25 per box. The splendid county roads now under construction between Foster and Julian, to be completed in 1912, will reduce the grades fifty per cent, or more, so that the apple crop may be hauled to market by auto truck, thus greatly reducing the cost and preserving the fruit from bruising. Surveys have been made for the extension of the railway from Foster to Santa Ysabel, which would bring the terminus of the railroad within seven miles of the town of Julian and tap some of the best land of the district.

Apple land unimproved can be bought for \$15 to \$50 per acre according to location and access to county road. Improved land sells for \$50 to \$150 per acre according to state of cultivation and age of trees.

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 or 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.

Mining is also extensively carried on. From this district comes 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. Banner, a small village having a hotel, schools and general store, and located five miles east of Julian, is the nearest point to the principal mines. The district is well provided with schools, grammar and high school, graduates from the latter being admitted to the California State University and Stanford; a church, but no saloons.

This region is the best watered in Southern California. Its many streams and numerous waterfalls are not only picturesque but have great potential wealth because of the immense water power which can be developed.

LA JOLLA

Where shall we spend the summer? Where is there something different? The surfeited traveler and those with only a few weeks' surcease from the year's labor will find at La Jolla, fourteen miles north of San Diego, their heart's desire—that the days spent here are worth while, whose remembrance will be a tonic through the year.

Although reached by steam and interurban cars, La Jolla is different—it is one of the few places loyal to Nature which the on-rushing, busy world so spurns. In place of scenic railways, brass bands or any so-called attractions, you will find a silver strand, jutting headlands, fantastic shore line, broad sweep of the ocean and mountain view unexcelled on any coast.

El Nido, the nest, was the original name of this little niche of the world, held in the circling arms of Mount Soledad and lulled by the rhythmic sea—a place of rest and peace. Nature took a holiday when she planned La Jolla.

First, she carved out a broad sunlit shelf of land whereon her devotees could build their seaside cottages and live and admire her work. Then with her magic wand she touched the coast line, raising it in one place into a rocky promontory under which the breakers thunder and over which wing-spread gulls sweep low; in another

part, she sent out great, flat boulders to meet the incoming waves and to dash them into a tangled, laughing spray. Nor did she in her zeal for rugged beauty forget that which to the sea lover is the "raison d'être" of a beach—the bathing cove with its gradual, sloping silver strand.

The sea, too, caught Nature's spirit of play and washed its way through the porous rocks, forming La Jolla's most unique feature—caves of most grotesque form and marvelous coloring. Its tides bring to her shores treasures of twisted seaweed, tangled masses from the near-lying kelp beds and shells of infinite variety and beauty. And the sea air at La Jolla—cool, soul refreshing! Ah, that is something to remember in the smoky days of city life! We may call the Pacific an ocean at all other viewpoints, but at La Jolla, it is the sea, and here it is as wonderful and romantic as the poetry of all ages has depicted it.

Nature lovers are finding La Jolla; they come, they see and are conquered. Winding paths climb up to their cottages, rustic and flower-grown, with windows toward the sea, where many known to fame have rested from the busy cares of the work-a-day world. Ellen Terry, in past years, spent much time at the Green Dragon as guest of her friend and its mistress—Madame Heinrich. Madame Modjeska's loved retreat was "The Ark," and Beatrice Harraden, in "The Wigwam" whose casement windows look through a tracery of green boughs out upon the tawny rock-bound coast and the crested sea, found here her inspiration for "Ships That Pass in the Night."

Come to La Jolla and know contentment. Over the hills upon the little village by the sea, by day the California sunshine pours its golden flood, calling the mockingbird into song and the rose into being; at nightfall the great round disk of the sun sinks to rest in the bosom of the deep, leaving behind the

afterglow of its splendor in purples, reds, yellows, orange and violets fading into the silvery sheen of the moon and twinkling light of other worlds than ours which gem the sky, while the sea murmurs its age-old song, croons a lullaby, that to the world-worn is as a symphony wooing slumber and sweet dreams.



SPEED TRACK AT 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.

Situated in its own fertile little valley surrounded by mountains and foothills, with its own lake, canyons, and streams, the 700 acres comprising the Inn's estate and grounds lie twenty miles northeast of San Diego. A perfect automobile boulevard makes the trip by motor most pleasant. Eight trains daily on the Cuyamaca railroad from San Diego is the steam train service. Magnificent roads, both inland and coast routes, make possible the journey from Los Angeles to Lakeside by automobile in six to eight hours.

The mineral springs are famed for health-restoring and health-giving qualities.

Lakeside is the sportsman's paradise. The lake abounds with bass and perch. Duck, quail, dove and rabbit are plentiful in season, and mountain goat afford plenty of excitement to the strenuous hunter.

LA MESA

Formerly known as La Mesa Springs, population 800, is one of the rapidly growing suburbs of San Diego and is situated eleven miles to the east on the San Diego, Cuyamaca & Eastern Railway and on the new electric line now being built from San Diego to Escondido. The El Cajon Boulevard, one of the finest roads in the country, passes through the town, and other splendid roads radiate from this point inviting automobiles and other pleasure vehicles and affording excellent transportation facilities for the products of the rich soil, consisting of citrus and deciduous fruits of all kinds, berries and garden truck. Poultry-raising is also a profitable industry here.

Near-by are the famous Isham and Nuvida mineral springs, producing the finest table water in the world and having medicinal properties second to none.

The possibilities of this region as a tourist and health resort are unsurpassed. Marvelous development along this line may be expected in the near future. In

February, 1911, Nathan F. Barrett, the famous landscape architect of New Rochelle, New York, visited this section in the interest of Eastern capitalists and pronounced it the most beautiful in all Southern California. The natural beauties of La Mesa have been enhanced by improvements of the most modern, artistic and harmonious character.

The hillsides surrounding the town command magnificent views of mountains,



IDEAL LEMON COUNTRY

ocean and valleys, and afford choice residence sites. Larger tracts are also available at moderate prices. The train service is ample for business men and others desiring to make the trip to and from San Diego, there being seven trains each way daily, and a low commutation fare of eleven cents. The town is notable for a highly developed civic spirit. Its people co-operate very successfully in the work of city building.

LEMON GROVE

The natural home of the lemon 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 of mountain, 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 annum. Lands capable of irrigation are valued at \$75 to \$400 per acre. 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.

Lemon Grove enjoys all the advantages of church, fine graded school, fine water, electric lights and telephone and is only twenty minutes' ride by steam-car from San Diego. The car schedule is very convenient for business men, students and pleasure-seekers, there being seven trains a day each way.

It also has a well-organized country club devoted to public improvements, whose secretary will gladly furnish any additional information and assist those desiring to secure a home and profitable investment.

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 some 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 waterfalls, 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.



WINTER SPORTS IN THE MOUNTAINS

The climate and elevation of Mesa Grande peculiarly fit it for growing the finest deciduous



TYPICAL ARCHITECTURE

and embrace all the tints of the rainbow in its marvelous range of colors, although pink and green occur most frequently, usually at opposite ends of the same crystal.

The Mesa Grande district is reached by stage from Foster, the present terminus of the San Diego, Cuyamaca & Eastern Railway, via Ramona, with daily service except Sunday.

NATIONAL CITY

With a population of 2,000, 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. The constantly increasing attendance has rendered more room necessary, and the city has just voted bonds to the amount of \$25,000 to double the capacity of the present beautiful building. During the past year the city has erected a beautiful public library building, costing \$10,000, the gift of Andrew Carnegie, where is maintained a library of more than 4,000 volumes.



POINT LOMA HOMESTEAD

A beautiful municipal building has also been erected, housing the two local fire-fighting companies.

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

The Santa Fe, which maintains its Pacific Coast terminal here, and interurban electric cars furnish splendid service between this flourishing suburb and the city. The general offices of the San Diego Southern Railway are located in National City, and adequate dockage facilities are provided for deep-sea vessels.

Here will be located the extensive shops of the San Diego & Arizona Railway, and, with the opening to traffic of this new railroad, the commercial importance of the town will be largely augmented, and its steady growth in population assured.

OCEAN BEACH

One of San Diego's natural residence spots and one of the most picturesque along all the Southern California coast. The very name of Ocean Beach suggests briny spray and breeze. A more healthful or beautiful spot it would be impossible to find.

The location is the west side of Point Loma, where a rare combination of mountain and marine view is obtainable. There is over a mile of splendid sand beach.

Ocean Beach is in San Diego city limits, reached by splendid up-to-date electric cars, and is (in a direct line) within six miles of the business center of the city.



CATTLE ON THE LEVEL MESA LANDS

The available conveniences appealing to the householder are city water, electricity, telephone and street-cars; and very shortly, gas service will be installed.

The ocean beach section in the vicinity of Los Angeles has attracted world-wide attention by its rapid development as a desirable home-place as well as tourist resort, and is an important factor in drawing to Los Angeles many thousands of people each year. In its relation to the business district of San Diego, Ocean Beach has the advantage over Los Angeles Beach resorts, in that the former is one-third to one-fifth the distance away. With a better climate all the year round, the future growth of the San Diego ocean beach district is going to be rapid; real estate investment permanent and constantly increasing in value.

OCEANSIDE

The market and trading center for the San Luis Rey Valley, is 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 grade 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.

Four miles to the east of the city, a pleasant drive, is the San Luis Rey Mission, an attraction to the tourist. It is, with one exception, the largest and best preserved of any of the old missions and is being restored on its original lines. Other near-by points worthy of a visit are the Guajome Ranch, the scene of the events depicted in Helen Hunt Jackson's novel "Ramona"; Pamoosa Canyon, the Pala gem mines, where kunzite and tourmaline are obtained; De Luz Hot Springs, and others.

A trip to San Diego County offers no more attractive spot to spend a few days, or an entire season, than Oceanside and the country surrounding, and the inducements for the man seeking a home are numerous, substantial and well worthy of investigation.

Rolling land back from the coast may be had without water for \$5 to \$10 per acre. Valley land, without water, \$40 to \$100 per acre; with water, \$100 and upward. Land within three-fourths of a mile of the ocean, free from frost and suitable for flower or early vegetable farming, with water, \$200 to \$400 per acre.

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 Penasquitas 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.



FIRST PALMS



ON THE HEIGHTS

RAMONA

"Queen of the Mountain District" is situated near the eastern edge of Santa Maria Valley, thirty-seven miles northeast of San Diego and thirteen miles from the railway station of Foster. It has an elevation of 1,500 feet above the sea and is surrounded by broad grain fields and green pastures. Ramona is commonly known as the "Gateway to the Mountains," and rightly so. Broad highways diverge from here in every direction, leading to Poway, Pamo, Escondido, Mesa Grande, Julian and San Vicente.

Ramona, because of her elevation, enjoys a dryer atmosphere and a greater rainfall than the Coast. Escaping the rigorous winters of the North and East, this section is becoming more and more popular because of its invigorating and health-giving climate. Ideal conditions exist here for a sanatorium,—a splendid opportunity for a paying investment.

Primarily an agricultural district, Santa Maria Valley's interests are varied. Immense quantities of grain and hay are produced annually. Dairying is profitable and is steadily increasing. Poultry-raising has always been a money-maker for those who engage in it properly. The growing of eucalyptus for commercial use is one of the newer industries that promises large returns, while fruit culture yields an encouraging income. Stock-raising is extensively carried on in the western section of the valley.

The bluffs and untilled sections produce sage and other shrubs which afford plenty of raw material for bee-culture and the production of the finest honey.

According to the census of 1910, Ramona Township has a population of 850, practically all of whom live in Ramona or immediate vicinity.

Ramona offers good inducements to the settler with or without capital. The land adjacent may be secured at a very reasonable figure and brought to a high state of productiveness by careful cultivation. The investor finds good opportunity to secure improved property yielding safe and certain income. The completion of new business blocks in Ramona within the past year adds greatly to her industrial appearance and affords a good index to her general prosperity.

SANTA YSABEL

The perennial emerald valley, nestling in the shadow of the towering Volcan Peak, is located fifty miles northeast from the city of San Diego. Noted for its rich productiveness and abundant water-supply furnished by springs and small mountain rivulets, the valley is further fortunate in being a cross-roads—the parting of ways for Julian, Warner's Springs and Mesa Grande, all situated within a few miles. Santa Ysabel will eventually be the terminus of a railroad which will tap this section.

The Santa Ysabel Valley proper was originally a Mexican grant. Passers-by on the main road may still see the old adobe Mission with its Mission bells and where religious services are still held. Near-by is the old graveyard where are said to lie the remains of Alessandro, one of the characters in Helent Hunt Jackson's "Ramona."

Although the principal industry is dairying, the soil, water-supply and climatic conditions permit the culture of almost any crop and invite the settler looking for a safe investment with ideal surroundings. It is especially famous for cherries.

To the north is the famous Warner's ranch comprising about 60,000 acres devoted to cattle raising. On this watershed is now being developed the largest irrigation project in San Diego County. Sufficient water will be stored to irrigate 40,000 acres within the immediate vicinity of the city of San Diego.



ON THE STRAND OF PACIFIC BEACH



OLIVE GROVE

SOUTH SAN DIEGO AND IMPERIAL BEACH

Nine miles down the bay, with daily ferry service, is the thriving little town of South San Diego, and one mile farther to the west on the Pacific Ocean, reached by motor car service from the South San Diego dock, is picturesque Imperial Beach.

The district surrounding South San Diego has a rich alluvial soil free from rocks, cobblestones or adobe and adapted to growing of every agricultural product known in this wonderful region. Here on the sheltered waters of the bay are found many attractions for an ideal home.

Good roads also radiate from this point, so that auto or other vehicle can be utilized, as well as boat, by the homemaker in traveling to and from the city.

Imperial Beach is about seven miles south of the famous Hotel del Coronado and is rapidly coming into prominence because of its extensive sand beach and wide stretch of shallow water for bathing. It has a new hotel, and can also be reached from San Diego by rail.

THERE ARE OTHERS

Other districts of the county which offer splendid opportunities for the home-seeker desirous of bettering his fortune and of living in a summerland of sunshine, flowers and abundant crops may be mentioned: Jamacha, Dehesa, Jamul, Campo, Potrero and Encinitas. Seeing is believing. Come and see.

THERE'S MONEY IN OLIVES

An olive orchard is within the reach 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 for \$40 to \$150 per ton. During the time it takes for the orchard to come into 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.

POULTRY-RAISING PROFITABLE

Poultry-raising is profitable whether engaged in as a side-line or specialized as a business. Fresh ranch eggs sell on the local market for 20 to 40 cents per dozen, and undrawn poultry retails for 18 to 25 cents per pound the year round. The supply has never equaled the demand, but large quantities of eggs and dressed poultry are imported annually.

In San Diego County the climatic conditions are well-nigh perfect, making possible the hatching and rearing of chicks in the open during the entire year. Yet, with all these natural advantages, California is in its infancy in poultry-raising, importing at present about \$3,000,000 worth of eggs and poultry annually. The extreme southern counties consume practically two carloads per week, sent here from Kansas and Missouri.

BEEES 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 foothills 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.

SAN DIEGO HAS

Fifty thousand population.

Sixteen hundred and eighty acres of public parks.

Twenty-two square miles of harbor.

High school, \$225,000; 40 instructors; 960 attendance.

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

State Normal school, \$200,000.

Forty-eight churches costing \$5000 to \$80,000 each.

One hundred and fifty thousand dollar Y. M. C. A. building under way.

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

Thirty-nine miles of gas-mains.

Two hundred and thirty miles of water-pipe.

Cement sidewalk—136.59 miles.

Paved streets—30 miles.

Graded and surfaced streets—122.79 miles.

Seventeen theaters, one of which cost \$1,000,000.

Three hospitals.

Two million five hundred thousand dollar sewer system with more than one hundred miles of pipe.

Eleven thousand eight hundred telephone subscribers.

One hundred and ninety-seven manufacturing industries.

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.

Seven distributing reservoirs in corporate limits, capacity 35,372,000 gallons.

Nine thousand three hundred and eighty-eight water-meters in use and adding an average of 150 new meters each month, which, based upon the usual ratio of 6.25 persons for each meter installed, indicates an increase of 1000 population per month.

A city library costing \$60,000 and containing 50,000 volumes, and increasing at the rate of 5000 volumes per annum.

Five hundred thousand acres of unimproved tillable agricultural land awaiting the hand of man to make blossom and to gather in the harvest of dollars.

Six thousand acres of Pueblo lands now valued at \$1,200,000 which can be utilized for public parks and leased for factory sites and which will eventually become income-bearing property.

Untold wealth in semi-precious gems, including tourmaline, topaz, hyacinth, beryl, sapphire, garnet and kunzite (found nowhere else in the world).

Thirty-five thousand acres of the finest citrus fruit land in the world yet undeveloped.

The finest and most productive lemon belt in the world. One tract of ten acres produced last year an average of 22½ tons per acre, 530 boxes or 1½ cars; 536 pounds to the tree, or approximately 125,000 "lemonades." Four hundred acres produced 400 cars, or an average of 15 tons to the acre, and netted the growers \$325,000 last year. The yield for the season of 1911 is estimated at \$1000 per acre.

Ten banks which have a combined capital and surplus of \$2,400,000, with total deposits of \$14,000,000.

The finest all-the-year-round climate in the world and the finest summer climate in America.

Hunting, fishing, baseball, polo, swimming, yachting, motor-boating, rowing, tennis, golf, autoing, etc., all the year round.

Headquarters World's Theosophical Society, having buildings and property valued at several millions of dollars.

Two country clubs.

Two yacht clubs, one of which has the finest quarters on the Pacific Coast.

One rowing club, largest in the United States.

Three women's rowing clubs.

Two social clubs, membership 2000.

Nine women's clubs.

Art league.

Two press clubs.

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, with largest and finest private aviation field in the world.

Symphony orchestra.

Polo club.

Two golf clubs.

University Club, having own clubhouse.

Floral Association.

Twenty-one public schools, costing \$925,000 and employing 172 teachers.

First-class private schools.

Two hundred and twenty-five thousand dollar high school building.

Most powerful Naval wireless telegraph station on the Pacific Coast.

Three daily newspapers and several weekly newspapers.

Distinction of being fourth city in population in California.

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

First and last American port of call Pacific Tehuantepec route and via Panama Canal.

Green vegetables all the year round. Bearing tomato vines three to four years old are not unusual.

Olive trees 140 years and still bearing. The first olive trees in California, and therefore the first in the United States, were planted at San Diego Mission by Junipero Serra in 1770. The finest olives in the world are grown and packed here.

Raised more money per capita for development purposes and in the shortest time (one year) than any community of three times its population has ever accomplished in the history of the world—\$1,000,000 for the Panama-California (San Diego) Exposition; \$1,000,000 for permanent park improvements; \$200,000 for a polytechnic school; \$150,000 for a Y. M. C. A. building; \$1,250,000 for good roads; \$100,000 to inaugurate the opening of a great tourist hotel, and will shortly vote a bond issue of \$1,000,000 for permanent harbor improvements and to complete same will spend \$5,000,000 more as fast as needed.

Not only the good things possessed by any other part of the habitable globe, but has them in superabundance.

A commission form of government.

One of the finest ornamental electrolier lighting systems of any city of its size in America.

An average of 185 absolutely clear days annually.

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

The summers of Alaska and the winters of Egypt.

A city water-supply now impounded sufficient for a population of 500,000.

One of the most efficient fire departments in the West.

The finest electric fountain in the country.

Appropriated \$1,000,000 for city park improvements.

Raised \$1,000,000 as a starter for the Panama-California International Exposition to be held in its great 1400-acre park from January 1st to December 31st, 1915.

Doubled in population during the past five years—population (1900) 17,000; United States census (1910) 39,578.

An area of seventy-two square miles and extends along the Bay of San Diego and Pacific Ocean, a distance of twenty-five miles and inland from one to five miles.

Two well-equipped and progressive business colleges.

An average of 356 days a year on which the sun shines.

An average rainfall of ten inches on the coast, increasing to fifty inches in the back country.

A water-supply (if properly conserved) sufficient to irrigate every acre of valley land.

All the advantages of any Eastern city and many advantages possessed by no other community.

Sufficient water to supply a city of 100,000 population five years, supposing not a drop of rain fell on the water-sheds in that time.

A busy, progressive and happy people who invite you to come and join in their prosperity.

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

Fresh vegetables and fruit every day in the year.

The time—1915.

The place—Balboa Park.

The event—the Panama-California Exposition—but don't wait, for now is the accepted opportunity.



COL. D. C. COLLIER, DIRECTOR-GENERAL PANAMA-CALIFORNIA INTERNATIONAL EXPOSITION

In the city of San Diego there will be held throughout the entire year of 1915 an International Exposition intended to exploit the natural resources, industries and the art productions of the United States of America and of Mexico, Central and South America. The exposition is to celebrate the completion of the Panama Canal and the dawn of history on the Pacific Coast. It has been appropriately named the Panama-California Exposition.

Two expositions will be held in California during the year 1915 to celebrate the opening of the Panama Canal, one at San Diego and one at San Francisco. The San Diego exposition is already far advanced in its work of preparation.

Italy, in 1911, celebrates the fiftieth anniversary of Italian unity by two international expositions, one at Turin and the other at Rome. So it may be said that California is to emulate Italy in this departure from custom by holding two expositions in 1915; the one at San Francisco displaying the progress of the world in industry and commerce; the other at San Diego portraying the spectacular and artistic features. The promoters of the world's fair to be held at San Francisco in 1915 will aim to make it the greatest exposition the world has ever seen, and all the wealth of the opulent West is behind the project. Men of brains and experience are enlisted in the enterprise; the reputation of San Francisco as a city that does big things is at stake. It can not fail.

The city of San Diego, six hundred miles south of San Francisco, has raised two and a half millions of dollars for the purpose of promoting an exposition which promises to be the most spectacular; the most artistic and beautiful ever seen in any part of the world. It is a most ambitious project, yet there is already evidence that San Diego is able to carry out its plans successfully. The enterprise has been under way for one year, and the net results of the year's effort on the part of the promoters of the exposition demonstrate that San Diego is amply able to build an exposition that will be absolutely unique in the history of expositions, and the most attractive, picturesque and interesting affair of the kind the world has ever known. It will not fail.

San Diego is at the present time a city of nearly fifty thousand inhabitants. It is the first port of call on the Pacific Coast of the United States north of the Panama Canal. It is very old in history, yet very young in destiny, and its destiny is made all the more manifest, and manifestly the more glorious, by the building of the Panama Canal.

San Diego's history stretches back for nearly four hundred years; a history replete with the romance of discovery on the Pacific, of conquest, and early settlement in California. Her harbor was the first on all the devious coast line, stretching from

the Gulf of California northward to the Straits of Juan de Fuca, in which a white man's sails were furled. In her soil was planted the first vine and the first olive-tree, and beneath the sheltering palms that were planted by the Padres, in the valley that lies just back on the hill on which she sits, the first lessons of Christianity and humanity were taught to the primitive people who lived there when the white man first came.

It is a part of history that the first American flag to be flung to the breezes on that part of the American continent which is now the United States was raised in San Diego long before Betsy Ross wove from summer rainbows and wintry stars the miracle of Old Glory. The first cross was planted here, and the first church built. Here the first irrigation ditch was dug, the first field cultivated and watered from the streams that ran down from the snowcaps of the giant hills to seek the sea.

The Panama-California Exposition in San Diego in 1915 will attempt to mirror all of the romance that still clings to San Diego and early California. It is very fascinating, with the same lure that draws thousands of Americans every year across the Atlantic to the Old World. But if this is to be the lure, the ultimate object is to show to all the world the contrast of the Old and the New. The beauty and peacefulness of the estuary around which San Diego is built attracted brave old Juan Rodrigues Cabrillo more than three long centuries ago and tempted him to enter it with his bungling galleons and to drop his anchors there. The utility of this same estuary, now the Bay of San Diego and one of the safest and best harbors of the Pacific Coast, the first refuge to the northward for all the mighty ships of commerce whose prows will cleave the waters of two oceans as they mingle at Panama, is what the San Diego of to-day will desire to bring more prominently to the attention of the world by the Panama-California Exposition.

Junipero Serra, first of the brown-robed Franciscan padres to invade California, or indeed any of that portion of America we call the United States, came from Mexico to San Diego, and that was only sixty years or so after Cabrillo. He built at San Diego the first mission in California, and named it San Diego de Alcalá. He planted



there the first seeds of civilization, taught the uses of husbandry and preached the mercy of Christ. But the modern city of San Diego has almost forgotten Junipero Serra and the romance and the splendid bravery and devotion of him and the men of his time, so that it will remain for the men who are building the Panama-California Exposition at San Diego to blend this romance and all the grand tradition that has come down to them from it with the great things of our modern times that will be displayed here.

San Diego is not going to attempt to duplicate or emulate any of the expositions previously held. This exposition is to be something different from other expositions. In order to preserve the romance, and the tradition and flavor of the other days of California, the permanent buildings that will be built in Balboa Park, in the heart of San Diego, to house the exposition, will form the "Mission City"; all of the buildings to be of the Spanish-Colonial type of architecture—the architecture which the Mission Fathers aimed at in the building of the twenty-one missions of California. This "Mission City" is intended to impress the observer with its novelty and its artistic adaptation to the fundamental purpose of the enterprise. It will be one of the many unique features of an exposition wholly unique.

This product of the artistic and utilitarian purpose of the padres, which is to be the base of San Diego's exposition architecture, is to be built under the direction of Mr. Bertram G. Goodhue, of Washington and New York, doubtless the leading exponent of this type of architecture in the world. Mr. John Charles Olmsted, of Boston, has been chosen to have charge of the ground plan of the exposition in San Diego and with Mr. Goodhue is already at work in Balboa Park, while Mr. Frank P. Allen, Jr., whose genius as a constructor of exposition buildings made it possible to have the Seattle Exposition ready on time, although only nineteen months of time were given him for the work, has already been selected as Supervising Architect and Director of Works.

Balboa Park, in San Diego, which has been chosen as the site for the Panama-California Exposition, is a reservation from the original pueblo of San Diego under the first Spanish grant in California. It comprises 1,400 acres of high land, intersected by deep canyons, sloping gently from broad mesas. From the higher elevations and jutting promontories of this magnificent park one of the most beautifully diversified prospects in the world spreads away in every direction. To the eastward the purple Cuyamaca Mountains, dominated by Cuyamaca and San Miguel peaks, rise majestically; on the south the mountains of Mexico form a ragged skyline, vanishing in the desert mists of Lower California, while almost at the feet of the observer, like a herd of mastodons bathing in the sea, are the islands of Coronado. Westward, in the foreground the long, level headland of Point Loma divides the waters of the channel of San Diego Bay from the waters of the Pacific like the prow of a mighty battleship and close within the near vision is the bay; the clustered villas of Coronado embowered in palms and subtropical foliage rest upon a peninsula, the whole a jewel upon the bosom of the mighty deep.

For one entire year the San Diego exposition is to remain open. This feature is in itself unique, and also it pays a merited tribute to the climate of San Diego, where the shortest thermometer necessary anywhere in America is used and where winter is as like summer as two peas in a pod. San Diego's thermometer ranges between eighty-five and forty degrees above zero the whole year round and has done so ever since the weather bureau was established, more than three decades ago.

U. S. Grant, Jr., oldest son of the great soldier, who has been a resident of San Diego for several years, is President of the exposition and John D. Spreckels, one of California's best known citizens is First Vice-President. Col. D. C. Collier has been selected Director General. To his extraordinary executive ability and forceful personality is largely due the existing prosperous condition of the enterprise.

It is, therefore, a foregone conclusion that San Diego is to have a great exposition, as well as is San Francisco, and that while San Francisco's exposition will attract all those who are interested solely in industrial and commercial things, San Diego will be visited by the cultured and those who love the artistic and romantic things. San Diego has the money to carry out its great scheme, and from the evidence of progress made during the past year, it is apparent that behind the enterprise are the brains and the enthusiasm and the imagination to make an exposition that will be absolutely unique and notable in history.

THINGS TO REMEMBER ABOUT THE PANAMA-CALIFORNIA EXPOSITION

That it will be held in San Diego in 1915; that it will celebrate the opening of the Panama Canal and the dawn of history on the Pacific Coast; that it will be held from January 1 to December 31; that it will be unique and different from all others; that San Diego's superb climate makes an all-the-year exposition not only possible but desirable; that the magic "Mission City" in San Diego's great "Balboa Park" will be

entrancing; that the "Jardin Espanol" of tropical flowers and foliage in wild profusion, palms and orchids and wonderful ferns and cacti will delight the senses; that the Ethnological Exhibit portraying the life, the arts and crafts of the Indian from the aborigines to the modern will be marvelously interesting and widely educational; that "The Rodeo" will be a round-up in pleasure as well as in name; that the pageants and dramatic representations, reflecting the principal events from the dawn of history on the Pacific Coast to the present time, will be thrilling and spectacular; and that you and all your friends are invited.

PANAMA-PACIFIC INTERNATIONAL EXPOSITION AND WORLD'S FAIR

Contemporaneous with the opening of the Panama-California Exposition in San Diego, the gates of the Panama-Pacific International Exposition in San Francisco, California, will be opened wide and the nations of the world welcomed. It is especially fitting that these two splendid expositions should be held simultaneously on the shores of the two most magnificent harbors of the Nation's Pacific Coast. The completion of the Panama Canal is naturally a maritime event and one of the greatest importance to the Pacific states. In selecting San Francisco as the site for the Panama-Pacific International Exposition in 1915 the Congress of the United States recognized the unanswerable argument that this celebration rightfully belonged to the Pacific and should be held at the City by the Golden Gate rather than at New Orleans the rival city for the honor.

The people of the State of California and the citizens of San Francisco have provided a fund of over \$17,500,000 to make this the greatest of all expositions—international in every sense—where the progress of civilization throughout the world may be displayed. To be worthy of the greatest achievement of the age, the Panama-Pacific International Exposition must surpass all other expositions in splendor, in educational value and in the permanent good resulting from its maintenance. The broad, placid Bay of San Francisco, fifty miles long by four to ten miles wide, will afford spacious maneuver grounds for the bristling dreadnaughts of the world's navies. And it is safe to say that never in the history of the world have so many powerful fleets been gathered together as will fly their ensigns in San Francisco Bay during the Panama-Pacific International Exposition.

Architecturally, San Francisco is the last word—the great fire of 1906 swept away the wooden buildings erected fifty years ago when San Francisco was yet the village of Yerba Buena—and upon the noble hills by the Golden Gate has arisen a new city, a modern city, with the undaunted, gay spirit of the old. It is fit and proper that in 1915 the people of the world should be afforded an opportunity to see what American energy and enterprise can do and has done in the way of building a modern city as well as a great waterway joining the two oceans.

San Francisco and San Diego, though five hundred miles apart, are closely bound by splendid highways of steel, by magnificent steamships threading the "trackless



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paths" of the sunny Pacific and by El Camino Real—the King's Highway—that broad, scenic roadway, paralleling the coast, and connecting the old missions founded a hundred years ago by the padres from San Diego Mission in San Diego to Mission Dolores in San Francisco. By rail, by sea, or by motor car, the sightseer and tourist will be able to visit both of these magnificent expositions in every comfort; true, both are in celebration of the same great achievement, yet will they be radically different. And around both will be cast the spell of California, with her gentle climate, her alluring charms and generous, warm-hearted people.

HOW AND WHERE TO GET SAN DIEGO INFORMATION

To welcome the newcomer and to facilitate his getting in touch with reliable information about the country, there is maintained in the city of San Diego an exhibit of the products of the soil, and a bureau of information by the business men of the county and the Board of County Supervisors (County Commissioners)—the San Diego County Chamber of Commerce.

The Chamber of Commerce has fine quarters in the basement of the Elks' Temple, D and Second streets, in the heart of the business district, where the secretary and an efficient corps of assistants are always on hand to welcome and look after the wants of visitors. The Chamber of Commerce has no land for sale nor property to lease, nor will it accept commissions for service of any kind. It is considered a pleasure as well as a privilege to assist the prospective settler or investor in any way possible or to secure for him any information desired about the country or facts concerning any investment. It is needless to add that the secretary in his capacity as purveyor of information will keep inviolate any confidence reposed in him.



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Further detailed information and illustrated literature will be cheerfully given. Write to or call on Rufus Choate, Secretary Chamber of Commerce, San Diego, Calif., or address Sunset Magazine Homeseekers' Bureau.


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PANAMA - CALIFORNIA EXPOSITION 1915

San Diego California

View from Balboa Park

SAN DIEGO COUNTY

CALIFORNIA

