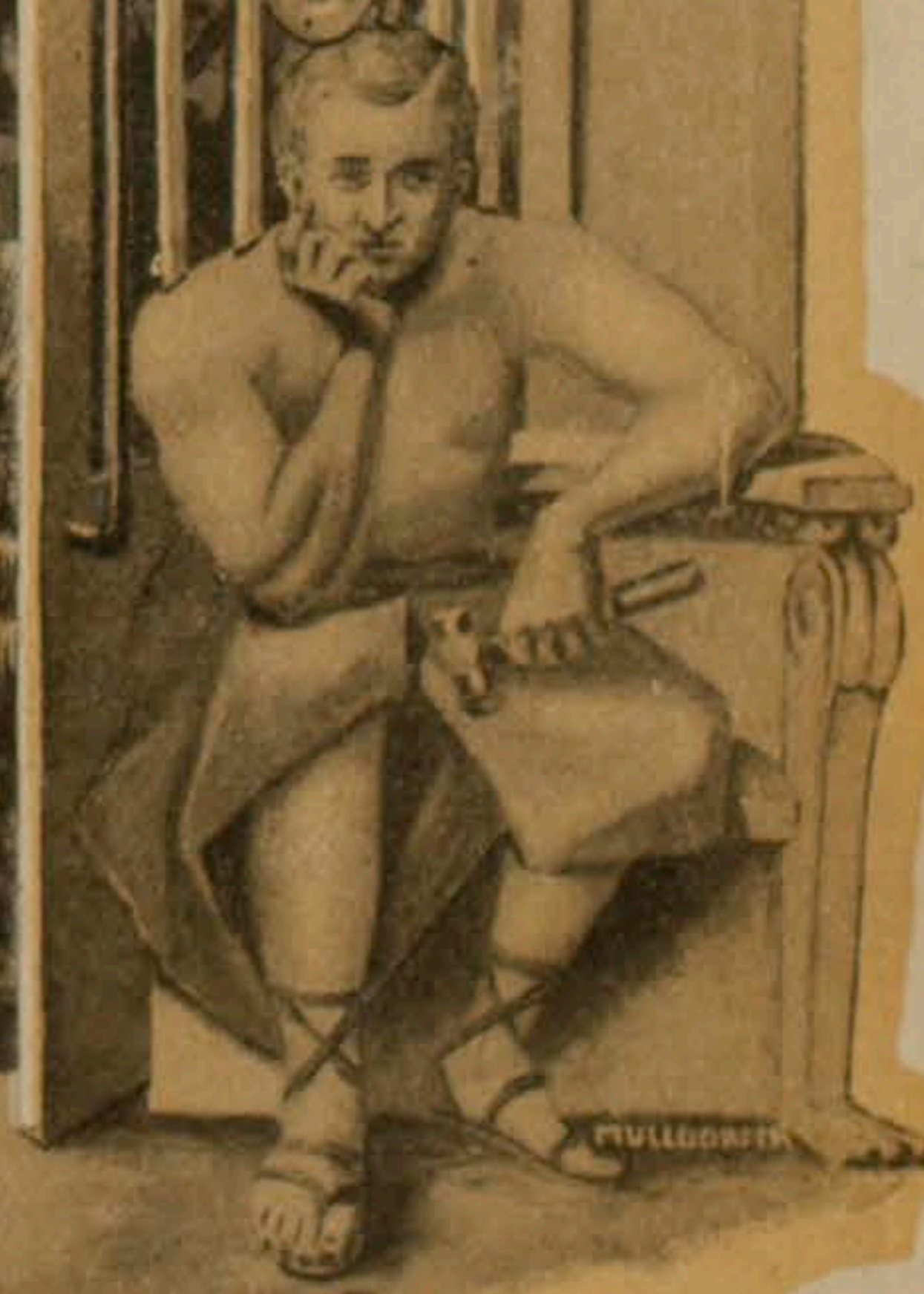
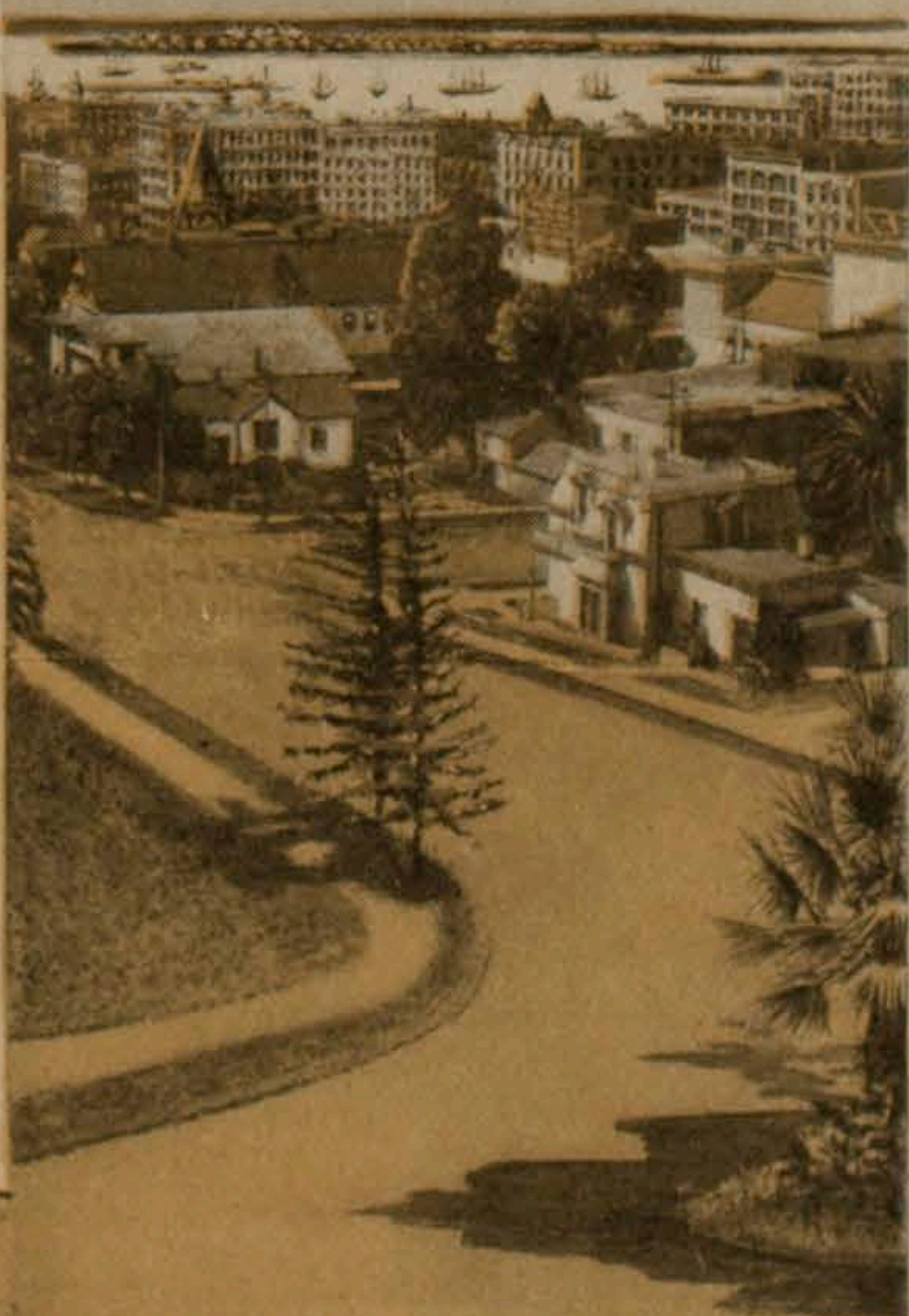


PANAMA-CALIFORNIA-EXPOSITION  
1913  
THE COMPLETION  
OF THE  
PANAMA CANAL  
SAN DIEGO



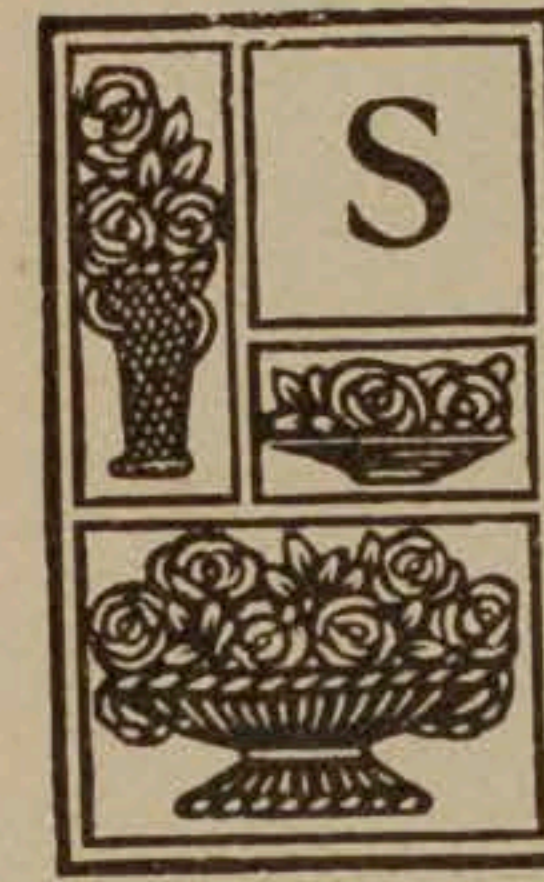
SAN DIEGO  
CALIFORNIA



# San Diego, California

*A Country Rich in Resources  
With Superior Attractions for  
the People Who Want the Best*

BY JOHN S. MILLS



SAN DIEGO COUNTY offers inducements to the homeseeker, attractions to the tourist and ample return on investments to the capitalist. Fruits of every variety grow within its border. Oranges, lemons, grape fruit and olives are never-failing products and of a quality which command ready sale. Deciduous and small fruits thrive equally well. Vegetables yield large returns, and some variety may be gathered every month in the year. Cereal products are also sources of revenue. The corn grown here equals the variety produced in the great fields of the middle west, and other grains give equally abundant return.

A California acre means more than the same area where the seasonal yield may alone be looked forward to. Here virtually all seasons are summer, for this is a land of perennial seed-time and harvest.

In addition to its agricultural wealth, the county has treasures of gold and silver and semi-precious gems. Other mineral deposits exist and are valuable along different lines, but the business of mining has not as yet largely entered into the resources of the county. Experts pronounce the districts surrounding Dulzura and in the northern part of the county, near Escondido, as having indications of great wealth. The active work of development is proceeding in these localities and paying mines are expected to be opened.

There is no sufficient reason for the fact that San Diego County is not today the most densely populated county of the United States. For a few miles inland from the Pacific and along the shores of San Diego Bay, climatic perfection is attained. There is little if any variation. The most equable climate in the world is found here. In the interior, at a distance of 15 to 20 miles from the bay or the ocean, the temperature rises, and weather conditions are not so favorable, but when the mercury ascends, the heat is not oppressive and overpowering, as is the case in latitudes where the humidity is greater.

What San Diego County possesses cannot be told in words. There is ineffable charm in scenery and in surroundings. From ocean strand and bay shore to the rugged mountain peaks there is ever-changing panorama. No country in the world possesses more picturesque landscape. Large areas of Southern California are beautiful, and offer much in the way of ocean and mountain resorts, with their varied pastimes and superb climate, and San Diego County admittedly leads them all.

One cannot live on climate, it has been remarked. There is no necessity for so doing. And where one may make a comfortable living and enjoy the delight which comes from residing in a spot so favored, there is no reasonable excuse for staying away from the best residence section of the world—San Diego County, California.

The pages which follow contain some general information of our cities, villages, pleasure resorts, with partial description of what is produced and the market value.

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BOARD OF SUPERVISORS  
AND THE  
CHAMBER OF COMMERCE OF  
SAN DIEGO COUNTY,  
CALIFORNIA

For illustrated literature and information  
concerning San Diego County, address  
Secretary Chamber of Commerce,  
San Diego, California.



## San Diego County.



GLANCE at the map shows San Diego County to occupy the extreme southern portion of the State of California. Baja California separates it from Mexico on the south, while the Pacific Ocean forms the western boundary. The county has an area of 4,209 square miles, and the assessed valuation for the year 1909 was \$37,476,254. The arable portion of the western slope of the county is divided into a series of irregular terraces or plateaus. The lower or coast terrace comprises Tia Juana, Otay, Sweetwater, Mission, Soledad, San Dieguito, Agua Hedionda, San Luis Rey and Santa Margarita, or Las Flores valleys, with the intervening mesas. This large acreage is practically frostless. Next comes the Jamul, Jamacha, Dehesa, El Cajon, Poway, Bernardo, San Pasqual, Escondido, San Marcos and Vista valleys, varying in elevation from 400 to 1500 feet.

The third terrace comprises the foothill region, consisting of Dulzura, Lyons, Lawson, Alpine, Viejas, Barona, San Vincente, Santa Maria, Ballena, Bear, Moosa, Monserrate and Fallbrook, with numerous smaller intervening valleys, nooks and glens.

Next comes the mountain region, which includes Potrero, Campo, Moreno, Pine Valley, Descanso, Green Valley, Cuyamaca, San Felipe, Santa Ysabel, Warner's, Mesa Grande, Oak Grove and Palomar.

The amount of tillable land in these valleys and mesas is approximately 350,000 acres, a still much larger area being suited to grazing. The elevation of the mountain valleys varies from 2,500 to 4,500 feet, and they are chiefly devoted to stock-raising, for which these uplands are remarkably well suited.

Intensive farming has been exemplified in San Diego County, but no part of this wonderfully productive section has yet been developed to its capacity. In estimating the agricultural possibilities of this section it must be considered that the soil and climate are favorable for the growth of all the products—valuable and high-priced crops—which made the region around the Mediterranean unique and gave it an exclusive trade, until California intervened; also that here in the same localities and in adjoining tracts, the raisin, the fig, corn and other cereals, and all the vegetation and fruitage common to the strictly temperate zone, thrive to perfection.

## City and County Property.

City lots range in price from \$150.00 upward; country lands range in price from \$10.00 per acre upward. Unimproved orange and lemon land can be had as low as \$75.00 to \$100.00 per acre, while improved orchards sell for from \$500.00 upward, depending to an extent on the nature of the improvements, proximity to market and transportation facilities.

The Chamber of Commerce does not quote specific prices. All inquiries for city and country property are given careful attention. Lists are made out for the real estate men and are open to all members of the organization. Persons who write for information are sent lists of real estate dealers belonging to the Chamber of Commerce. This organization provides data for homeseekers and investors, but matters of detail are left to the persons who buy and sell as a business.

## City of San Diego.

From a population of 17,000 in 1900, San Diego has grown to a city of 50,000, and the major portion of this growth has been in the past five years. In 1903 the postoffice receipts were \$46,000; in 1909 they totaled \$113,000. The bank deposits in 1903 were \$3,092,772.89; in 1909 they were \$9,565,634.72; the bank clearings for 1909 were \$52,094,521.82 as against \$37,771,149.22 in 1908, a gain of 38 per cent. The building permits in 1903 were \$710,123.60, and in 1909 the total was \$2,632,100.

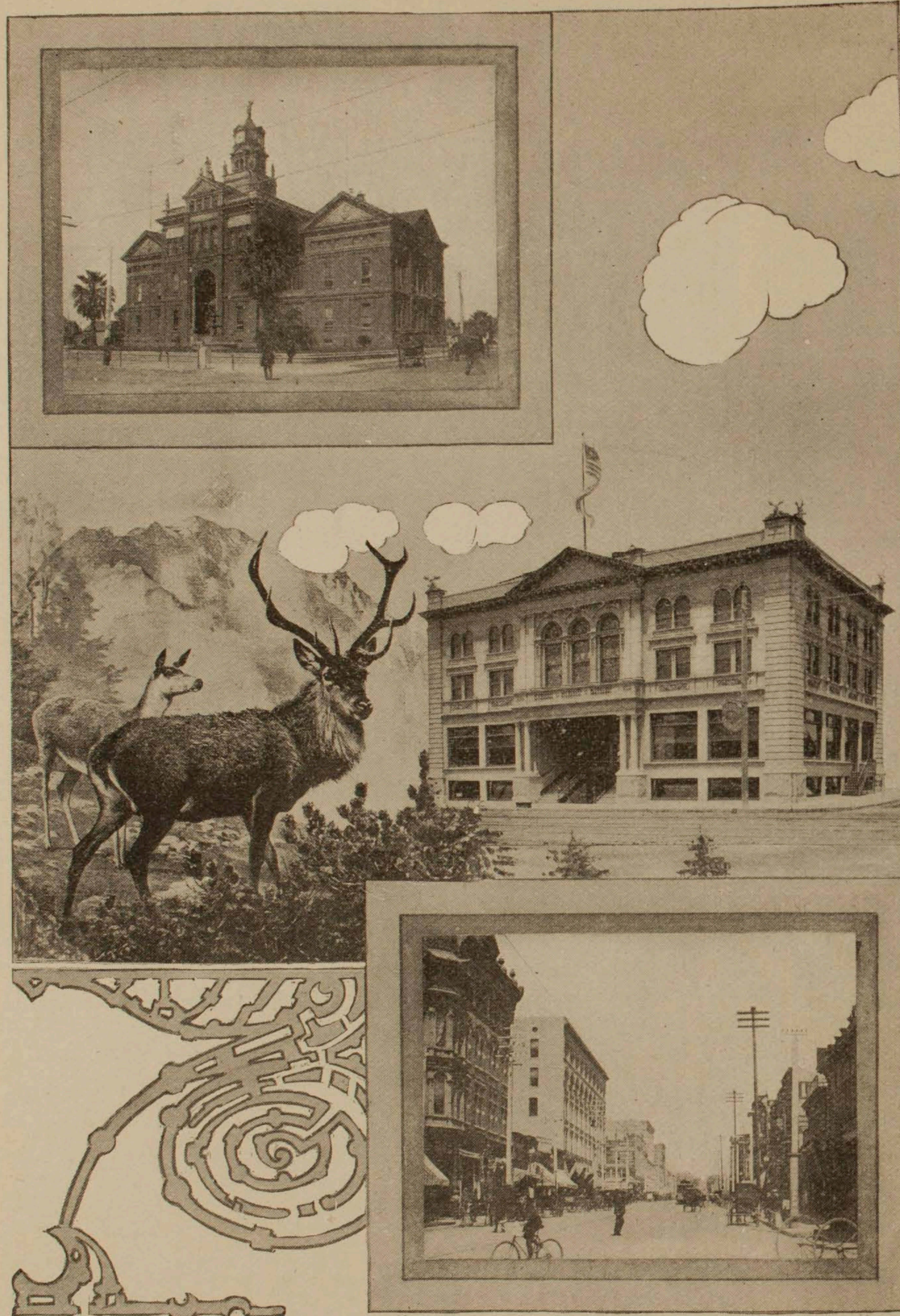


FOUR SAN DIEGO MODERN BUILDINGS

Top—Grant Hotel  
Left Center—High School

Right Center—Public Library  
Bottom—Union Building





Top—Court House

Bottom—Street Scene

Center—Elks' Hall. Home of Chamber of Commerce

There is confidence on all sides that this city will not only continue to grow, but there is abundant evidence that it will become before long one of the principal cities of the Pacific Coast. The building of the new railroad to Yuma, to a direct eastern and southern connection, the operation of the line of steamers to New York City, via the Isthmus of Tehuantepec, the completion of the Panama Canal, the lines of transportation already in use, portend great things. San Diego is now the distributing point for ocean commerce for Southern California, Lower California, and the territory east and south. The tributary country is rich in every horticultural, agricultural and mineral product.

In addition to this there is the grand harbor of San Diego, the safest in the world, and the only one in the United States south of San Francisco where great ocean liners may enter and receive and discharge cargoes at the docks. This is the first port of call for all incoming vessels, and the last port to be touched on departing from the United States. The great Imperial Valley, which alone will produce as much as all the rest of Southern California combined, is directly tributary.

The water supply is abundant and its quality cannot be improved upon. The city is modernized in its business structures, in its homes, its magnificent churches, its splendid schools, its miles of paved streets, electric lighting and street car and sewer systems. From a sanitary as well as from a climatic standpoint, San Diego stands without a rival in the United States.

Suburban electric, gasoline and steam cars are operated to near-by points, and a large sum has been voted for boulevard improvement by the city, which has been augmented by the voting of bonds by the county, and will give to this section a system of highways superior to the famed thoroughfares of the old world. Conditions favoring good roads here are better than elsewhere in this country or Europe. Snow, frost and rain do not have to be contended against. The dry season, from April till October or November, renders the highway, once put into condition, impervious to the rain which comes during the winter months.

The class of citizenship here is of a high order. A healthy moral tone pervades the community and lawlessness is out of the general order. The business houses are metropolitan in appearance, and the stocks of merchandise are large and of the best quality. The merchants, the professional men and the industrial classes are enterprising, energetic and interested in the proper development of the city's growth.

No other part of the habitable globe offers as much to make life enjoyable as San Diego County, and the City of San Diego will especially appeal to those who are in search of an ideal location. Situated as it is on bay and ocean, with rugged mountain peaks which border mesa and valley as a background, the pretty homes and well-kept grounds make an alluring picture. The city is modern in every particular, and its advantages are like unto those of other up-to-date municipalities. Conditions here will appeal alike to the person retired from active business life, to the merchant and professional man who is still pursuing his calling, and to the wage-earner. Each may secure a home within his means, each may have the mansion, the villa or the bungalow surrounded by fruits and flowers, and there is practically no limit to what may be grown, for the soil, water and sunshine essential to growth are here in luxurious abundance and at all seasons.

The outdoor life rendered possible by the most equable climate on earth, the modern means of communication by land and by water, the grand beach and mountain resorts easy of access, the paved streets, boulevards, and the homes surrounded by perennial bloom and ever-present verdure, tend to place the City of San Diego without a peer elsewhere on this or any other continent.

## Business Relations.

San Diego County has close business relations with the great commercial centers of the country. Lemons, oranges, olives, olive oil, raisins, honey and dried fruits are the principal products originating in this county for export. There is good demand for these in the east and also for export in many instances.

Trade relations are also established with other countries. The San Diego branch of the United States Customs Service for the fiscal year ending June 30, 1909, has made a good showing.





TWO MODERN DEPARTMENT STORES

Shipping in and out of San Diego harbor during the year ending November 30 last, shows a gain of about 45 per cent. over the previous year. The total value of the merchandise handled through the harbor for the twelve months was \$1,386,622, as against \$954,381 for the preceding year, or an increase of \$432,241

The total amount was almost equally divided between imports and exports, the goods brought in amounting to \$740,377 and the exports totalling \$646,245, against \$509,585 and \$444,796, respectively, for the year ending November 30, 1908.

## Transportation Facilities.

Wherever there is water competition, railroad rates are fairly reasonable. San Diego County is especially favorably located, and the ocean freighter will forever prevent exorbitant charges. It is true the harbor of San Diego at which shipments must be made or received will necessitate haul by rail to interior points, but the distances are not great enough to warrant the belief that rates will be high. Steamers now ply between San Diego and the Isthmus of Tehuantepec, and goods are delivered as quickly, and in instances more expeditiously, than by rail. Between California and the large eastern cities the time occupied in shipments by rail varies. Sometimes it takes three weeks, and sometimes eight weeks. A fair average is thirty to thirty-five days. From New York, via Tehuantepec to San Diego, freights have been landed in eighteen days, and a lower average, it is believed, can be maintained by the water route than the rail route, as at present operated. The Panama Canal will afford another route to the east, and the advantages of this are apparent.

The Santa Fe Railway now enters the city, and the rates to San Diego points are the same as to other terminal points. Good service is offered by the daily trains. The management is spending between \$2,000,000 and \$3,000,000 in bettering the condition of the line between the city of San Diego and Los Angeles, and in improvements.

The Cuyamaca & Eastern penetrates the El Cajon Valley, and the San Diego Southern Railway Company is operating a line to the citrus belt in the southeastern part of the county, which will be continued to Ensenada in Lower California. Steamship lines are in operation to all coast towns to the north and to the Mexican coast towns, and large quantities of supplies for that section are carried. Return cargoes of onyx and minerals are landed at this port from the south and general cargoes from the north.

## Articles of Export.

The question is often asked, what kind of freight originates in San Diego County for shipment to other parts of the United States and Europe? The answer is wines, brandies, canned fruits, dried fruits, grains, beans, nuts, honey, hides, etc. In addition to county products there is a large territory south of San Francisco to draw from, for there is no deep water harbor into which the ocean liners can enter between San Francisco and San Diego. This will bring here for shipment wool, asphalt, fuel, oil, manufactured redwood lumber and other products, while from the Atlantic States cargoes of canned goods, manufactures of almost every description, tin, iron and steel, boots and shoes, cotton and woolen goods and canned meats. From the South there will come raw cotton, iron and steel and many manufactured goods and articles.

## Articles of Import.

With the advantages of less distance in its favor, San Diego must of necessity become the port at which European goods are received for distribution throughout the United States. Wines, silks, velvets, cloths and other descriptions of dress fabrics in great variety and quantity, toys, ornamental glass and chinaware, chemicals and all kinds of small manufactured goods are imported in large quantities. China, Japan, the East Indies, Australia, the Hawaiian Islands, Mexico, Central America, are all drawn upon for commodities which can be transported from San Diego to their destination by rail more quickly than from any other Pacific Coast port.



## The Port of San Diego.

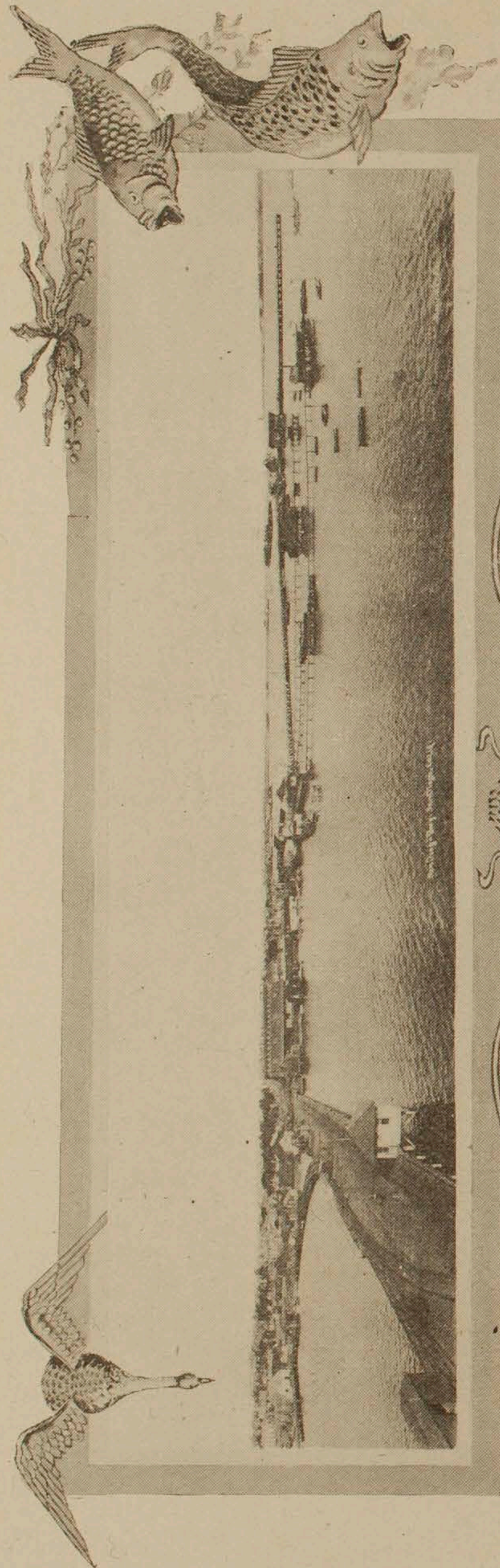
What New Orleans and Galveston are to the commerce of the Gulf States, so must San Diego be to the southwestern portion of this great country. Commerce advances along the lines of least resistance, and with the completion of the Panama Canal, San Diego is bound to be the main port of call for vessels going to the Orient, the Hawaiian Islands and to Australia. From Panama to Yokahama this port is but 116 miles off the shortest route; as between San Diego and Honolulu on the route from Panama to Yokahama, the distance is more than 400 miles in favor of San Diego.

The bay of San Diego, the first American port of entry from the south on the Pacific Coast, and the first American port to receive Evans' fleet on its tour around the world, is the wonder and admiration of all who see it. Seafaring men declare it without equal in the world. The pilot chart published by the Bureau of Navigation at Washington indicates in a striking manner the very important position occupied by the port of San Diego; its proximity to the great circle routes from China and Japan; the Pacific terminus of the Tehautepec steamers. Of the two large deep water harbors of the Pacific Coast, the bay of San Diego lies in the far south, completely land-locked and perfectly secure from the effects of any storm that may sweep the ocean.

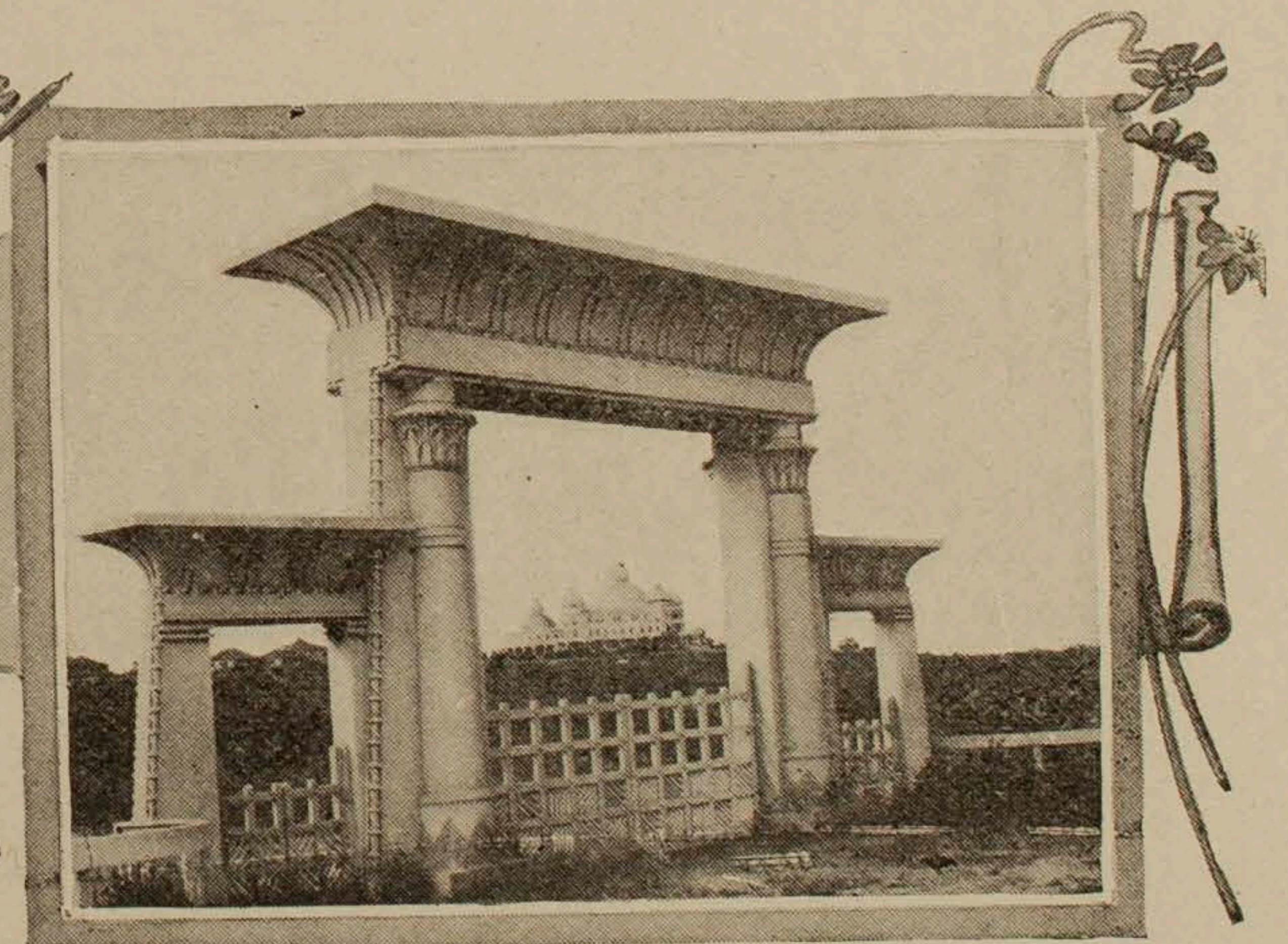
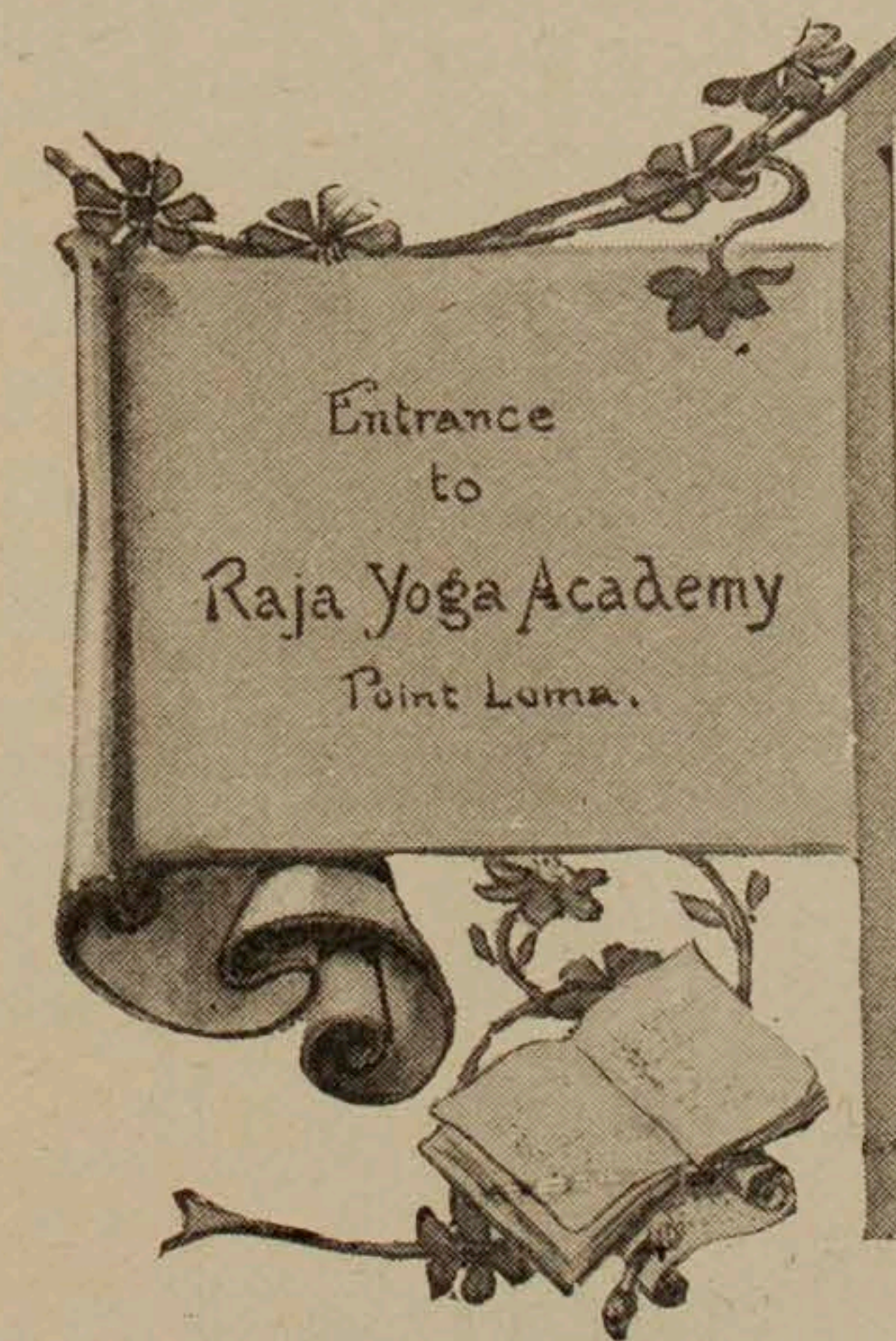
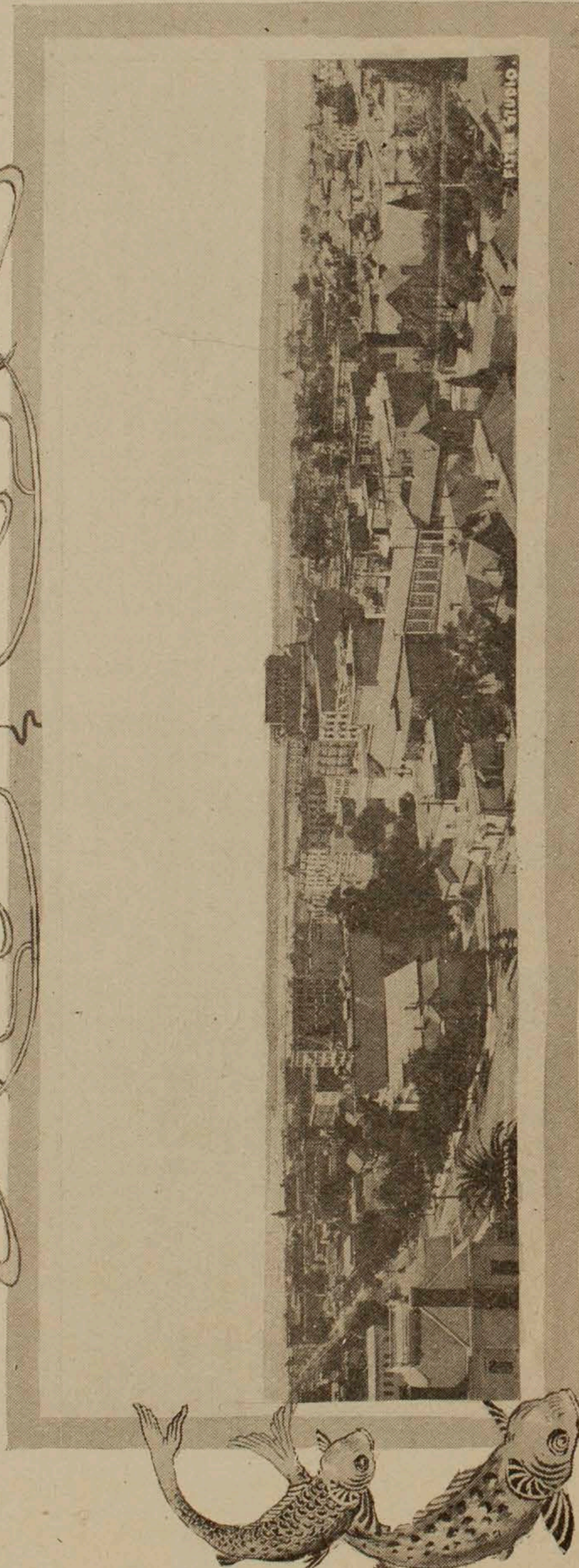
In the form of a crescent about thirteen miles in length, varying from one-half mile to two miles in width, the bay has an area of about twenty-two square miles, and within the harbor can be anchored the entire navies of the world.

Latitudinal and longitudinal position, climatic conditions, topographical features, proximity of the Isthmian Canal, transcontinental lines of railway, accessibility and security will eventually make San Diego Bay one of the greatest commercial ports in the world.

SAN  
DIEGO  
LOOKING  
TOWARD  
BAY



SAN  
DIEGO  
HARBOR





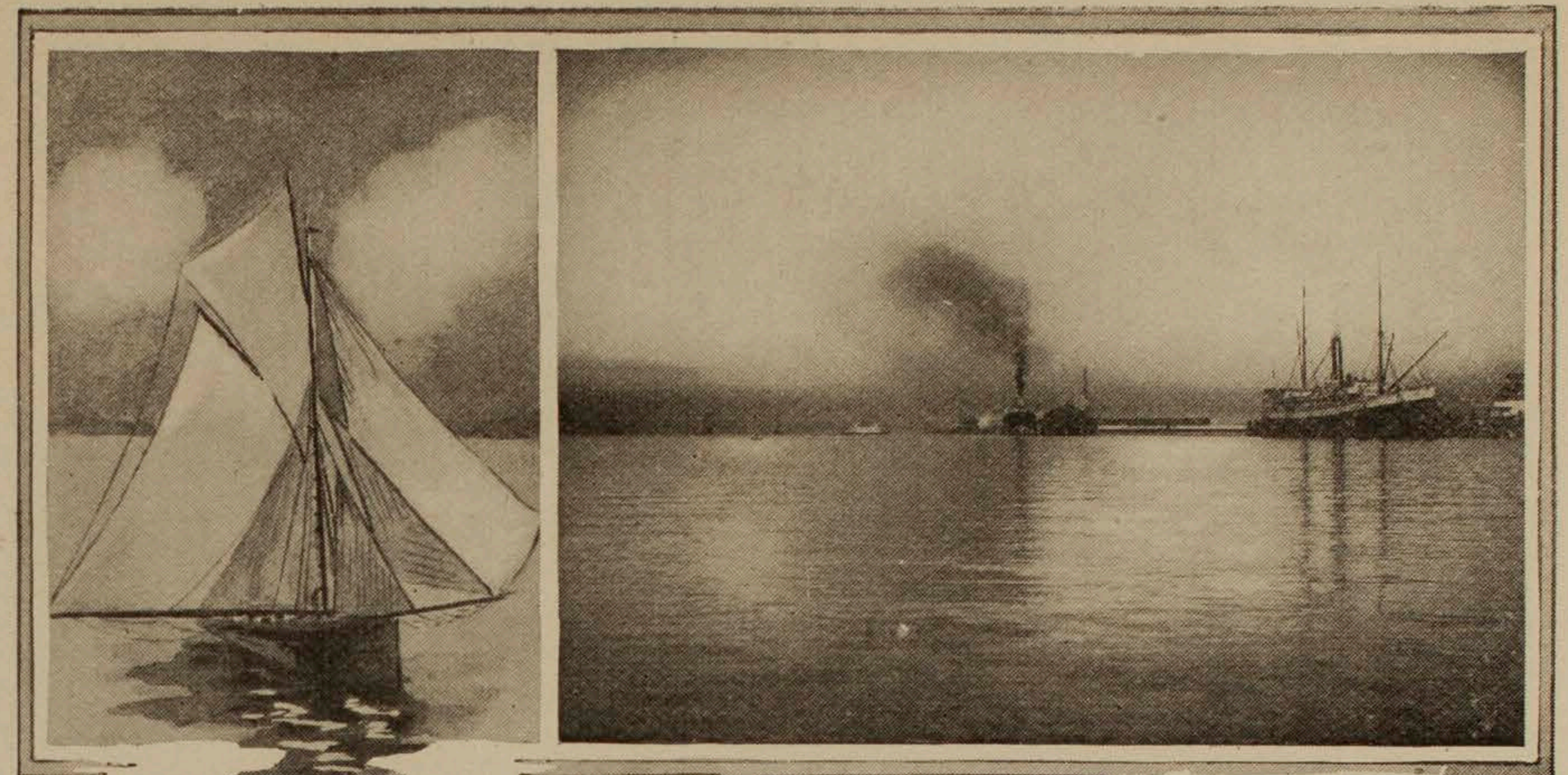


The government has constructed a jetty at the mouth of the harbor which causes the outgoing tide to strike the bar directly without diffusion, the effect being the scouring of the bottom. The average channel depth of the harbor of San Diego is thirty-six feet. The average channel depth of 122 of the principal ports of the world is thirty and six-tenths feet. The present depth of the bay varies from eighty feet opposite the wharves of San Diego to thirty feet ten miles up the bay.

Anchorage is safe in any part of the channel owing to the holding ground of deep, heavy, tough mud, and depth of water is sufficient to float the largest vessels that traverse the seas. No vessel has ever dragged her anchor and no marine disaster has ever occurred on account of rough water in San Diego harbor.



MISSION VALLEY FROM PAVILION



Owing to its nearness to the Pacific outlet of the Isthmian canal, the value of the harbor as a base of naval operations is already discerned by the government. Impregnable forts have been built and other extensive works are in course of construction for defense and improvement.

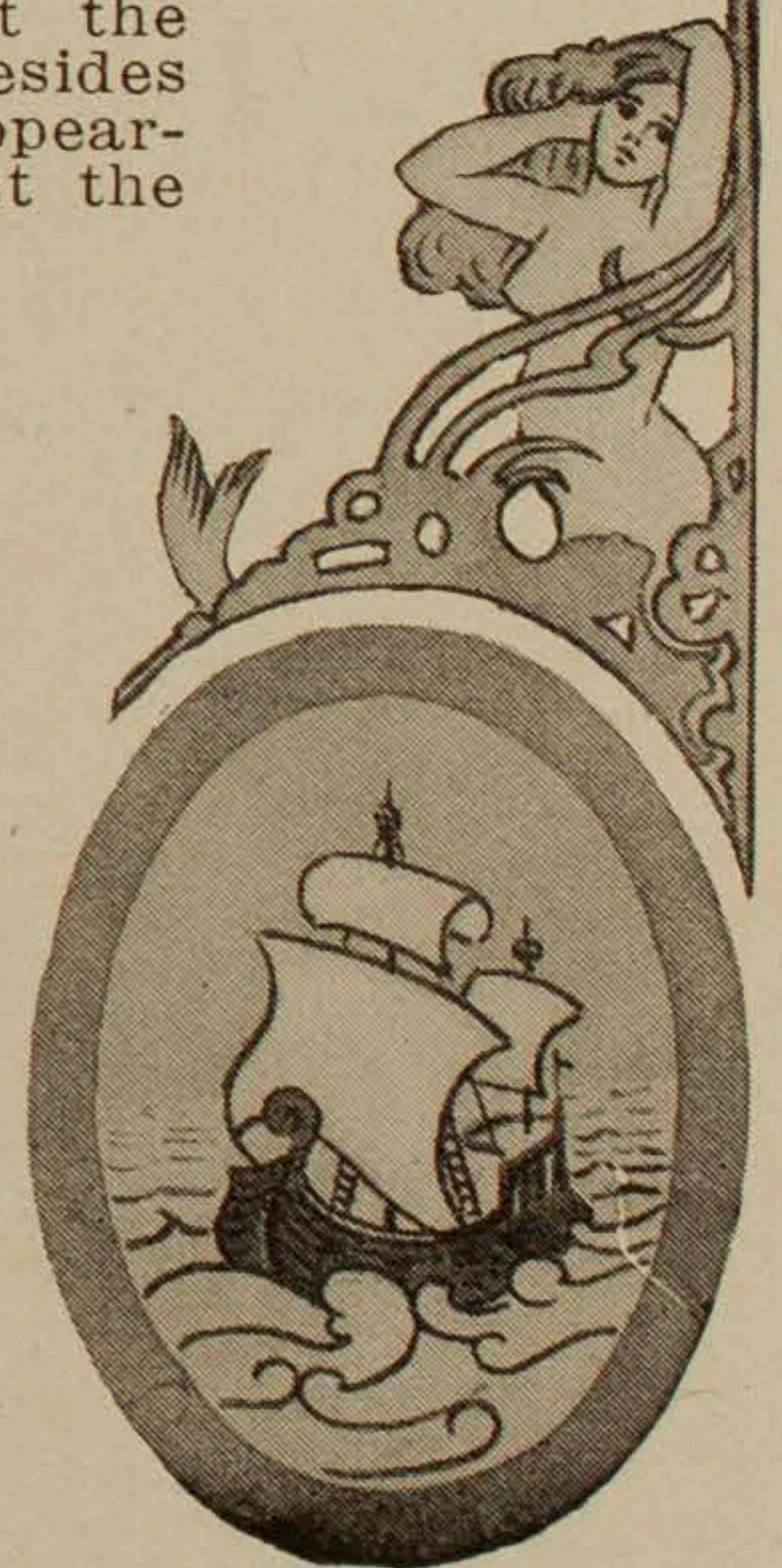
San Diego Bay will be the only way port for Atlantic Coast shipping to and from Hawaii and the Orient, and vessels passing through the canal either way will put into this port to recoal, take on supplies, or to overhaul and make repairs. This will necessitate the construction of dry docks and ship yards. Passengers desirous of reaching San Francisco or other northern points quickly can here transfer from ship to cars and rapidly complete their journey.

The strategic importance of the bay is recognized by the government of the United States; Fort Rosecrans, at the mouth of the harbor, is located at the water's edge. Besides some smaller rapid-firing guns, there are immense disappearing guns which alone could defend the entrance against the enemy's fleet. Other batteries will soon be constructed.

The quarantine station is fully equipped with the most modern fumigating and disinfecting apparatus and has ample well-arranged detention quarters. A naval coaling station, now in course of construction at a cost of over a quarter of a million dollars, will be completed in a very short time.

On the Coronado side of the bay there is a marine ways capable of accommodating vessels of large tonnage. On the San Diego side are huge coal bunkers owned by the Spreckels Bros. Commercial Company. These bunkers are among the largest on the Pacific Coast and are fully equipped for rapidly coaling any steamer lying alongside.

The wharves extend into deep water and are easy of approach. The Board of State Harbor Commissioners have just granted a franchise to Mr. Spreckels for the building of large concrete piers to be used in connection with a direct eastern road. These piers, when completed, will cost in the neighborhood of one million dollars, and will accommodate the deepest draft vessels now afloat.





## Schools of San Diego.

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 of the city has increased 103 per cent. Within the last three years our 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.

At the head of the city school system is our magnificent new High School Building—the most complete and thoroughly equipped school on the Pacific Coast. The building and equipment as it stands today represents an expenditure of \$225,000. It was thought by many people that the Board of Education had planned for a building much in advance of the development of the city. The enrollment of the school is now 800 pupils, and next year, the third year of its existence, it will be filled to its capacity of 1000 students.

The entire school department below the High School has been reorganized during the last two years. Seventy additional class rooms 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 \$100,000 was invested in school grounds which are today worth twice the original cost.

In each of the large buildings Manual Training and Domestic Science are provided for, with a Manual Training shop for boys and a kitchen and sewing room for girls. Special Supervisors are provided for all the grades in Music, Drawing, Manual Training, Domestic Science, Physical Culture, and Agriculture and Horticulture. Each of the large central schools has also a Kindergarten Department.

All that is needed today to make our system of schools complete is a Polytechnic High School in connection with our present institution, where the boys and girls who are now in the grammar grades, and the future generations, will receive practical instruction in the Manual Arts fitting them for mechanical and industrial pursuits. When the Polytechnic Department is established we shall add two years to our High School course. In other words, we shall bring the first and second years' college instruction to the homes of our pupils instead of them going abroad to seek it.

San Diego is fortunate in having an unusually strong, loyal, conscientious and faithful corps of teachers. The total number of instructors employed is 160, divided as follows: 15 in the Kindergarten, 115 in the primary and grammar grades, and 30 in the High School.

San Diego has the finest normal school in the State. The enrollment during the last session, including the training school classes, was 562, and the faculty number eighteen. The course covers a period of two years.

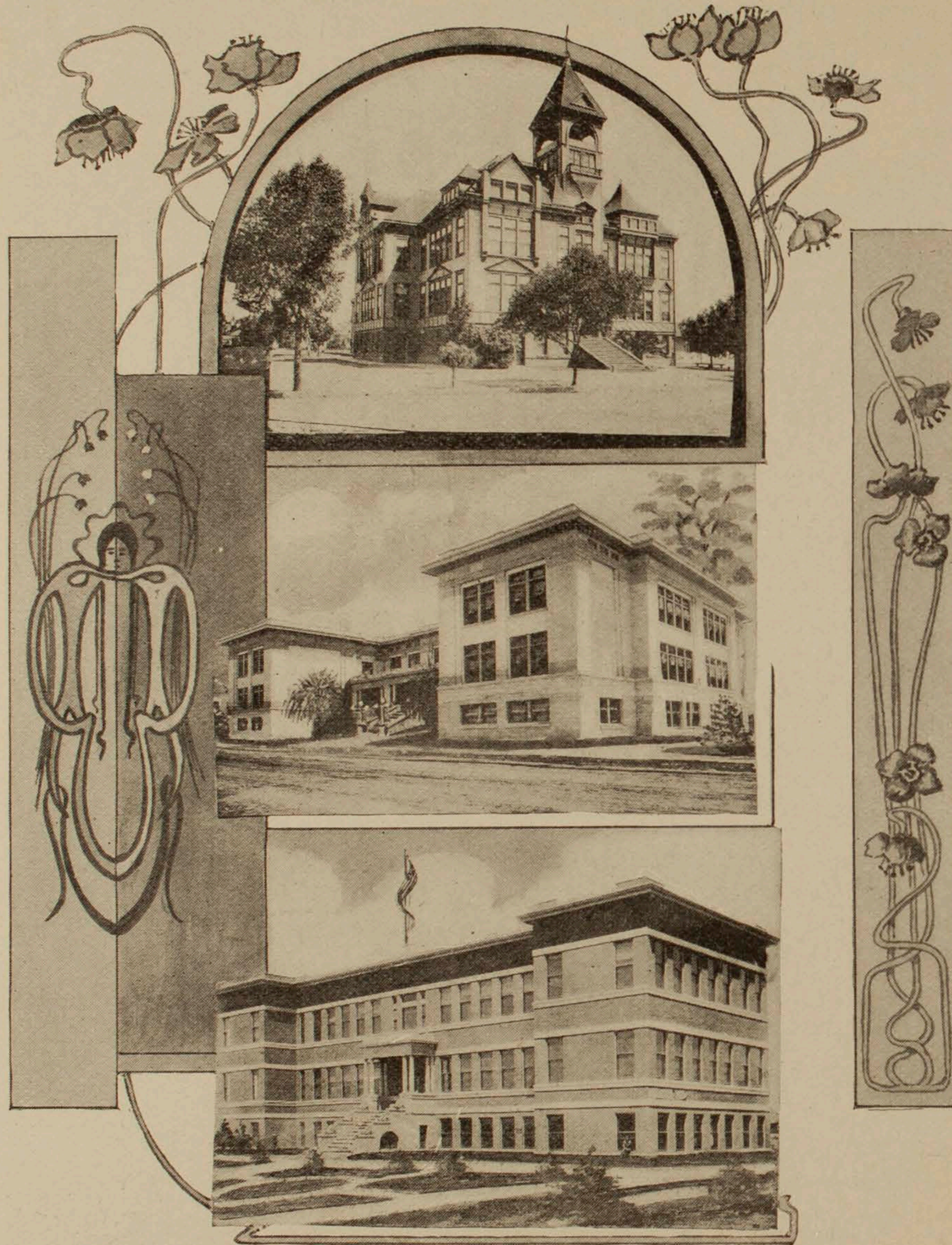
The Academy of Our Lady of Peace, conducted by the Sisters of St. Joseph, is a boarding and day school for girls and young ladies. It is an institution of acknowledged merit, and besides a graded academic course presents other advantages in music, art and languages. Another school for young ladies is the Bishop's School, recently established. This institution is now constructing a fine, commodious edifice, and will take first rank among our educational establishments.

There are in addition to the foregoing, special colleges devoted to practical instruction in business, technical and mechanical pursuits.

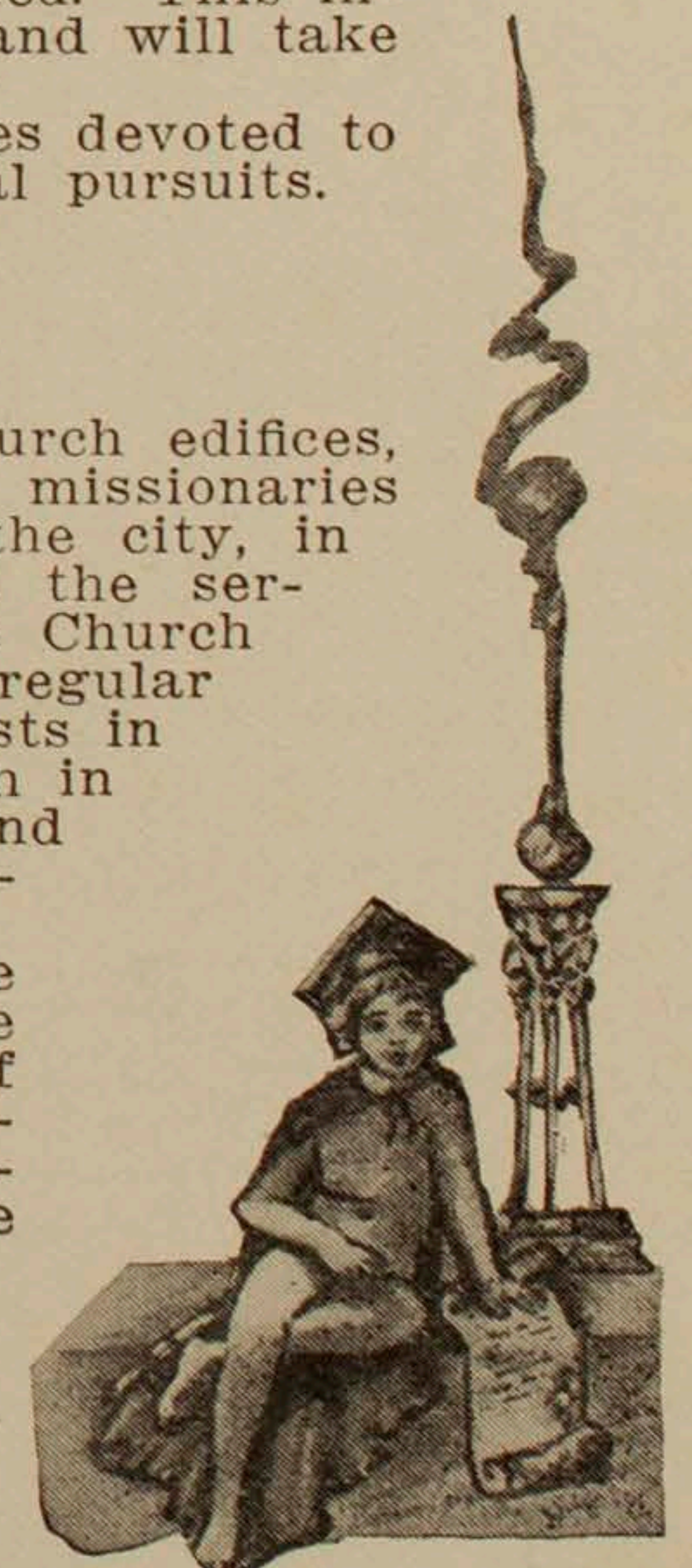
## Churches and Church Goers.

San Diego has among its public buildings many church edifices, and the congregations are large. From the time the missionaries planted the cross in the valley east of what is now the city, in 1769, the congregation of worshippers has grown and the services are attended by multitudes. The Roman Catholic Church was established in 1866; the Protestant Episcopal began regular services in 1868, the Presbyterians, Baptists and Methodists in 1869, the Congregationalists in 1886, the Christian Church in 1887 and the Lutherans in 1888. The Unitarians and Christian Scientists are also established, while other professions have their following.

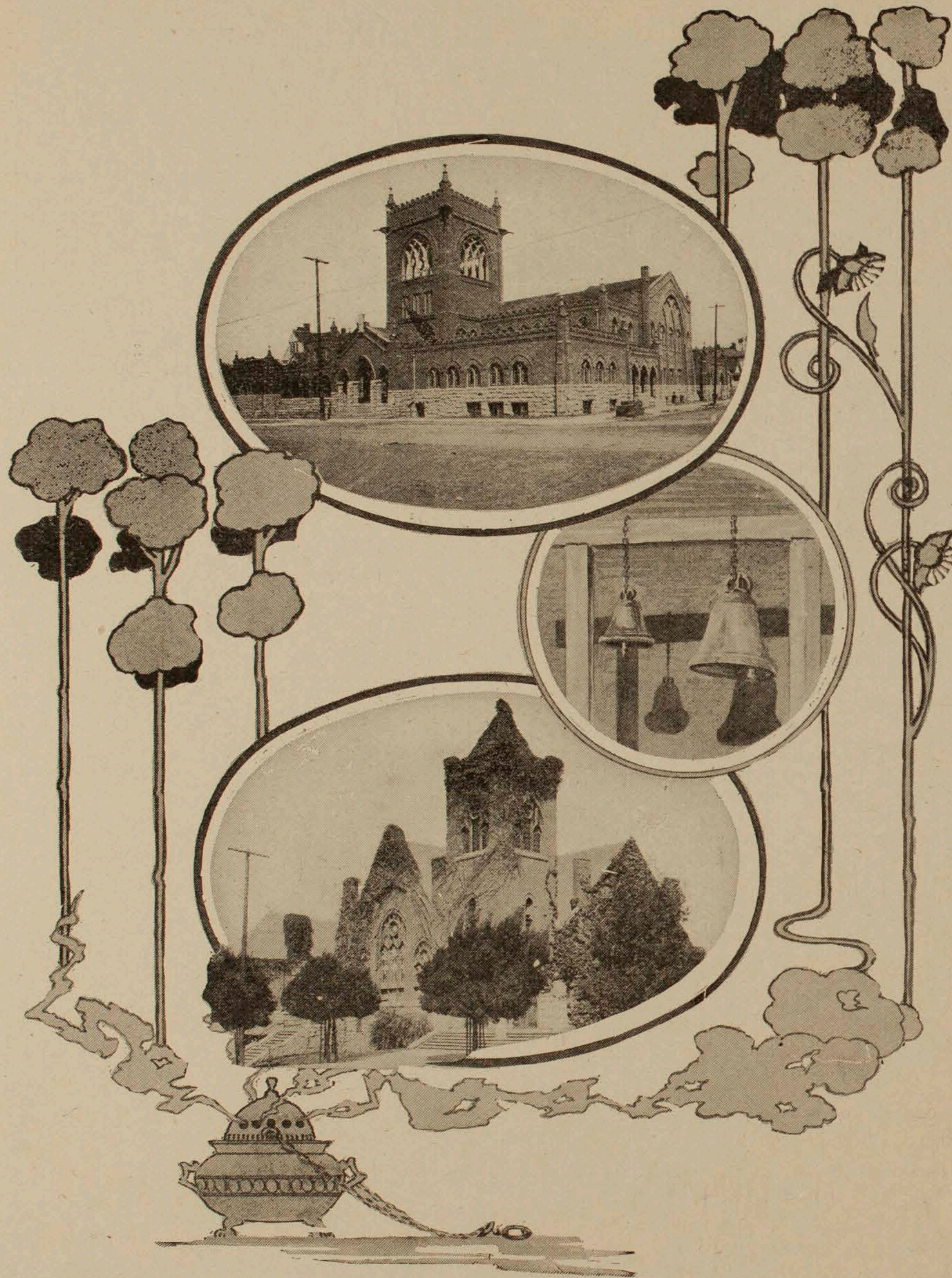
The Churches have kept step with the march of the city and many imposing structures have been erected. The pulpits are filled by able men and the choirs are made of singers who have in many instances filled similar positions in the East and in Europe. San Diego is a church-going, God-fearing city. A high moral tone pervades the community.



PUBLIC SCHOOL BUILDINGS







SAN DIEGO CHURCHES

## Manufactories.

On the pages devoted to statistical information will be found a list in detail of the manufactories of the county. Owing to its favorable location for shipment by water to points along the coast, and to ports where rail communication is had with interior points, the industries are certain to increase. In the lumber industry alone San Diego is certain to forge to the front. Having the only deep water harbor south of San Francisco in the United States, it is possible to bring here huge rafts of lumber, some of which contain 5,000,000 feet. Here the logs are cut into timber for the use of the mines in the adjacent states and territories, and for building material of every description. The slabs are convertible into fuel, the rougher lumber into fruit boxes, and the sawdust, mixed with fuel oil, also makes good fuel, so that practically there is no waste. Lumber receipts for the year 1909 were conservatively estimated at 80,000,000 feet.

San Diego's location is such as to make it a natural manufacturing center, but it was not until recently that it began to assume any great importance in this respect. At the present time new industries are being added and old industries increased at a rate which is all that the most enthusiastic San Diegan could ask.

Readers may be surprised to learn that over twenty commodities are today being manufactured in San Diego, including brick, brooms, cigars, confectionery, lard, hides, tallow, olive oil, pickled olives, salt, smoking tobacco, soap, washing powder, gasoline and marine engines and onyx articles.

Probably the finest cigars made on the Coast are manufactured in San Diego, one of the largest factories in the West being located here. The value of the product manufactured in the city in 1909 was \$226,000.

The pickling of olives and the manufacture of olive oil are industries which have prospered wonderfully. San Diego's olive products have taken prizes at every recent exposition, including the Seattle Exposition. This oil, as well as the pickled olives, are shipped to every part of the Union, being preferred to the Italian any French products. The output for last year was valued at \$79,800.

1,846,000 pounds of citrus soaps and washing powder were manufactured in San Diego last year, compared with 1,001,000 the year before. Owing to the advantageous properties possessed by this washing powder, due to its citrus ingredients, it has gained an enviable reputation and is bound to become a local product of no small importance. One of the main companies has recently increased its capital stock, and is preparing to extensively advertise its products throughout the United States.

San Diego's output of brick last year was valued at \$91,125. This industry is in its infancy, but owing to the fact that there are numerous beds of clay in and around the city it is certain to grow.

Five foundries and iron works do a manufacturing business in the city. Their output for the past year amounted to about \$196,000. Marine and gasoline engines of an excellent type are manufactured.

San Diego is a large shipper of coffee and spices. A large portion of this went to foreign markets. Several candy factories do a thriving business in confectionery. The increase in 1909 was 150,000 pounds. The salt industry showed an increase last year of 50 per cent.

Another industry which is rapidly coming to the front is the cutting of onyx and its manufacture into articles of every description. The company now engaged in this enterprise supplies both home and foreign demand.

One of the largest flour mills on the Coast has just been erected in San Diego. It will have a capacity of 250 barrels of flour and 50,000 pounds of feed stuff per day.





SAN DIEGO BANKS

It is a striking fact that practically every manufacturing plant in San Diego at the present time is either increasing or preparing to increase its facilities. All local manufacturers realize that the future has great opportunities in store for them. Crowded to their capacity to keep up with the present demand, they well understand that they must increase their facilities if they would take care of the immense territory which is to be opened up by the construction of the San Diego & Arizona Railway, as well as by the new railroad to Ensenada.

## Banks of the City.

San Diego has eleven banking institutions—four national banks, two savings banks, two trust companies and three state banks, all of which are in a prosperous condition. The deposits in these institutions for the past four years are as follows:

1905.....	\$4,117,000.00
1906.....	5,728,000.00
1907.....	6,551,000.00
1908.....	7,028,000.00
1909.....	9,565,634.72

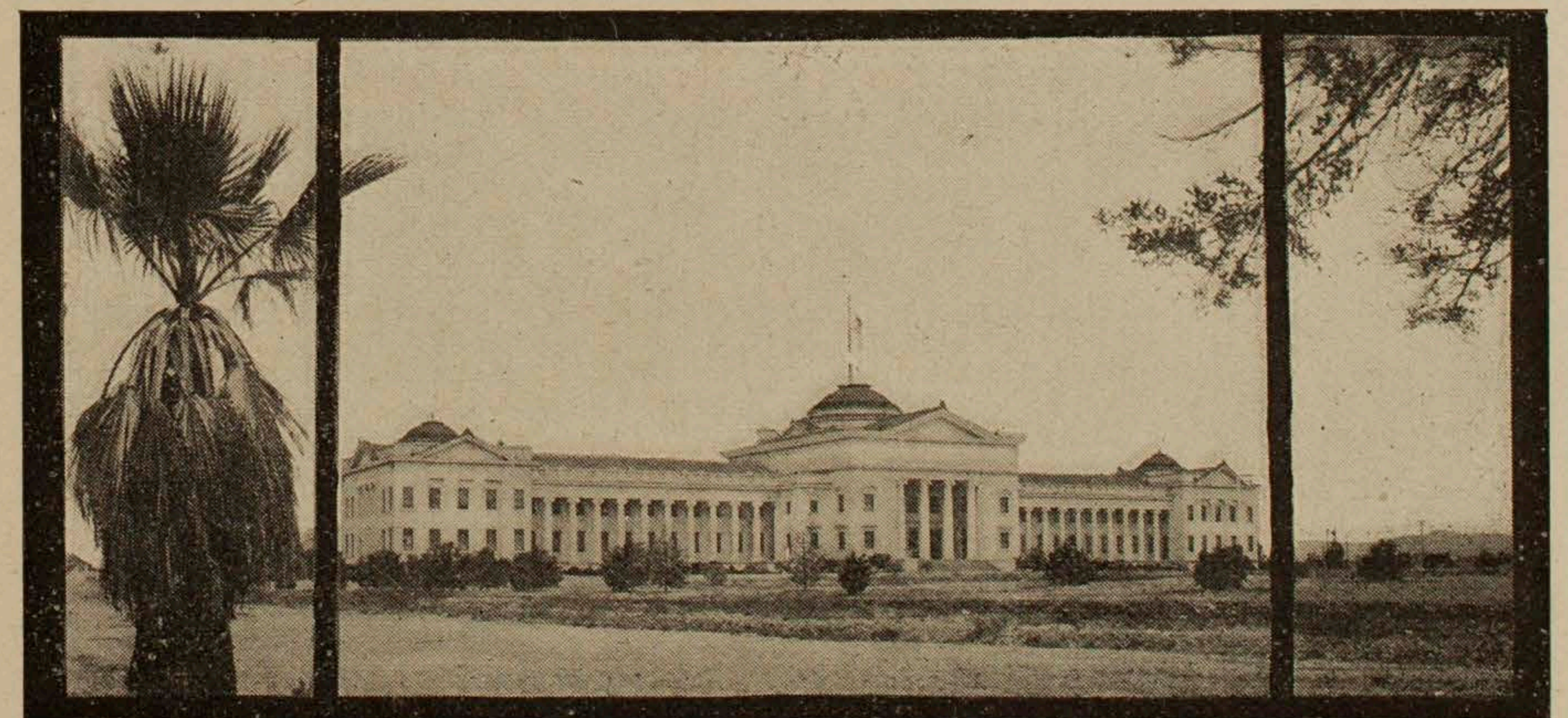
During the so-called panic of the early months of 1908, when almost every city of importance in the nation issued scrip as its legal tender for the transaction of business, San Diego stood out alone as the only Pacific Coast city which continued to do business with gold and silver and national bank notes. Scrip was unknown, save as it came from other cities.

It is a gratifying fact that the capital of our banks is nearly all San Diego capital, and that when opportunity affords, outside capitalists are eager to purchase stock in one of our financial institutions. Able and conservative bankers are at the head of these. The confidence of the people in the solidity of the banks was such that during the financial stringency there were no withdrawals, except for necessary business transactions, and is further evidenced by the constantly increasing deposits.

## Opportunities.

In the manufacturing line, one of the matters deserving of serious consideration is that of the making of brick. Most of the brick used here are shipped in, and authorities on the clays of San Diego County are positive in the assertion that a better quality can be made here.

Ship building on a large scale is something that will eventually become an important industry. With the facilities for transportation of material not available here, the advantageous location for dry docks, and the prominence which will come to the harbor in the near future, the construction of a large plant is one that should appeal to capitalists.



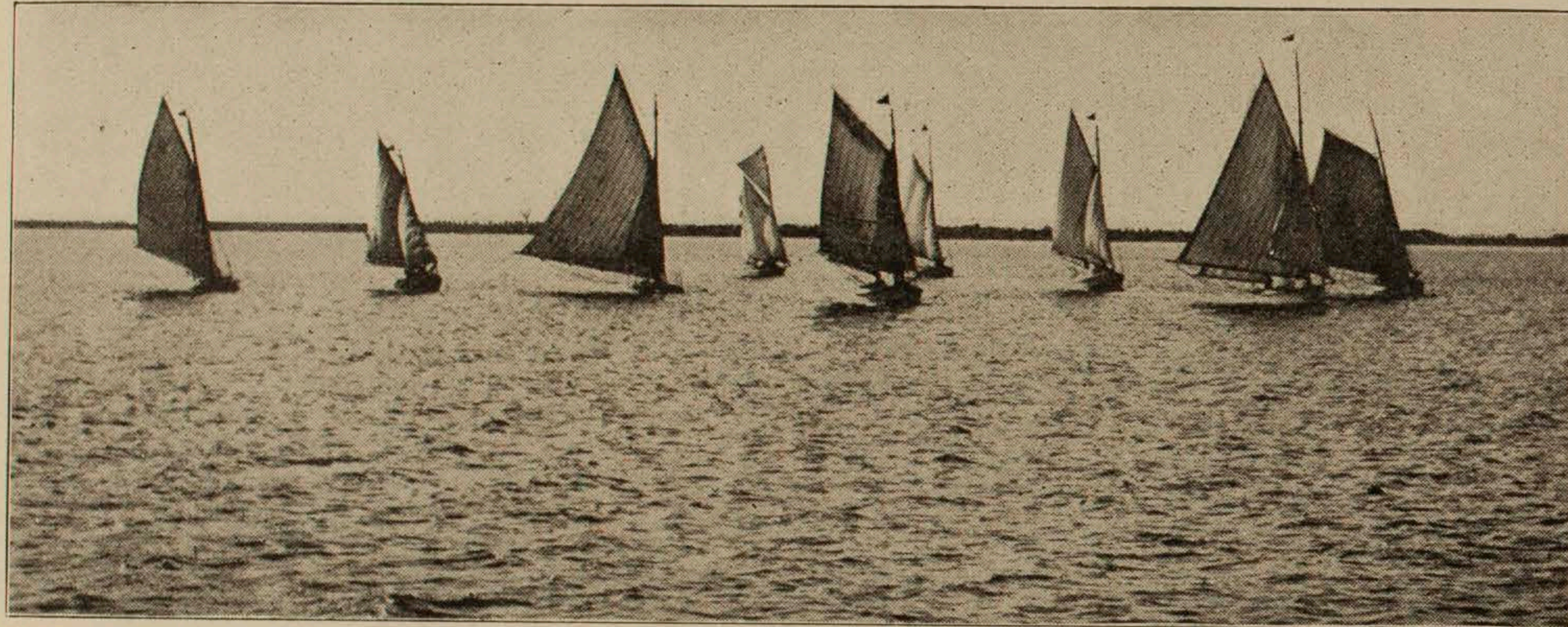
STATE NORMAL SCHOOL, SAN DIEGO



Native woods are adapted to the manufacture of furniture, and foreign growths may be cheaply transported by water. There is a large territory to provide for in the furniture line. The goods are now shipped from the middle west. Men with money to invest should make thorough inquiry into this matter.

Glass (bottle, fruit jars, window glass, art glass, etc.) might be made here at a profit. The material is close at hand, and the demand is large.

There are needs along other lines. The man of means should visit this section. The advantages and opportunities are not susceptible of being fully outlined in a publication of this nature, nor can such matters be arranged by correspondence. Motive power may be generated in the mountains of the county, limitless in supply and low in cost. The prospective widening of markets, through the extension of the railroads of the continent, through the further opening of trade with Pacific Ocean countries and the building of the Panama Canal, makes this a central point. These improving transportation facilities will bring to us also the raw materials of many lands to feed our factories.



YACHTING ON SAN DIEGO BAY

## Water Abundant and Cheap.

A prime requisite in any city is the purity and sufficiency of its water supply, and in this respect San Diego is especially fortunate. It has the best, the most abundant, the purest and the lowest-priced water of any city on the Pacific Coast. Water drawn from the hydrant is as sparkling as the distilled product and free from contamination. The supply at present is drawn from the Upper and Lower Otay reservoirs, having a combined storage capacity of nearly 14,000,000 gallons. Other reservoirs in process of construction will give a conserved supply of forty-two and one-half billions of gallons, or enough to supply ten million gallons daily for ten years. The capacity when completed will be 50,000,000 gallons in twenty-four hours, or sixteen times the present daily supply of San Diego.

The distributing system consists of twenty miles of thirty-inch pipe from Otay Reservoir to Chollas Heights sixty million gallon distributing reservoir. On the route is a modern 7,000,000 gallon New York horizontal pressure sand filtration plant, through which the water percolates. This is cleansed once each twenty-four hours. At the distributing reservoir for the city, on University Heights, the water enters over aerating tables and is thus furnished from a mountain water-shed free from contamination, with additional precautions for purity by filtration through sand and by exposure to the air.

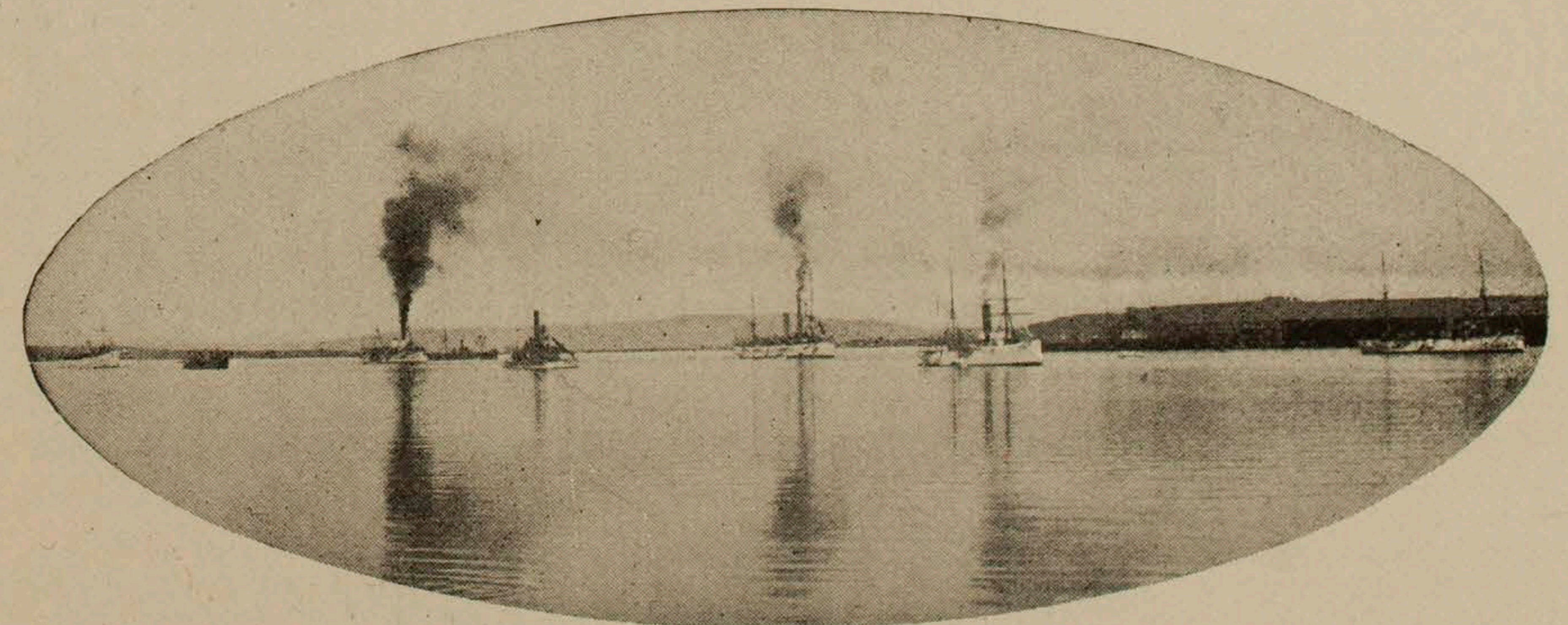
The city of San Diego owns its own distributing pipe system, purchasing the water wholesale from the Southern California Mountain Water Company, paying therefor four cents per 1,000 gallons. Consumers are charged a meter rate of ten cents per 1,000 gallons, except where large quantities are used, and in such instances the rate is six cents per 1,000 gallons. In a recently published table showing the price per 1,000 gallons charged consumers in twenty California cities, San Diego was shown to have the lowest price. One of these cities has a rate of eleven cents per 1,000 gallons, while in nineteen of them the prices per 1,000 gallons range from twenty to sixty-five cents.

## Cost of Living.

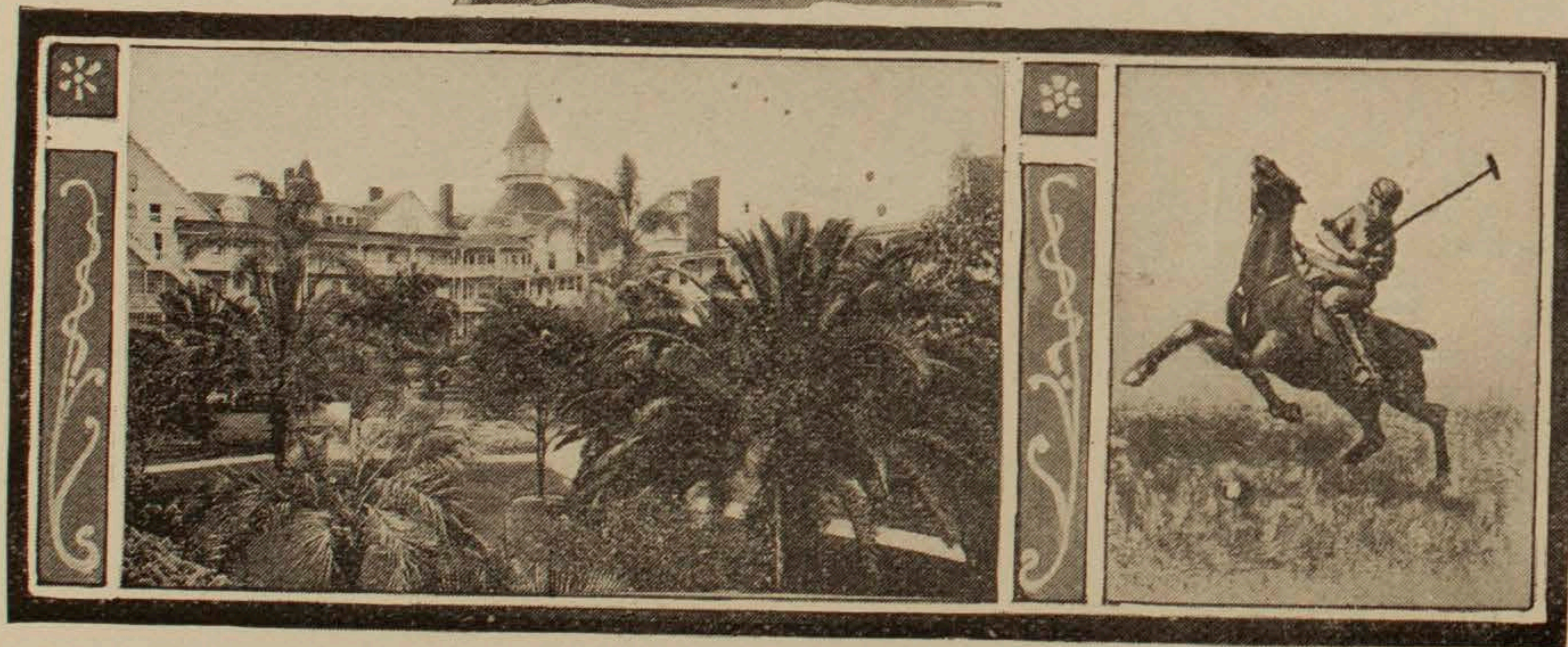
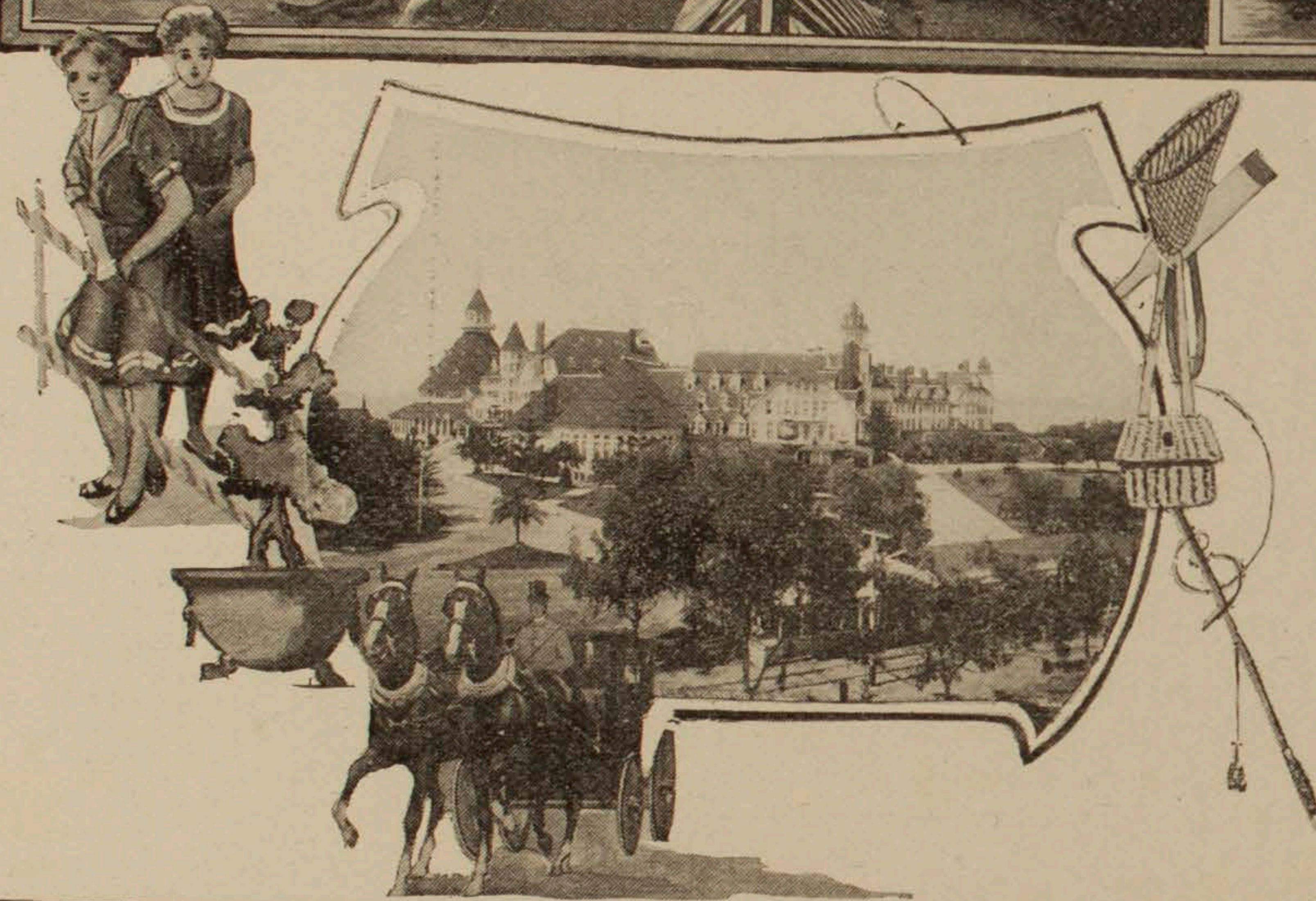
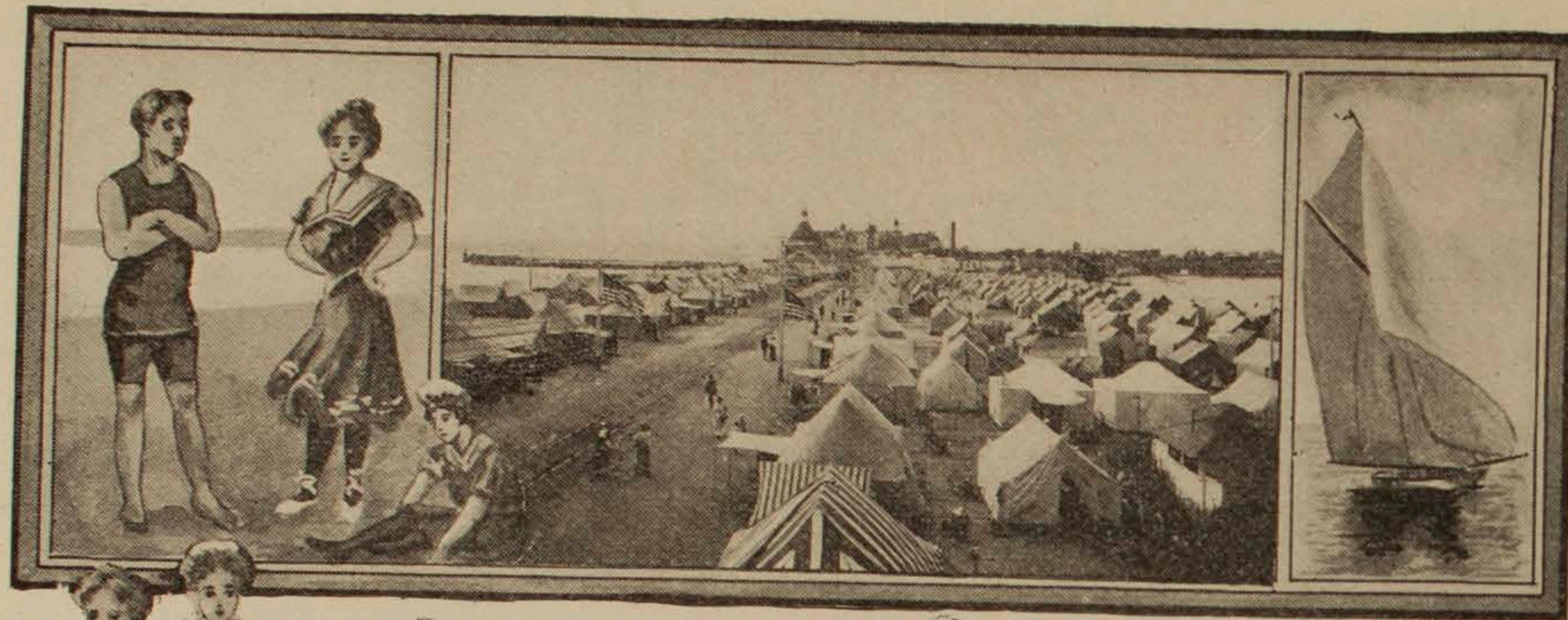
In San Diego County, as elsewhere, the amount expended for the necessities and luxuries of living depends on the inclination and the purse of the buyer. Climatic conditions are such that little artificial heat is needed at any season of the year, and the item of fuel is reduced to a minimum. In the city of San Diego, gas is used largely for cooking purposes in the homes, while in the restaurants fuel oil is resorted to in many instances. Gas costs the consumer \$1.00 per 1,000 cubic feet. Gasoline and kerosene are used for cooking, and the expense incident thereto depends on the quantity consumed. Fresh and cured meats sell at an advance in price over that paid in some sections, but fish is plentiful and cheap. Poultry brings good prices. The family which does not object to caring for turkeys, chickens and other fowl may supply home needs very reasonably, as this is an ideal poultry section. Table supplies are to be had reasonably from the grocers. As quotations vary, it is not possible to quote prices in detail. Vegetables are to be had fresh every month in the year. A very small tract of ground will not only yield sufficient to supply family needs, but on the same area there may be grown small fruits in plenty, while the larger fruits may also be cultivated.

The foregoing applies to the occupants of a home. There is another class which will not want to purchase or rent ground for cultivation, and the cost outlined will apply to the persons who want to do light housekeeping or in housekeeping on a larger scale. Still others want to board at hotels or in private families. The prices vary according to location and accommodation. The hotels (and this includes family hotels) all make special rates. In a family hotel, rates vary from \$30.00 per month upward. All the conveniences are included. Rooms rent for \$7.50 per month up, and there are restaurants which cater to all classes, and where meals vary in price from 15 cents up.

Rentals are dependent on location and quality of accommodation. Close-in cottages and bungalows, furnished, may be had for \$20.00 per month up. Unfurnished, \$15.00 upward. Like accommodations, removed from the business center, but conveniently reached by car lines, are cheaper. The minimum gas, electric light and water rates are \$1.00 per month. As a rule,







TENT CITY AND CORONADO

the water tax is paid by the owner of the property. The car fare to all city points is five cents, and the service is good.

Persons who contemplate coming to the city will be furnished a list of leading real estate dealers, upon application to the Chamber of Commerce. This organization has nothing for sale or rent, and does not quote prices, except in general. Inquiries are answered by giving the writer information as to whom to apply for the data desired.

## Climate and Health.

San Diego County has, among other attractions, the most equable climate in the world. This is not a mere statement emanating from an individual, or from a commercial organization, but is based on statistics covering a period of sixty years, during which time accurate records have been kept. Situated as it is, the bay region, and for varying distances into the interior, there is a condition which explains this equability. On one side is the warm Arizona region, on the other, the cool Japanese current. This section has the good fortune to be the adjusting point, as it were, of two opposite influences, which supplement each other to form a dry marine climate. The dry air of interior regions, becoming heated, rises and is replaced by cool air from the ocean, which in turn is replaced by the originally heated dry air, which has become cool.

This climate may be called a paradoxical one. Conditions are almost opposite to what one would naturally expect. The summers are cool and the winters warm. The rainy season is not what its name implies, for instead of the long downpours common to most semi-tropical countries, with consequent dampness and mildew, the rains are almost invariably followed by warm and pleasant weather, when the dampness is soon dissipated by the porosity of the soil, the winds and the sunshine. The winds, which do not attain great velocity at any time, averaging five or six miles, are welcomed from a sanitary standpoint, as they insure a constant supply of fresh air.

The climate of San Diego County is so diversified in all characteristics, that the therapeutic effect desired for the outdoor treatment of all forms of disease can be found in some portion of the county. Patients requiring altitude with easy access to sea-level; dry, warm air, slight variation in temperature between day and night, and above all these widely divergent conditions, unlimited and constant sunshine, may find here the very acme of a long-looked-for natural sanitarium.

In this section of California the physician can find such climatic conditions as he may desire for his patient. Does he consider altitude? He may find here altitudes varying from sea-level to 6,200 feet above sea-level. Does he desire equability of temperature? This may be found here as low as ten degrees in variation. Does he wish extreme in daily temperature? These experiences may be had in our mountain regions, varying from a temperature of forty degrees to a temperature of eight degrees during the twenty-four hours. Should his patient require extreme heat and dryness, this may be had to temperature reaching as high as 110 degrees. Should his case require cold, we can accommodate him with a temperature many degrees below freezing in a few hours' ride from coast cities.

If the doctor's patient should require a sedative climate for some nervous affection, and in a temperature comfortable enough for out-door salt-water baths all the year around, nature has furnished such conditions here. Perhaps the doctor has a long list of old people requiring a comfortable out-door life all the year. This we can furnish.

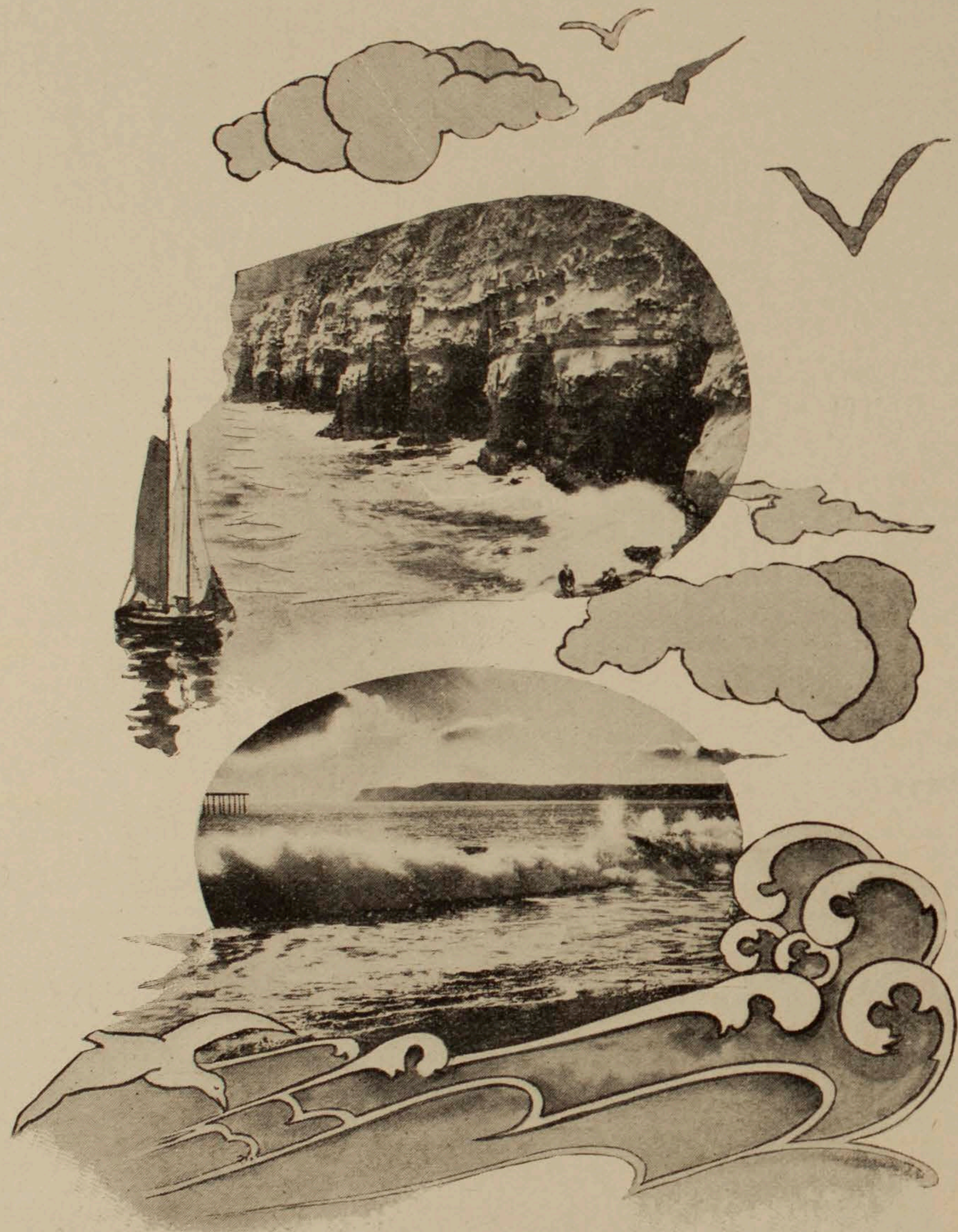
This is also an ideal climate for children and young people during the formative period of their lives, and they, too, can live out-doors every day in the year in absolute comfort.

There is no place in the world where the climate is nearer perfect every month than that of the San Diego bay region.

To well persons and those who have reasons to be afraid of the treachery of other climates, and are thinking of spending the remainder of their days in absolute comfort and enjoyment, the foregoing ought to suffice.

The climate which is a panacea for all diseases, if it exists, has not been made known to those who are afflicted with the various ailments which are the heritage of mankind. It is the belief that the climate of San Diego County possesses advantages found nowhere else, but its healing qualities must work in connection with others. The patient who would recover must needs live a





CAVES AT LA JOLLA

SURF AT CORONADO, SHOWING POINT LOMA

rational life, and have something left in his system upon which to build. The form wasted by disease may be aided, but there are cases where complete restoration is impossible.

Physicians who know conditions here and who are able to diagnose an ailment are proper persons to consult. Indiscriminate advice to come and be cured cannot be given. The writer, like the one who inquires if the climate is a specific for any form of disease, is guided in his reply of a personal nature, by the advice of a member of the medical profession.

Equability of temperature, pure air, sunshine, delightful surroundings, have much to do with making life enjoyable. What San Diego County has to offer along these lines will bear investigation, and those who contemplate change of residence or are looking for a place to spend a vacation from business cares or social duties will find a nook here where they may rest or engage in such pastimes as they choose.



A BIT OF MOUNTAIN SCENERY





TWO SAN DIEGO MODERN BUILDINGS

Top—Timken Building

Bottom—American Bank Building

# U. S. Department of Agriculture

Local Office of the Weather Bureau

San Diego, Cal., January 1, 1910.

Secretary Chamber of Commerce, San Diego, Cal.:

Sir—In response to your request it gives me pleasure to hand you the following data from the records of this office:

Climatic data for the months of January and July, with the year's average for a period of 38 years.

Data.	Jan'y	July.	Year.
<b>TEMPERATURE—In degrees Fahrenheit—</b>			
Average or normal.....	54	67	61
Average daily range.....	16	10	13
Mean of warmest.....	58	69	63
Mean of coolest.....	50	63	58
Highest or maximum during 36 years.....	83	88	101
Lowest or minimum during 36 years.....	32	54	32
<b>HUMIDITY—In percentage—</b>			
Average relative.....	70	80	74
<b>PRECIPITATION—In inches—</b>			
Normal .....	2.00	.00	10.01
<b>WIND—</b>			
Prevailing direction.....	N.W.	N.W.	N.W.
Average hourly velocity in miles per hour....	5	6	5
<b>WEATHER—</b>			
Average number of clear days.....	16	17	185
Largest number of clear days.....	26	30	291
Smallest number of clear days.....	3	0	53
Average number of partly cloudy days.....	8	11	104
Largest number of partly cloudy days.....	15	28	185
Smallest number of partly cloudy days.....	2	1	26
Average number of cloudy days.....	7	4	67
Largest number of cloudy days.....	22	17	171
Smallest number of cloudy days.....	1	0	34
Average No rainy days (.01 in. or more)....	7	Less than 1	43
Largest number of rainy days.....	13	3	81
Smallest number of rainy days.....	1	0	30

FORD A. CARPENTER,

Local Forecaster, U. S. Weather Bureau.



## COUNTY TOWNS AND SURROUNDINGS.

North and east of San Diego, the country is dotted with towns varying in size, and the homes of those engaged in various agricultural, horticultural and other pursuits. The products of these lands are outlined in the chapter devoted to a narration of county products. These towns and valleys are easy of access and offer not alone many attractions to the visitor, but afford many opportunities of earning a livelihood. Following is a brief description of the places referred to:

### National City.

National City, the second largest city in San Diego County, was surveyed and platted in 1869. It was segregated from the northwestern part of Rancho de la Nacion (Ranch of the Nation), a tract of forty-two square miles of land which had been purchased by Frank A. and Warren C. Kimball as a private enterprise. It was chartered and organized as a municipality in April, 1887.

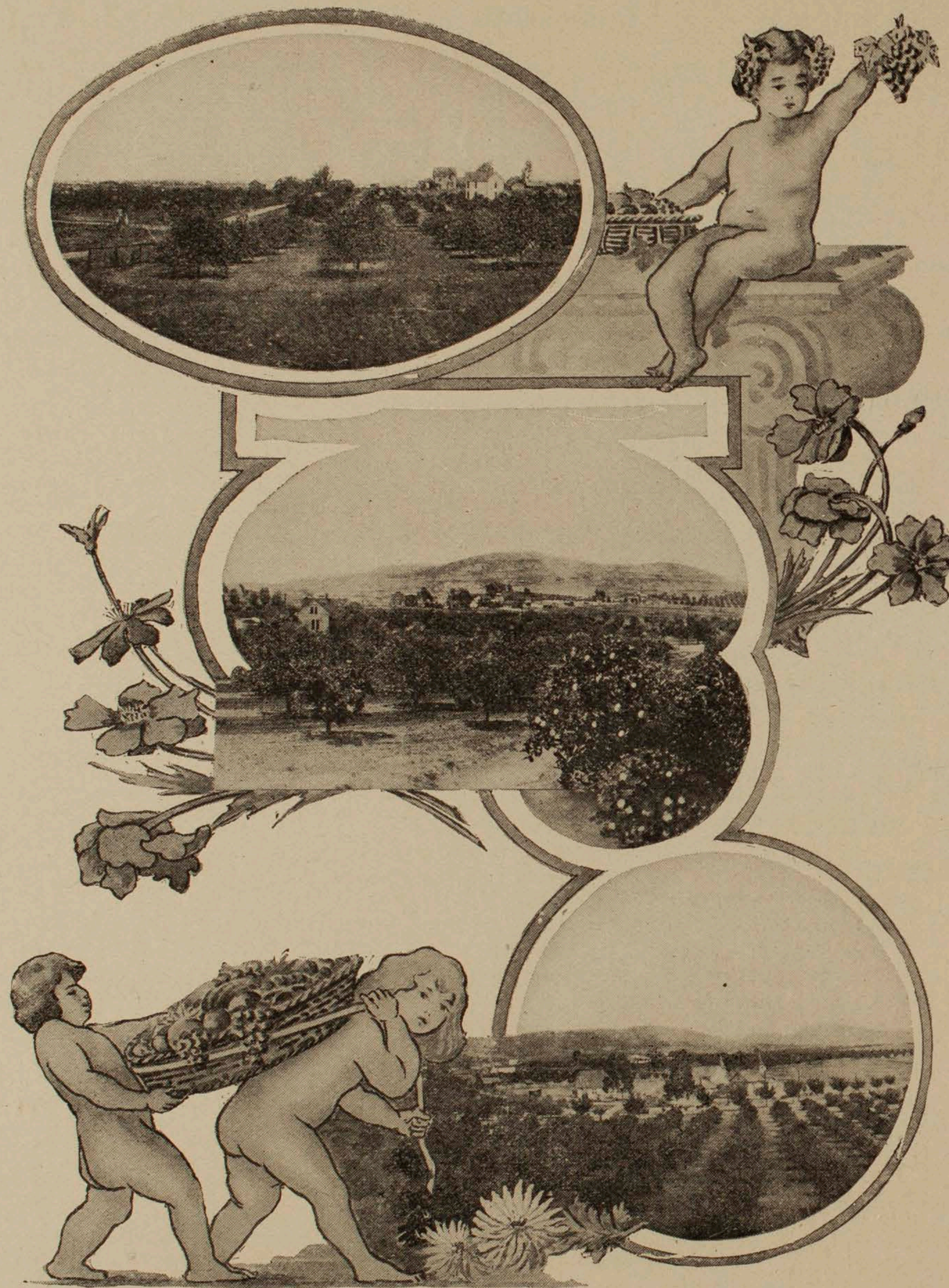
The location was selected because of its beauty of situation along the widest part of the harbor of San Diego, where it was plainly evident must some day be located the terminus of a transcontinental railroad.

National City stands pre-eminent among the cities of San Diego County because it combines the advantages of a metropolis with the beauties and charms of a suburb. Located as it is on the gently rising hills that border San Diego Bay, in a climate of perpetual spring, with a soil productive beyond compare, National City is indeed rich in natural advantages.

From the heights that border National City on the east, the view is inspiring and reveals at a glance the magnificent natural environment of this charming city. Looking westward, almost at your feet, are the green orchards and beautiful suburban homes of Paradise Valley. Beyond the valley are the "Terrace" and "Steeleville" sections, with their beautiful residences. These sections adjoin the town proper with its thirty miles of streets shaded by eucalyptus and other evergreen trees, that lend to the city a peculiar charm, and from among the trees peep the spires of churches, the roofs of school-houses and substantial business blocks, with many a cozy cottage hidden by the green of the foliage. Beyond the city may be seen the calm waters of San Diego Bay, bordered on the farther side by Coronado, with its "silver strand," tented city, and great hotel, above which, like a mountain jutting out to sea, stands Point Loma, while the waters of the broad Pacific stretch away to meet the horizon. To the north lies San Diego, like Rome upon her hills, above which Palomar Mountain rears its blue crest and the crags of El Cajon Peak are plainly visible. To the east, across the rolling mesa, waiting only the touch of water to become a garden, stand the San Miguel, Otay and pine-covered Cuyamaca Mountains, whence comes the water supply for the "Bay Region," and where mining, stock-raising and agriculture afford employment for many people. Gazing southward across the fertile Sweet-water, Otay and Tia Juana Valleys and above Chula Vista, the lemon center of America, the eyes rest on the mountains of Old Mexico, conspicuous among them being the great Tecarte ranges and the "Sierra Mesa" or Table Mountain.

National City is not only a beautiful place, but a modern and progressive city of 2,000 inhabitants, possessing great advantages over many other cities of the same size. Its schools, including faculty and equipment, are the very best; the attendance is large, and from these schools have gone students who have won for themselves and National City many honors at different universities and colleges. A new high school building has recently been completed at a cost of \$25,000, and it is said to be the purest example of Mission architecture in the State. Seven religious denominations hold services in National City, and of these, six own substantial houses of worship. An excellent public library of 3,500 well chosen volumes is maintained, and in its reading room are to be found many periodicals. The public library is located in the municipal building, in which an efficient force of city officials have their headquarters. A fine free pleasure wharf and bath house is owned by the city, and has recently been extended out to deep water to facilitate yachting and fishing. Nearly all the leading fraternal orders have local lodges in the city.

National City has good transportation facilities; here is the Pacific Coast terminal of the Santa Fe Railway, and while no very extensive repair shops or yards are maintained at present, the prospects are bright for the erection of great terminal facilities in the near future; the repair shops and division



IN THE BACK COUNTRY



offices of the San Diego Southern Railway are located in this city and afford water frontage on the best harbor on the Pacific Coast of the United States, adequate railway facilities, fuel and unlimited undeveloped resources to draw from; to the tourist, because within a radius of a few miles he may find attractions without number, and all under a sky as sunny as Italy's; and for the business man, because there are yet many lines of business to be developed, and a sure growth is in store for any legitimate establishment that may locate in National City at the present time.

## Chula Vista.

The name Chula Vista means exquisitely beautiful, and fitly describes the place. This very attractive suburb of San Diego is eight miles from the court house. The N. C. & O. Railway, with its steam and fine electric cars, affords excellent service at a low rate. Lying along San Diego Bay it has a delightful climate, while the scenery combines ocean and mountain views of rare beauty. Snow is seen a few times during the winter on the Cuyamaca range, yet only four times in the history of Chula Vista has the thermometer been as low as 32 degrees. Chula Vista is a place of charming homes. Fifteen new houses built during the past year indicate its healthful growth. A large school house provides room for an excellent graded school. A Congregational church was organized early in the life of the community, and has been sustained by the people in general. Its building is sufficient for the present requirement. A fine parsonage is also owned by the church. The Modern Woodmen of America have a large membership and their meetings furnish desirable social intercourse.

With an all-the-year-around yachting season this manly sport makes life pleasant for many. The Chula Vista Yacht club is a very progressive organization. Twelve yachts comprise the fleet, and its races are among the anticipated events of the season. The wharf and pleasure club house are an additional attraction to its members and their many friends.



PICKING GRAPES

Two mails a day to and from San Diego, with a third in prospect, afford excellent facilities for communication with the great world. The San Diego morning papers are delivered by special messengers. The Home and Sunset Telephone companies have a large patronage. Wells-Fargo express has an office here. A lumber yard supplies materials for new buildings. Competent mechanics are at hand to do the work.

A well equipped printing house, with electric power, under the management of skilled workmen, offers unusual opportunity to have all printing done at home. Casa Des Las Flores, a delightfully located hotel, should be better known by tourists. When the San Diego and Arizona Railway is built Chula Vista will have immediate communication with the east, and must profit greatly by the increased passenger and freight facilities.

Chula Vista is first of all a delightful residence section, but its fruit industries are important, as the following figures show. Four hundred and fifty cars of citrus fruits are raised yearly. Three large packing houses handle this fruit, except that of the San Diego Land company, which is packed and shipped from its plant at National City. So greatly has the output of lemons increased that two packing houses have enlarged their capacity, a very large one has been built, and another is to be erected soon. Yet these are insufficient at the height of the season, and many are stacked under canvas or pepper trees.

One thousand acres of lemons and oranges, 1500 acres of hay and grain, 75 acres in beans, give a total acreage under cultivation of 2575. The value of the hay, grain and beans is over \$20,000. The receipts from citrus fruits vary so greatly with the seasons, that no figures are given. Nine and a half million pounds of lemons and oranges are an amount of fruit it is difficult for one not familiar with the industry to comprehend. Probably nowhere in the state do lemon trees bear more abundantly. The trees spend their strength in producing fruit instead of unnecessary wood.

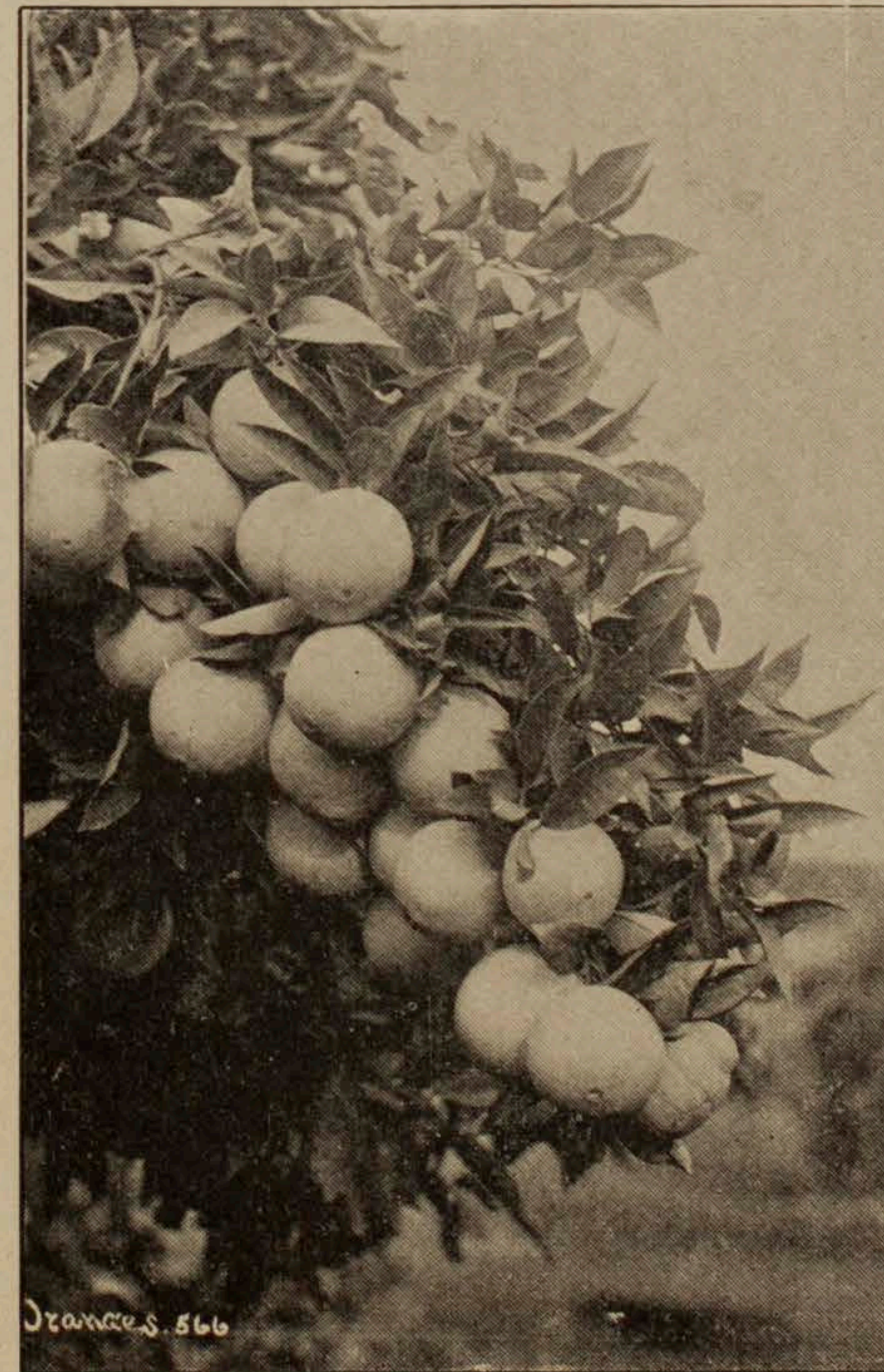
The water supply, a matter essential to prosperity in Southern California, is the far-famed Sweetwater reservoir, which has a capacity of 7,000,000 gallons. This is sufficient to supply water for four years at the present rate of

use, if none were added by winter rains. To make certainty doubly certain, water could easily be had from the Southern California Mountain Water company, which has a supply of 42,000,000,000 gallons. So a water famine seems an impossibility.

In this very desirable locality, unimproved land adapted to citrus fruit can be bought for from \$200 to \$500 per acre. Groves for \$500 to \$1000, according to location and condition of trees. Town lots range from \$100 to \$250. The Land company has desirable villa lots for \$1000 near car line and with outlook on bay and ocean.

Chula Vista, by reason of its unexcelled location, the advantages it offers for homes, within easy reach of San Diego, the reasonable price of good land and its well known moral and social life, invites to residence most persuasively those who seek comfort, congenial conditions, the chance to enjoy life and to make a living under most favorable circumstances.

The Chula Vista Improvement Club is an organization which has for its objects the advancement of the interests of that section along every desirable line. Additional information may be obtained by writing to the secretary, and setting forth specifically the knowledge that is desired. If interested, write for particulars.



Oranges. 566



## South San Diego.

Just nine miles almost due south of the business center of San Diego is located South San Diego. Its situation and surrounding conditions are perfect from the standpoint of those who wish a home within easy reach of the city, near the ocean and on the bay; who can have all the comforts and conveniences of a city home, and yet be freed from the many annoyances and expenses that such a home entails. South San Diego has a soil that will grow everything found in this wonderful region; is without rocks, cobbles or adobe. It is reached by a trip of nine miles by ferry over the placid waters of the bay, every minute of the time a pleasure in contemplating an unique panorama of beauty in every direction.

## Imperial Beach.

This wonderfully beautiful and progressive seaside residence and resort place is fast becoming fashionable and popular. It is situated just one mile west of South San Diego, on the Pacific Ocean, and is connected by motor car service with the ferry to the city. There is a magnificent stretch of beach and many pretty homes are in the immediate vicinity. Like other resorts in this favored section it is building up rapidly.

## El Cajon Valley.

Beginning at a point thirteen miles from the business center of San Diego, lies a fertile valley, evidently the bed of an ancient lake. This lake bed was named by the Mission Fathers El Cajon (pronounced el cahone) or "The Box," and is today one of the most famous valleys in Southern California. It is about 500 feet above sea level. The soil is rich, loose and deep, water is to be had at a reasonable depth, and the San Diego flume traverses its wall in a huge semi-circle. From the heights of San Miguel or El Capitan on the north, it is a glorious picture of orchard, lemon and orange grove, raisin vineyard and grain field, interspersed with cosy cottages, highways bordered with palm, pepper and eucalyptus, with the village in the center and the railway at one side. Surrounding this central valley are others branching from it like the spokes of a wheel, in which are located Hillside, Bostonia, Santee, Lakeside and Lakeview. Besides the stores and postoffices at these smaller places, there are all the necessary conveniences and places of business for a large district at the center, including hotels, bank, high school, physicians, etc. It contains about 30,000 acres of valley and hill slope land, well adapted to the production of fruit, hay and grain, of which hundreds of tons of each are grown annually. The rancho, however, contains approximately 50,000 acres, some portions being available only for the use of cattle raising and the honey industry.

Perhaps the chief industry of the valley is the growing of the famous raisin grape, and the art of producing fine market raisins means much to Southern California. There are about 3000 acres in vineyards and from 100 to 150 carloads of raisins are cured during a busy season. Experience has proven that unirrigated vineyards give better returns than heretofore when it was thought best to irrigate. El Cajon valley has had several very large crops at times and crops which have almost doubled in size. Tests of these raisins show that they are very rich in sugar, making practically the finest of showings at all the expositions both at California and in the East.

El Cajon valley is also noted for oranges and lemons, and the demand for both is increasing. Some of the orchards yield many carloads each year, a good many being shipped to eastern markets.

Land is very reasonable, considering the advance of real estate all over the country, and taking into consideration its remarkable producing capacity. The valley is also a good residence section.

El Cajon ranks as the largest town in this section of the back country, and is no doubt the oldest. Bostonia lies east of the valley, while Santee is situated on the north side near the San Diego river. The towns have good schools, church facilities and the residents are contented with their locations.

There is a great deal of undeveloped land especially adapted for the raising of alfalfa, the reason being that it is fertile river bottom. The

opportunities for engaging in dairying and small farms are excellent. Dairying may be made a very profitable business at this point on account of the growth of alfalfa and food for live stock.

## Lemon Grove.

Lemon Grove is situated on the San Diego, Cuyamaca and Eastern railway, nine miles east of San Diego, at an elevation of 440 feet, commanding a delightful view of the mountain, bay and sea. Climate, location and scenic beauty combine in attracting the homeseeker. Nestling among the foothills of San Miguel, protected from the frost, wind and heavy fogs, and with uniform temperature throughout the year, it is an ideal spot for a home.

It consists of about 600 acres of lemon and orange trees, divided into tracts of two and a half to ten acres each. The lemon predominates, as climate and soil are especially adapted to that fruit.

Grape fruit, olive and various small fruits are raised in abundance.

Orchard lands are selling for from \$500 to \$800 per acre, according to age of trees, improvements and degrees of cultivation. Some of the best orchards are valued at \$1000 to \$1800 per acre. Orchard lots, in full-bearing late Valencia and Washington Navel orange trees, are offered in subdivisions to suit purchaser. Outlying dry lands, capable of irrigation, are valued at \$50 to \$100 per acre. These afford desirable locations for gardening, poultry raising and berry raising, San Diego offering an available market. More desirable acre tracts, close in, with water, \$200 to \$300 per acre. Unimproved building lots and villa tracts are also available at reasonable prices. A new pipe line and distributing system insures an abundance of pure mountain water for domestic use and irrigation.

Lemon Grove enjoys the advantage of both city and country, being separated from the City of San Diego only by a twenty-three minute run by steam or gasoline motor car. The car schedule is conveniently arranged for business men, students and shoppers, as well as those on pleasure intent. It also enjoys the advantages of a park, traveling library, telephone, telegraph and express facilities.

The private enterprise of Lemon Grove is evidenced by the beauty of its homes and orchards, and its public spirit is manifested in a large and enthusiastic country club, devoted to public improvements.

## La Mesa Springs.

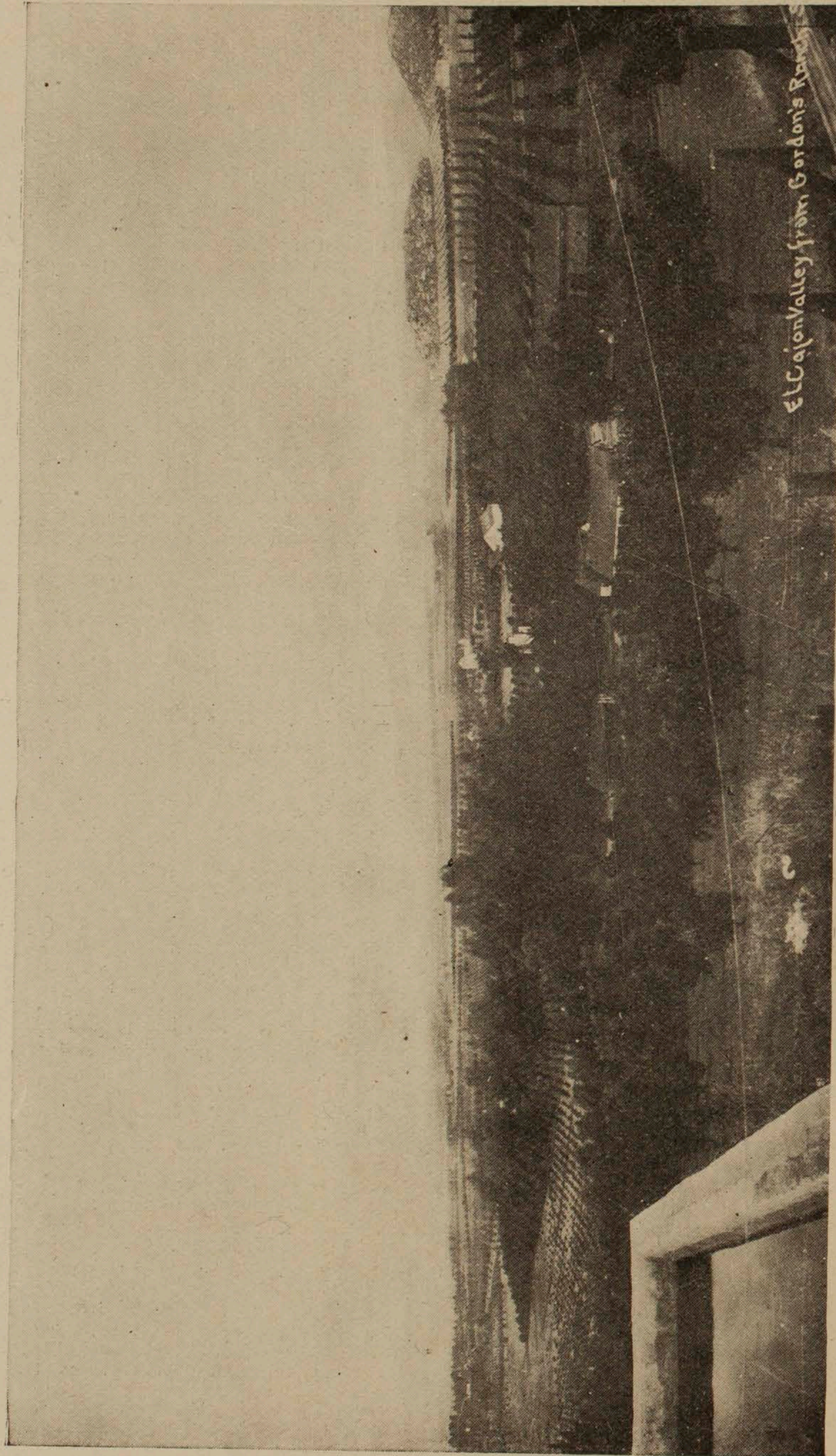
This suburb of San Diego is situated 11 miles east of San Diego on the Cuyamaca and Eastern railway. Steam trains and Gasoline motors give good service. It is also on the line of an electric road to Escondido for which a franchise has been obtained. The El Cajon boulevard passes through the town, and is a fine roadway. La Mesa has all the advantages of climate, water, church and school facilities, and is conveniently near the city. The surrounding country is productive, citrus and deciduous fruits and berries growing in abundance. It is also an ideal location for poultry farming. In addition to its other advantages, the springs are noted for their medicinal properties. It is one of the rapidly growing suburbs of the city.

## Ramona.

It is a pretty village located 35 miles east of San Diego, at an elevation of 1500 feet above the sea. From all points of the compass the rolling hills sweep down from the base of the higher mountains and lose their individuality in the broad plain that constitutes the Santa Maria valley.

Ramona is well supplied with mercantile establishments, crushing mills, hotels, blacksmith, harness and butcher shops. Her educational facilities have not been neglected, and primary and grammar and district high schools are here established. She is supplied with a \$15,000 town hall and an excellent public library, as well as two church buildings and organizations. She is supplied with telephone connections and many other conveniences that go to make a live village.





El Cajon Valley from Gordon's Ranch

ORCHARDS AND HOMES IN EL CAJON VALLEY

While grain growing, dairying and stock farming are the leading industries, the orange, lemon, olive and many deciduous fruits are grown in commercial quantities. Here, too, the poultry raiser is in his glory, and the beekeeper laughs to see the busy insects working overtime.

Ramona, with her rich soil, sufficient rainfall to insure crops without irrigation, is classed among the favored places in the country for home-building. Here good land can be bought for \$20 per acre, in a balmy and healthful climate, only 13 miles from a railroad station, with splendid highway connection.

She has a live newspaper, The Sentinel, through whose columns she weekly extends a most cordial invitation to those dissatisfied with present surroundings to come and settle in her midst, and share in the benefit of increased land values when railroad connection is made. Here is opportunity for large or small investments, that will return a satisfactory revenue.

## Sweetwater, Jamacha and Spring Valleys.

Located a few miles east and south of the city of San Diego are the Sweetwater, Jamacha and Spring valleys, the soil of which is noted for productiveness along many lines, and especially where small fruits and vegetables are grown. This does not imply that citrus fruits do not thrive, for the Jamacha valley olives are unsurpassed in any section. In the Sweetwater there is abundance of water for irrigation purposes, and Spring Valley also offers many inducements to the man who wants to engage in intensive farming. To particularize in reference to this section would be but to reiterate what has been said of other fertile regions. Nearness to market is one strong argument in favor of this section, and the price of land is reasonable for tracts that are certain to yield such abundant returns.

## Poway Valley.

About twenty miles northeast of San Diego and twelve miles by the nearest direct line from the ocean, sheltered from the sea breezes and protected by low hills against the full force of frosty air currents from the higher interior altitudes, lies Poway valley.

Yielding an abundant supply of grass and water, this region was originally a favorite resort for stockmen. Being government land, it at length attracted the attention of homeseekers, who, about 1868, began to occupy it for cultivation, and at first devoted themselves extensively to grain growing. About 1873 experiments were made with fruit trees and vines, which proved so successful that the business was enlarged until a considerable area was devoted to deciduous fruits and the muscat grape, of which a very superior quality is obtained.

Latterly various causes have led to a wider range of production and to a return, in some degree, to stockraising in connection with dairying, for which separators have been introduced.

As to the water resources, the main branch of the Penasquitas creek passes through the south part of the valley, while a smaller one from the northeast adds its contribution thereto. These furnish a never-failing supply at or near the surface. Furthermore, the seepage from the extended contour of the surrounding hills, aided by thorough cultivation, is sufficient in ordinary seasons to yield satisfactory results, and also enables ranchers, by sinking wells, to obtain at no great depth the needed amount of water of good quality for household purposes.

In the matter of public conveniences, the community is well supplied. There are highways leading to San Diego, Miramar, Del Mar, Bernardo, Escondido, Ramona and El Cajon. There are two church organizations, Baptist and Congregational, and a Sunday school is maintained on union basis.



## Mesa Grande.

Mesa Grande, fifty-three miles northeasterly from San Diego, and at an elevation of 3350 feet above sea level, is one of the choicest mountain resorts in San Diego county. Its fame has not only reached across the continent to the Atlantic ocean, but is soon to become known in all the civilized world for its magnificent gems.

Tourmaline crystals and nodules, beautiful quartz crystals, beryl and topaz of brilliant luster, are found in abundant quantities in Mesa Grande. Many sparkling stones of Parisian fame were first brought to light from the high peaks in this vicinity.

Among other attractions of note are the fine forests of great oak trees and springs of pure sparkling water.

The chief business is cattle raising and general stock ranching.

"Camp Powam" is a "place to rest", in all its name implies. This camp is located at Rancho Cerezo Loma, surrounded by towering oaks and supplied with an abundance of pure water.

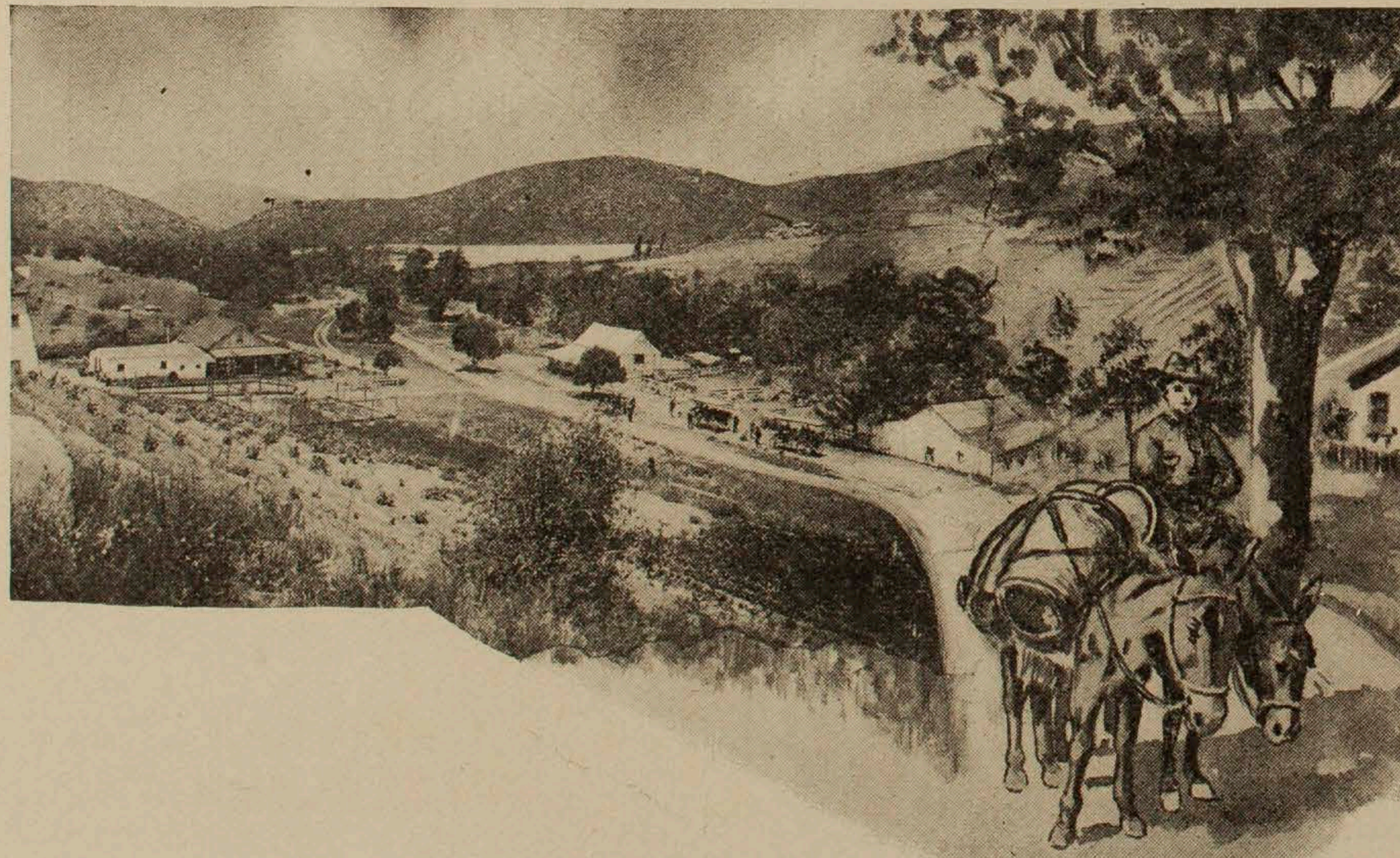
The air is dry and buoyant, giving vigor and strength to young and old alike.

Mesa Grande is the last stronghold of the Mission Indians. There are living in scattered hamlets about one hundred families. They still hold their old-time customs, and guard with superstitious fervor traditions and legends handed down for many generations

## Alpine.

The little town of Alpine, nestling among the mountains, thirty miles east of San Diego, represents, when viewed from the surrounding elevations, a huge hammock. It is a beautiful valley in the mountains, widely known as a most desirable resort both for the healthseeker and the healthy. It is generally conceded by all who avail themselves of its invigorating climate to be an ideal health resort. This fact is corroborated by many eminent physicians of San Diego and elsewhere.

The summers are as cool and invigorating as its winters. Pure spring water seeping through granite formation is not the least among the many resources of this delightful spot. The live oak has its home here. Fruits of all kinds, prominent among which is, or is destined to be, the olive, than which there is no section in Southern California better adapted to its culture.



Alpine has a population of some 300. There is one general store. There are also a commodious hall and library. Church services and Sunday school are held in the building each Sunday. A fine school house and hotel and good substantial residences are here. The elevation is 1850 feet above the sea. There is ample accommodation for the tourist, and furnished cottages for families who wish to spend a time for recuperation. Alpine is on the stage line half way between Lakeside and Descanso.

## Julian.

The Julian country is situated in the mountains, fifty miles back from the coast, at an altitude of four thousand feet. The country is composed of little valleys among rolling hills. There is no timber in the valleys, except an occasional grove of live oak, but on the hills there are growths of black oak and pine. On the mountains higher up are cedar, red and white fir and pine. One sawmill four miles from Julian furnishes the country with cedar and fir lumber. The residents engage in raising cattle, dairying, fruit farming, poultry farming, bee culture and mining. This mountain country was sparsely settled until the mines were discovered. The first ones were located in February, 1870. At the present time there are about two hundred locations on which the annual assessment is done. Quite a number of these mines are patented. There are five stamp mills in the district. A few of the mines are opened to a depth of 600 feet. Since discovered some of them have produced as much as \$2,000,000 gold each. There are mines within one mile of the town of Julian, which is situated in a little nook at the summit of the ridge. The water at one end of Main Street runs to the Colorado desert and from the other end it runs to the coast.

The town has four general stores and three hotels. Mails are delivered daily, being carried on a four-horse stage from Foster's station, thirty miles away on the Cuyamaca and Eastern Railway. Julian has a high school, which is controlled by the union of eleven nearby school districts, a grammar and kindergarten school. There is one church and a public hall.

Julian is a market for country produce except apples, which are grown in such quantities that they have to be shipped to San Diego and Los Angeles. No irrigation is done here. The average rainfall is 35 inches. Plenty of springs of fine, soft water everywhere. Snow falls occasionally during the winter. There is a delightful breeze from the coast at midday during summer and an east wind from the desert in the winter. The desert, 25 miles away, and the Salton sea can be seen from the hills about Julian.

Lion, mountain and valley quail and rabbits are plentiful, and fish are caught in great quantities with hook and line at the Flume Company's Cuyamaca reservoir, nine miles from Julian.

## Banner.

Banner is a mining neighborhood in the Julian district, five miles distant from the town of Julian. Some of the best mines in the district are there. The Bailey brothers have a ten-stamp mill run by a Pelton water wheel. They do the crushing from their own mines and considerable custom work besides. Banner has a fine school, a hotel and some pretty homes.

## Escondido.

The City of Escondido is situated about thirty-five miles northeast of San Diego, and is the center of a very large agricultural area. The city has a population of between 1200 and 1500, has three banks, two newspapers, several large general merchandise establishments, and, in fact, most all lines of business are well represented. There are seven churches, a \$35,000 high school building, and a large brick grade school building, with as good educational facilities as can be found in any community of like size in the state. A sewer system and an electric lighting system recently installed, indicates its progressive spirit. The city attracts business for an area of thirty to





ESCONDIDO STREET SCENE AND DAM

thirty-five miles from the surrounding valleys of San Pasqual, San Marcos, San Elijo, San Luis Rey, Poway, Ramona, Bernardo and up into the mountain country of Palomar and Mesa Grande. The shipments from Escondido are large and varied, ranging from large quantities of hay and grain to many car loads of lemons, oranges, grape fruit, raisins, honey, table grapes and local shipments of poultry, eggs, cream, butter, olive oil and other products too numerous to mention. Also many hogs and cattle are shipped from this point.

The growth of Escondido has been very gratifying during the past three years. Approximately 100 new dwellings and business houses have been erected during that period, many of them being structures that would be creditable to much larger cities.

The railroad service of Escondido is at present supplied by a branch of the Santa Fe. Also two automobiles each way are run daily between Escondido and San Diego, carrying passengers and mail.

## Escondido Valley.

The Escondido valley consists of about 13,000 acres of land, presenting as many attractive features as any valley in Southern California. The Escondido valley is surrounded by many other fertile valleys that are closely allied with and are tributary to Escondido. Taking this section of the county, lands may be obtained of all character, and at all prices, ranging from \$75 to \$125 per acre for lands near Escondido or in the San Pasqual valley and under irrigation, to \$10 to \$50 per acre for outside lands. The lands in this section are available for all purposes, and it is surprising to the uninitiated how many varieties of products can be produced upon these lands absolutely without irrigation. All grains and hay are raised without irrigation, some considerable honey, all deciduous fruits and grapes, and, in fact, practically everything except oranges and lemons. Large areas are sown every fall to grain, and with few exceptions, the winter's rainfall is sufficient to grow a bountiful crop. Many with small means manage with a few cows and chickens, and some employment on the outside to earn a comfortable livelihood for themselves and families, while those coming in with ample means have no difficulty in investing their capital so as to provide themselves with comfortable and remunerative homes.

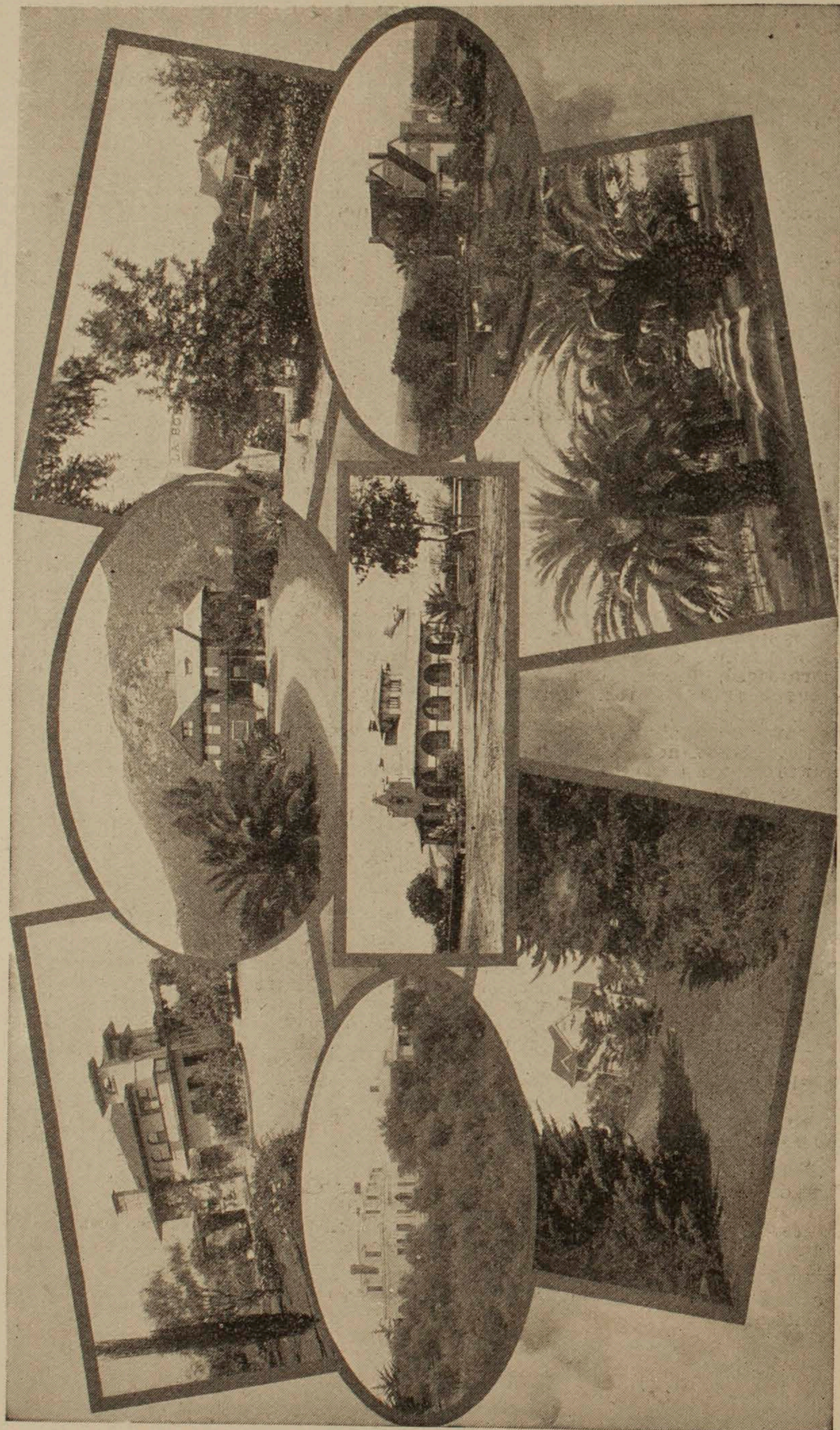
The Escondido water system is one of which the people of the valley are justly proud. It consists of a billion and a half gallon reservoir, and a complete distributing system, all of which originally cost \$350,000, and which is all paid for, and belongs to the people who own the land of the valley. The water is used to irrigate the lands of the valley, and is also carried into a million-gallon reservoir in the city, from which it is delivered for domestic purposes.

The Escondido valley is especially noted for its fine lemons and raisin grapes. The lemon product of the valley is increasing in quantity quite rapidly, and the quality is very fine. Two large packing houses now take care of the fruit of the valley, and a third one will soon be under construction. The raisin grape as grown in the Escondido valley is very large and luscious, and many carloads are shipped elsewhere each year for a table grape, than which there is nothing better on earth. One vineyard of about 160 acres in the heart of the valley is 24 years of age, and is in fine bearing condition, having produced as high as two and three-fourth tons of dried raisins to the acre. Many wine vineyards are also coming into full bearing in various portions of the valley.

If you are looking for a location in Southern California you can do no better than to investigate the Escondido valley, a community free from indebtedness, prosperous and thriving, and destined to be a large and prosperous community, with all modern conveniences and transportation facilities to which it is justly entitled.

For further information address Escondido Chamber of Commerce, Escondido, California.





COUNTRY HOMES, SAN DIEGO COUNTY, CALIFORNIA

## Fallbrook.

West of Smith Mountain and twelve miles from the Pacific ocean is situated Fallbrook, surrounded by rolling hills and beautiful valleys, with winding roads leading to the sister towns of Temecula, Pala, Escondido, Bonsall, Oceanside and on to San Diego. It has an elevation of about 100 feet, and is connected with the outside world by the Santa Fe Railway. The climatic advantages are above the average, there being a temperature in summer of a maximum of 90 degrees, and minimum of 45 degrees. The winter maximum is 90 and the minimum 30 degrees. Snow has fallen but twice in thirty years, and the frosts have been so slight that flowers and fruits have not been injured.

The atmosphere is dry and invigorating. The soil consists of decomposed granite with occasionally a streak of adobe. The land is easily worked, and with rotation of crops, good yields can be had every year. The price of land ranges from \$35 to \$50 per acre, with some broken tracts as low as \$5 and \$10 per acre.

The schools are among the best in the county. From the Fallbrook high school, which is accredited, more pupils have been sent to universities than from any town of like size in the state.

The town is well supplied with stores and business houses of all kinds that go to make up a prosperous community. Some 700 people get their mail at the postoffice in Fallbrook.

The supply of water, which is obtained from springs and wells, is pure and abundant. The rainfall for the season is in the neighborhood of 26.25 inches.

The town has three churches, many pretty homes, no saloons and is a desirable locality in which to live.

## Oceanside.

For a single locality that most nearly conforms to the requirements for a homesite, or offers promise for the investor, that strip of territory in San Diego county of which the town of Oceanside is the center, merits the attention. It extends for twenty miles up and down the coast, and reaches inland to comprise the fertile valley of the San Luis Rey river and tributary valleys.

Oceanside is located on the coast, in the heart of this favored section, being the first place at which the traveler stops on entering the county on the Santa Fe railway, and the gateway of San Diego county, and from this point branch lines of the same road extend to the inland towns of Fallbrook and Escondido.

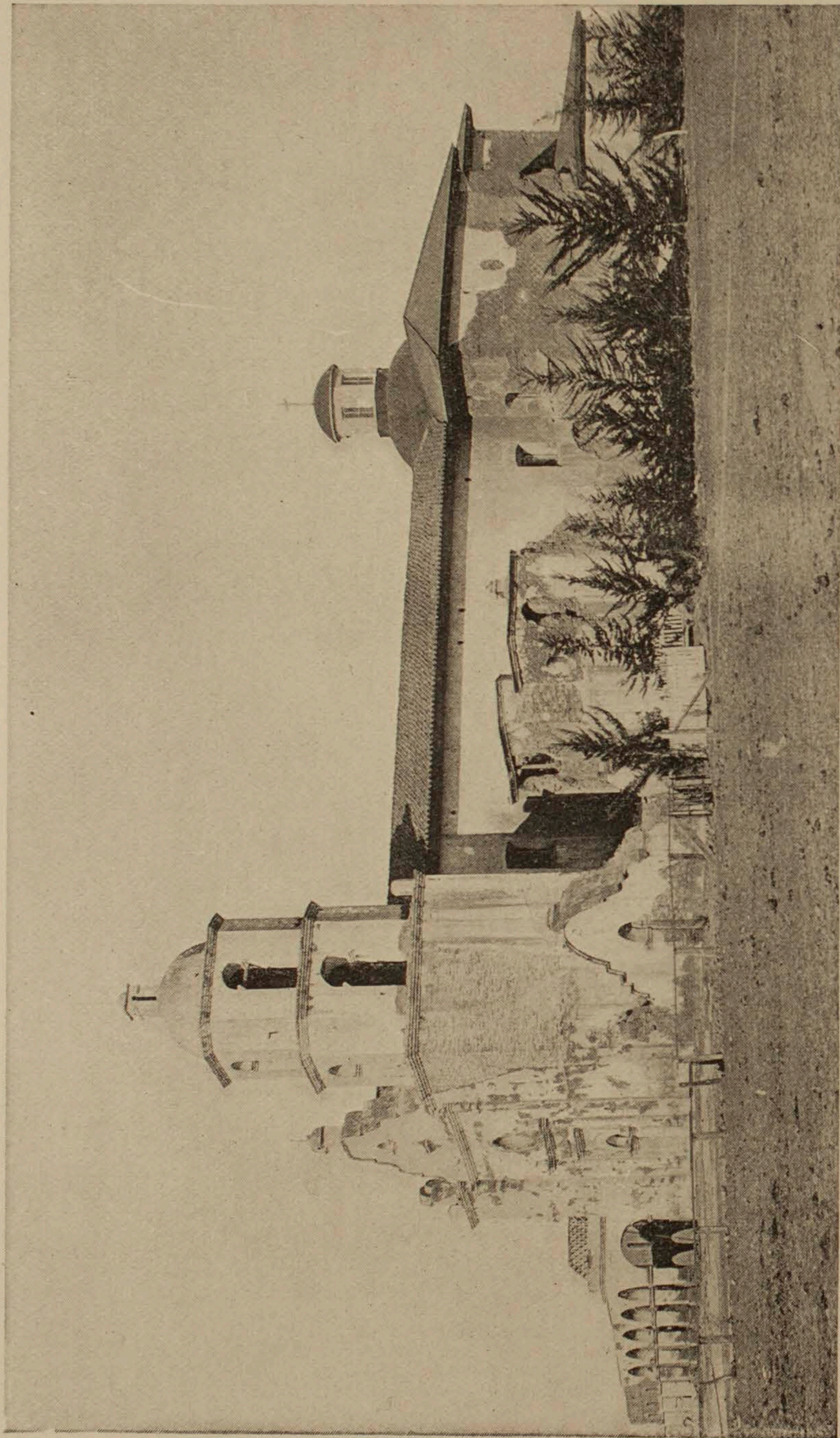
The city, for Oceanside is incorporated as a city of the sixth class, lies on a gentle slope, facing the Pacific ocean. Hundreds of beautiful homes, embowered in trees, present a pleasing contrast to most sea-coast towns.

Oceanside is the fortunate possessor of its own water works, which furnish an abundant and cheap supply of the purest water, pumped from the deep gravel beds of the San Luis Rey river, the largest stream in the county, and distributed over the city under pressure. The city is lighted with electricity furnished by a private company.

One of the main attractions of the town is the magnificent sand beach, and to this is due the fast-growing popularity of Oceanside as a resort. A large bath house, with a cement plunge, and fitted with facilities for hot salt and fresh water baths, adds to the opportunities for pleasure and healthful sport. Fish and game of all kinds common to Southern California are abundant. Launches frequently bring in catches of from 250 to 1000 pounds of bass, barracuda or yellowtail, and deer are to be had within a few miles of town.







SAN LUIS REY MISSION

While Oceanside has achieved an enviable reputation as a resort for the seeker after pleasure or health, it is pre-eminently a city of homes, and to the homeseeker offers superior attractions. Many substantial and beautiful residences, built or building, are evidence of a steady and healthful growth, and public improvements have kept well abreast of private enterprise, as several miles of cement walk and oiled streets, recently completed, are witness. With other necessities the city has good grammar and high school facilities.

Oceanside is the market and trading point for the San Luis Rey valley, where important operations in the line of water and power development are projected. A work of great importance to this region is an immense dam, which is to impound and utilize the waters of the San Luis Rey for power development and irrigation. When this work is completed the thousands of acres of fertile land in the valley of the river, and adjoining land, now only awaiting the magic touch of King Water to burst into fruitage, will present opportunities offered in few localities in this land of opportunity. A large acreage is being planted to alfalfa in the lower valley, and the dairy industry has reached large proportions. A fine creamery affords a profitable market for the milk.

One of the attractions of Oceanside are the flower farms, carnations being the principal product. These blooms here attain to full magnificence reached nowhere else, and for the past two years have been awarded the prizes at the Los Angeles flower show, the leading exhibit in Southern California, the "flower garden of America."

Four miles to the east of the city, a pleasant drive, is the San Luis Rey Mission, an attraction to the tourist. This ancient monument to the piety and zeal of the fathers is, with one exception, the largest and best-preserved of any of the old missions, and is now being restored on its original lines. It is now occupied as a school by the Franciscan order. Other nearby 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 from \$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.

## Del Mar.

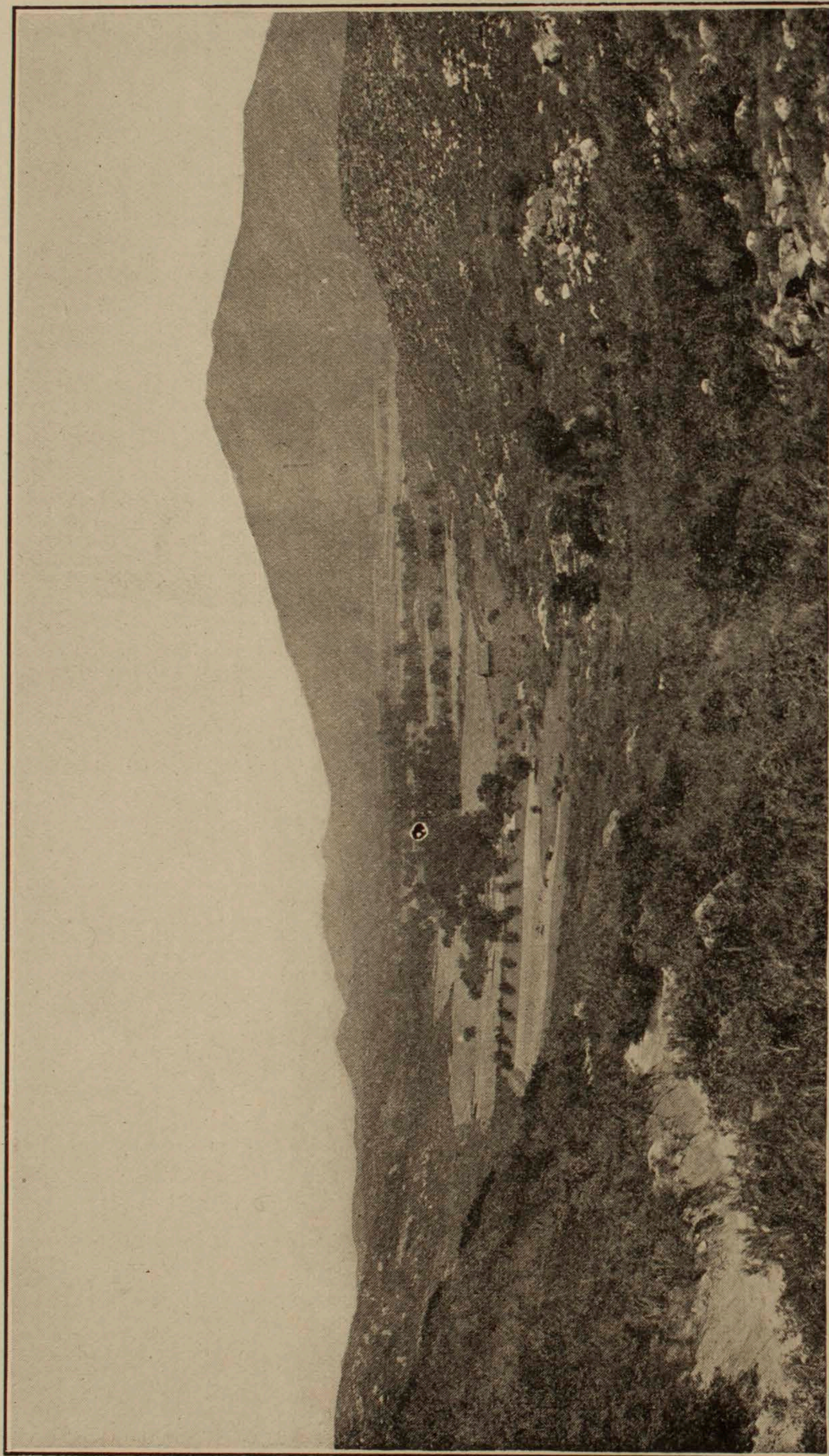
Besides being on the Pacific coast, and in the San Diego belt of perfect climate. Del Mar is situated ideally and uniquely. Between the Sorrento lagoon on the south and the San Dieguito on the north, there runs a mesa a couple of miles long, which gently slopes from the ocean cliff to a ridge some three-quarters of a mile eastward, the land rising from eighty feet to three hundred feet on the crest of the ridge. Thus every point in the town enjoys an unobstructed view of the Pacific ocean.

The main slope of the townsite is covered with a deep, rich sandy loam that will produce flowers, fruits and vegetables equal to those of other favored spots in California.

It is at the head of the San Dieguito valley that the pumping plant which will furnish water to Del Mar is being installed. Wells are being drilled on the old San Dieguito rancho, now the property of the Santa Fe, and being laid out into an immense timber culture. The water at this point, not having penetrated the silt and alkaline mud of the valley floor, is pure and sweet. It will run a distance of four miles down to the ridge above the town and be pumped into a reservoir. A bountiful supply of good water is such an assurance that it is almost forgotten by the side of the other more spectacular developments of the resort.

Del Mar will be a town of beautiful homes, a boon to the tired city worker or the restless pleasure-seeker, a spot where one may live a quiet, restful life for a month, a year or a lifetime. An automobile road from Los Angeles to San Diego passes through the town. Along the ridge above Del Mar a fine driveway will afford the most splendid panorama of the ocean and mountain scenery that mortal can wish.





POTRERO VALLEY, SAN DIEGO COUNTY, CALIFORNIA

## Panama-California Exposition.

The City of San Diego will celebrate in 1915 the completion of the Panama Canal by holding an Exposition to commemorate the opening to the commerce of the world of the great waterway. By virtue of its location, it being the first port of call in the United States from the canal; on account of its harbor, which is one of the best and safest of any body of water in the world; due to its location, 500 miles closer to the cities of the south, and 300 miles nearer the cities and manufacturing centers of the middle west and east; owing to the fact that having the most equable climate in the world, cool in summer and warm in winter (the average temperature during the winter season being 61 degrees) it will be possible to keep the exposition open every day during the year; by reason that this is the natural supply point for the southern portion of the State, the entire southwest, Lower California and the port to which will be brought for distribution the products of South America and the Orient, and due to the further fact that its resources are many and varied, that its beach and mountain resorts are unexcelled, and that from a scenic standpoint, it stands without a peer in the habitable world, the City of San Diego is pre-eminently the place where the event of opening the Panama Canal should be celebrated.

The work of preparation for the Exposition has begun in earnest. A company has been formed, the officers and directors of which are men of unusual ability and of wide experience in the management of large undertakings. They have been given the hearty endorsement of the entire population of the city and county, and the Chambers of Commerce of Los Angeles, and Riverside; in fact all of Southern California has promised loyal support. Seattle, Tacoma, Spokane, Portland and other cities of the northwest have expressed themselves as heartily in favor of the Exposition in San Diego, and the people of Japan, through the most representative body of men which ever visited the United States, have pledged their assistance.

The first million dollars of the amount necessary to be raised by the people of San Diego in order to give practical evidence of their faith in the Exposition has been practically all subscribed, and the people have gone to work with a will to make the event of a year and a day, the most notable of its kind ever held. The date of opening is fixed for January 1, 1915.

## San Diego and Arizona Railway.

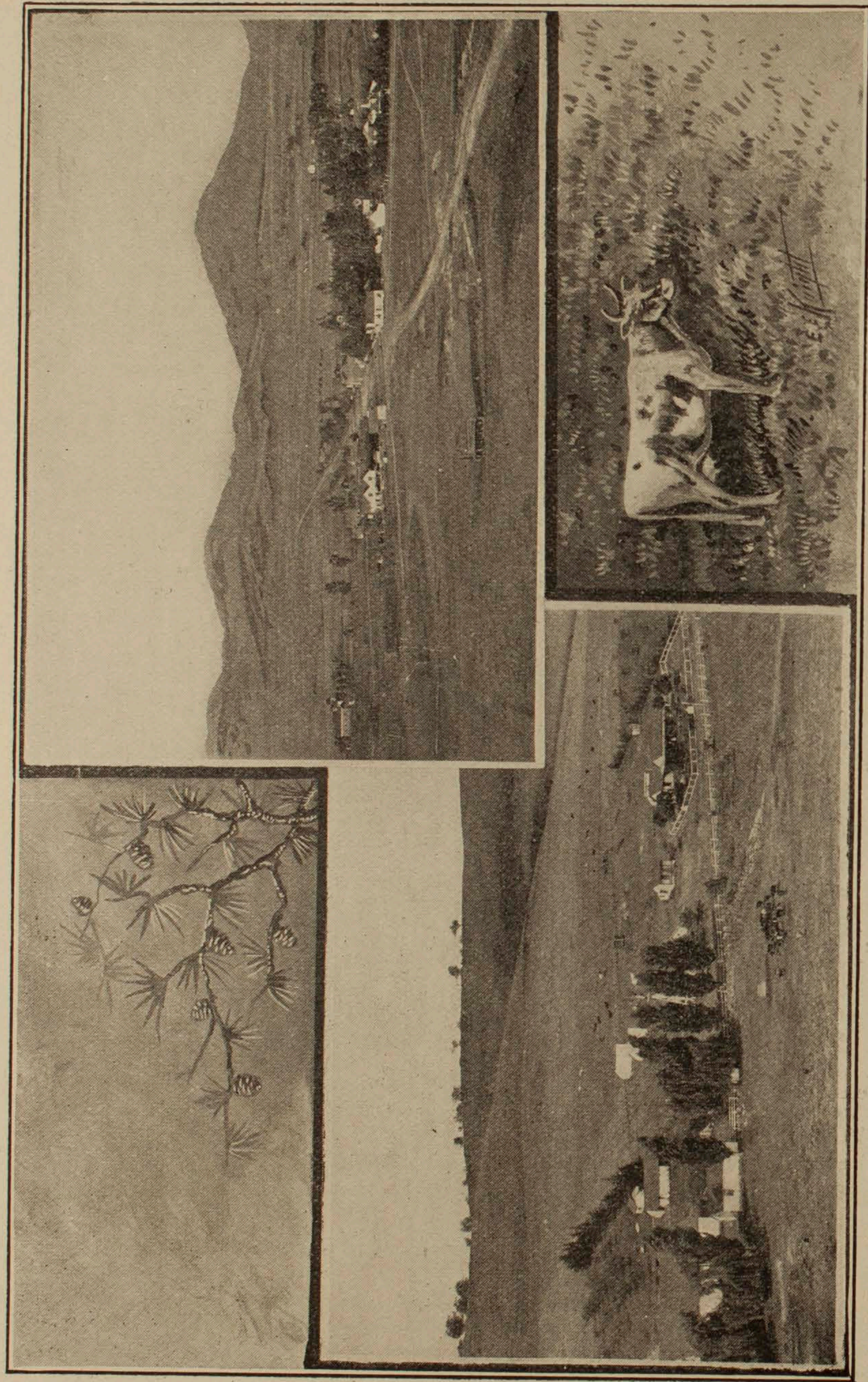
The work of construction on the line of the San Diego and Arizona Railway was begun in May, 1909, prior to which time John D. Spreckels, who is building the road, had expended one and one-half millions of dollars in purchasing rights of way. It is now estimated that the road will be in operation within two years. On February 1, 1910, 15 miles of track were laid from San Diego to the International boundary, and by June 1, 1910, fifteen additional miles will be ready for the rails.

Yuma, the objective point in Arizona, is 220 miles distant from San Diego as the route is surveyed. Some 45 miles of the road will be built in Mexican territory. The region traversed is rich in varied resources. First the line penetrates the citrus belt south of San Diego and the fertile valleys bordering on the international line. Re-entering American territory the road will traverse a section which gives promise of being a great mineral producer. Of the Imperial Valley it may be said that there is no more fertile region in the world.

The operation of the San Diego and Arizona Railway will give to San Diego direct eastern connection. The port of San Diego is 500 miles closer to the south and 300 miles nearer to the middle west and east than any other Pacific Coast port. This will make San Diego the port from whence the products of the American Continent are shipped to other countries, and the point from which the imports of Europe and the Orient are distributed.

The building of the road has given great impetus to business at this time and its completion will go a long way toward placing San Diego first among the ports of the country as a convenient shipping point.





RAMONA, THE CENTER OF AN IMPORTANT DAIRY DISTRICT

## Good Roads for County.

Early in the present year work will be commenced on a comprehensive system of good roads which, when completed, will cost \$1,250,000 and will be as fine highways as can be found anywhere in the world. Funds for the building of the system were provided by a bond election last August. The bonds were easily and quickly sold and the money is now available.

The work will be done under the direction of Austin B. Fletcher, of Boston, one of the most famous road engineers in the country. It is expected the construction of the 448½ miles of roads will require two years and when completed they will lead as arteries into every section of the county.

San Diego county is fortunate in the personnel of her highway commission, comprising as it does three millionaires—E. W. Scripps, A. G. Spalding and John D. Spreckels—men who are above any financial motive except in seeing that every penny of the bond money is put into good roads. That they have amassed great personal fortunes is testimonial to their business ability and their capability to adapting capital to the very best advantage. San Diego has absolute confidence in these men.

San Diego has already experimented with good roads. Leading out into Point Loma is one of the finest boulevards in the world. It is the pride of San Diego and the wonder of every visitor. It was built under the direction of A. G. Spalding, who has been most active in the good roads campaign. Mr. Spalding will devote much of his time to the building of the road system until it is completed.

San Diego is fortunate in having the greatest wealth of good road building material of any section of California. The chief ingredient is decomposed granite and of this San Diego county has mines that could supply the entire world with material for roads. It is conceded to be the best road building material known.

When the system of roads is completed scores of communities in the back country will be given new life by virtue of being afforded avenues of transporting their products to a market.

## A San Diego Acre Yield.

The following yield per acre of the fruits, cereals and vegetables grown in this county will prove of interest to those who are desirous of knowing the productive capacity of a California acre:

### Citrus and Small Fruits

Oranges, 10-year-old trees, 750 boxes.  
 Lemons, 10-year-old trees, 1000 boxes.  
 Pomelos, 10 year-old trees, 750 boxes.  
 Raisins, one ton.  
 Strawberries, \$750 to \$1000.  
 Blackberries \$650 to \$1000.  
 Loganberries, \$850 to \$1500.  
 Raspberries, \$250 to \$750.

### Cereals and Hay

Wheat, 10 to 20 sacks of 130 pounds.  
 Rye, 15 to 25 sacks of 130 pounds.  
 Oats, 15 to 30 sacks of 130 pounds.  
 Barley, 10 to 20 sacks of 110 pounds.  
 Corn, 25 to 40 bushels per acre.  
 Alfalfa hay, 6 to 8 tons in six cuttings.  
 Barley hay, 1½ to 3 tons per acre.  
 Wild oats, 1 to 2 tons per acre.

### Vegetables

Potatoes, 20 to 25 sacks of 110 pounds.  
 Cabbage, 25 to 30 tons per acre.  
 Onions, 6 to 10 tons per acre.  
 Beets, 4 to 15 tons per acre.  
 Carrots, 5 to 10 tons per acre.  
 Turnips, 5 to 15 tons per acre.  
 Salsify, 3 to 15 tons per acre.  
 Egg plant, 5 to 20 tons per acre.



## The Honey Industry.

Southern California is literally the home of the bee. They can be found in the trees, rocks, houses, and even have been known to build in the branch of the orange tree exposed to the open air and store their gatherings. Houses are favorite haunts, and the bees, finding a mode of ingress, adopt the space between the studding as their habitat. Even chimneys have been choked with the honey.

During a good season the wild bees swarm repeatedly, and the consequence is that they are found in all likely and unlikely places. The writer saw a swarm taken from a small shrub in a vacant lot in San Diego in July, and the man who hived the bees said such instances were common. These bees are generally hived in anything that comes handy. Bees in hives suitably located sell at from \$3 to \$5 per stand. If a man is an experienced beekeeper it pays to buy them in this condition. If he is short of money he can gradually work into the business by making his own hives, buying cheap bees and transferring them, catching stray swarms, taking them out of buildings, etc.

There are some apiarists who produce comb honey exclusively. Others produce comb and extracted honey, while the majority prefer to handle only the extracted. This is a question for each man to settle for himself. It does not, however, pay to produce poor comb honey. The cost of production is equal to, if not more, than if it had been made when there was a good flow of honey, while the selling price may be reduced to one-half what a fine white comb of full weight will bring. In the extracted it does not vary so much.

There are so many varieties of honey-producing plants and trees that enumeration is impossible within the scope of this article. Some of the most prominent are the black, white and purple sages, wild buckwheat, wild and cultivated alfalfa and other blossoming growths furnish many tons of white honey for the bees. Among the trees, the orange and eucalyptus are among the most valued, but the greater portion of plants and trees in this part of the country have some kind of a flower and the bees will work them according to their value compared to other flowers out at the same time. The black sage not only furnishes good honey, but under favorable circumstances the flow is so heavy that bees will not touch anything else while it is at its height.

There are many acres of mountainous territory in the county covered with closely interwoven shrubbery that will eventually furnish many additional tons of honey, when apiarists avail themselves of the opportunity thus afforded. Conditions here are ideal for bee-keeping. There are flowers in bloom and swarms of bees every month in the year. It is admittedly true that the bee has no season of rest. This shortens the life of the honey-maker, but adds to the revenue of the owner.

## The Dairy Industry.

California, it is believed, is the only Pacific coast state which does not produce all the beef cattle consumed within its borders and in which the dairy products of other states are shipped in such large quantities. Since the reclamation of the Imperial valley, large herds have become general in that section, but in San Diego county the needs of the consumer are catered to in a large way by imported products. During the year 1909, 700,000 pounds of butter only were churned. With a conservatively estimated population of 70,000, it will readily be seen that the quantity was totally inadequate to supply the needs of the people.

It is of course a requisite, in order to make dairying a success, that ample grazing and abundance of dry feed be provided. The soil here is susceptible of cultivation, and even the small farmer might, at the price he can get, make and sell butter at a good profit. The newcomer who acquires uncultivated land must learn to adapt himself to the changed conditions which will confront him, for farming in California differs from farming in the East, the West, or the Northwest. If he plant fruit trees he must needs wait until the trees are in bearing before he can hope to reap returns. With dairying it is different. No wait is necessary if he secure a tract of land and cows. The profit begins at once. It is a well known fact that ranchmen use condensed milk in their homes when there is sufficient pasturage for cows which would render their keeping a profit.

Dairy herds in California are constantly being improved. Shorthorns, Holsteins and Jerseys are growing in favor. Alfalfa, which but a few years ago was not regarded as suited to the making of high-class butter, is now recognized as the ideal grass for dairy stock, and the peculiar advantage a dairyman has in an alfalfa district is the greater number of cows that can be maintained. On alfalfa fields the quantity of milk per cow is greater than under other conditions. On alfalfa feed cows well conditioned should give from 200 to 350 pounds annually per head; but where only native feed is had the return per cow ranges from 125 to 150 pounds.

The tendency in butter-making is more and more to creameries. Experience demonstrates the claim that large institutions can minimize the cost of butter-making and that under good business management dairymen secure better results by disposing of their cream to large concerns than by making butter on the farms.

The industry affords wide opportunity for men of moderate as well as men of large means. The dairyman who delivers the product of five cows to the creamery stands on exactly the same footing as to price and other conditions as one who has a large herd. In this business there is no partiality shown. The farmer has success in his own hands, and the measure of that success is his industry, economy and business capacity.

## Poultry Raising.

The raising of poultry is a demonstrated success in California, and San Diego county is an especially favored locality. The weather conditions are favorable to the fowls. There is always green food and there is not a day in the year except in the higher mountain regions when the flocks can not feed in the open. There are some pens which are constructed merely as roosting places, and shelter from the rain, as the temperature does not necessitate warm enclosures.

Poultry and eggs are sources of profit, whether raised for home consumption or for the market. Following are wholesale July quotations:

EGGS—Local, candled, extra selected, 23c; case count, 20 $\frac{3}{4}$  @ 21c; firsts, fresh, 22c; Eastern, fresh, 20 @ 21c.

POULTRY—Dealers pay for live stock; Hens, 10 @ 12c; broilers, 15 @ 18c; fryers, 17 @ 20c; roasters, 16c; turkeys, heavy, 18c; light, 16c; ducks, 10 @ 12c; old roosters, 7c; squabs, \$1.50 per dozen; geese, 11 @ 13c. Selling price, dressed: Broilers, fryers, 27 $\frac{1}{2}$ c; roasters, 20 @ 22c; hens, 17c; old roosters, 12c; ducks, 17 $\frac{1}{2}$ c; geese, 18c; turkeys, 21 @ 23c.

Later in the year eggs readily sell for 55 and 60 cents per dozen at retail, and there is a corresponding increase in the price paid for poultry. Despite the fact that conditions are so favorable poultry and eggs are brought from other states in large quantities. Conditions are changing, however, and more persons are yearly engaging in the industry which necessitates small outlay to start with and which is so certain to yield good returns. Despite the fact that much attention is being paid to it, the poultry industry in California, and especially in San Diego county, is as yet in its infancy, although competition at various expositions has shown that the California-bred fowl develops more quickly and attains better sizes than those raised under less favorable conditions.





## San Diego's Mineral Wealth.

There is not another county in the state which offers better inducements to the mining man with capital. In many sections of the county rich ore has been found. Were this same ore to be discovered in Colorado, New Mexico, Nevada, or any one of several other states, there would immediately ensue one of those old-time rushes to the newly discovered camp, which go to make up western history. The people of San Diego, generally, do not appear to have ever realized the possibilities of this industry, and ore, which, as before stated, would have caused great excitement in other parts of the country, has not even occasioned passing comment here.

There are a number of gold-producing mines in San Diego county which are being worked, and which are proving big paying propositions. Others which have been prospected could, with the advent of outside capital, be made into some of the best paying propositions to be found anywhere.

Probably the best known mine in the county is the Stonewall mine, eight miles out from Julian. At one time this mine attained almost national fame on account of the character of the ore which it produced. During the time it was worked it is estimated that it produced several million dollars of gold ore. During the past few years it has not been worked steadily, and, in fact, has been idle most of the time.

Dulzura, within a few miles of San Diego, has attracted much attention of late, and the work of development is actively prosecuted. Experts say it is destined to become one of the noted mining districts of the coast. Equally favorable reports come from Boulder creek, and there is said to be a continuous ledge penetrating the country in a northerly and southerly direction.

There are several other good gold-producing sections in the county. Some developing work has been done at Boulder creek during the past year. The indications are that several good mines will be opened up in this section.

At Hedges, located in the eastern part of the county, there are several good mines. Here there is located a stamp mill with a battery of 140 stamps, and at Picacho, a few miles distant, there is a roller process with a capacity of 1000 tons of ore per day.

Gold has also been discovered and is being produced in the districts of Banner, Deer park, Pine valley and Escondido.

During the past year San Diego county produced more than \$264,119 worth of gold and other precious metals.

Extensive copper deposits have been found. The ore is of high grade and has been discovered in sufficient commercial quantities to justify working. A large amount of development work has been done on the Encinitas copper mines, about 35 miles from San Diego. Ore bodies are now being opened up, and the character of the ore ascertained. Most of the copper deposits which have been found in the county are accessible to railroads.

There is no section of the world which has iron deposits of greater magnitude than San Diego and Lower California. The magnitude and purity of the ore are such that the attention of steel producers has been attracted to this iron region. Steel experts of prominence have expressed their unqualified belief that San Diego, within the next quarter of a century, will be the steel producing center of the western world. The full extent of these iron ore deposits cannot be realized by the outsider. The Lower California deposits are practically unlimited. Hundreds of thousands of acres of iron ore deposits have been discovered, and what makes these so valuable is that the ore is of the greatest purity imaginable.

San Diego county is the only place in the United States where lepidolite, the lithia stone from which a great number of useful articles are manufactured, is found. Millions of tons of this stone have been found in the county. These mines are located at Pala, and during the past year extensive shipments of the material have been made to New York and Germany. The industry is as yet somewhat in its infancy, and during the next couple of years is expected to advance with rapid strides.

Amblygonite, with its many valuable adjuncts, has been discovered in untold quantities.

At Dehesa, in this county, there exists a mountain of orbicular diorite, the rare Corsican stone, which, as a beautiful ornamental structural stone, is without a peer. This is the only place in the United States where this stone has been found.

In the abundance of its structural material San Diego county is very fortunate. Here is found some of the finest granite existing anywhere. All over the West the fame of San Diego granite has been spread. This granite is of great hardness, it takes a very high polish and its color is rich and subdued.

There exists in the county large deposits of marble of many varieties and fine quality. This marble is now being marketed in considerable quantities, for during the past year there has been a heavy demand for the product from outside markets.

Nature has also provided an unlimited amount of hydraulic cement, and has deposited this valuable substance in a readily accessible place. It needs no other element than that of manipulation to produce a product equal to the best imported German and English varieties. With the rapid development of the use of re-enforced concrete as a building material, it would appear that the day is not far distant when San Diego county will be supplying a large part of the cement used in this country.

Great advances have been made in the onyx industry during the past year. Considerable deposits of this pretty stone have been found in Lower California. A company has been organized for the purpose of manufacturing this pretty and useful stone into all kinds of articles. This company has a large factory in San Diego, where the finished material is turned out.

Ceramic art may some day have its home in this county, for fire-brick and pottery clays are found in abundance, among them the highly prized kaolin, which is found in great quantity, and of unusual purity. One bed of kaolin in the county has been explored to a depth of eighty feet, and the bottom of the shaft is still in the valuable substance, while the surface indications show that the kaolin deposit covers several hundred acres.

Large quantities of salt are produced by evaporation of sea water in pans cleared from marsh lands at the mouth of lagoons and indentations of bays. The salt-maker in San Diego county does not need to worry about the weather. Evaporation goes on each day of the year.

Deposits of sulphur, alum, soda, infusorial earths, gypsum, phosphate rock, limestone, manganese, mineral soap, antimony, bismuth, standstone, serpentine, graphite and mica, in commercial sizes, are also known to exist in San Diego county, and numerous mineral springs, hot sulphur, iron, lithia and effervescent soda, are to be found, and several springs, the waters of which are extensively advertised and sold, and which are said to have the singular properties of rejuvenating physical powers.

## Semi-Precious Gems of San Diego.

Eight years ago the gem output of San Diego county was barely worth mentioning. Now it has increased until it is recognized as one of the county's most valuable industries. Eight completely equipped lapidary establishments just ended produced cut stones, with a valuation of \$72,132. This by no means represents the total value of the gem mining industry for the year, for during the twelve months of 1909 there was also produced \$415,085 worth of gems in the rough.

With the great increase in the industry during the past six years, San Diego has now taken rank as the "Gem County of California." Not only is it the greatest gem-producing county in the State of California, but it also produces every year more semi-precious stones than any other single county in the entire United States. Not only in the quality produced, but in the varied kinds of gems found, does San Diego county lead.

Probably the best known and the most popular of the gems found in San Diego county are the kunzite and tourmaline. These two gems alone would be sufficient to insure San Diego county's fame among the places of the world producing precious stones. Both are in big demand throughout the East and in Europe, and the finer qualities command good prices. At every prominent jewelry house in the country these stones may now be found on sale.

The Mesa Grande locality is remarkable for the great size and perfection of the crystals, many of them being almost faultless, and the doubly-terminated ones being the rule rather than the exception. The Ernest Schernikow collection from this mine is the finest known, and ranks with those from any locality in the world. A very fine set of specimens was shown at the Pan-American exposition at Buffalo in 1901, and have since been purchased and presented to the Musee d'Historie Naturelle at Paris.



The two-color crystals, part green and part red, are remarkably strong at the point of contact, so that many have been cut, showing one-half of the gems green, either pale or dark, and the other either a handsome pink or red. Some of the crystals have circular hollows or thread-like inclusions, so that when they are cut across these layers they form admirable cats-eyes. Quite a number of beautiful cats-eyes weighing from 25 to 30 carats have been found, varying from almost colorless to pale pink, rose, red, pale green, yellow, green and dark green. For this particular type of tourmalines Mesa Grande is pre-eminent.

This locality has been worked more thoroughly, and has been more productive than any other in the United States.

Many other gems are found in San Diego county, including a large number that are not yet being mined in commercial quantities. These gems are as follows:

**Sapphire**, which has all the properties of the ruby, except that it is 9, a trifle harder than ruby. Only one specimen has been cut here.

**Ruby**, spinal variety, hardness 8, or 8.5, softer than the true ruby, found in twined crystals.

**Chrysolite**, a yellow stone, peculiar to Levant countries.

**Cairngorm**, a brown stone, common in many countries.

**Moonstone**, a blue, white or liquid-colored stone.

**Epidote**, a yellowish-green stone.

**Axinite**, a purple stone, soluble in strong acid.

**Actinilyte**, a hornblende crystal.

**Pearl**, found in shellfish, usually small or imperfect.

Garnets of the essonite variety have been found at a number of localities in San Diego county. Fine essonite crystals of rich yellow or orange-red in color, and very brilliant, have been discovered. Spessarite garnets and garnets of other shades, from dark red to black, are also found.

## Gems Found in San Diego County.

**Kunzite**—A spodumene; shades, lilac-pink and white; hardness (the diamond standard being 10) 7.5 to 8.5; a stone found nowhere else in the world; special property, luminous for hours after exposure to X-ray or radium.

**Tourmaline**—Found in seven shades, including red (rubelite), green and yellow; hardness, 7.

**Hyacinth** (zircon)—Found in a number of shades, including golden and wine; special property, turns white when heated.

**Beryl**—A near relative of the emerald, and frequently classed as such; hardness, 7.5; found in pink (a rare form), green and white.

**Topaz**—A species of sapphire; hardness, 8; found in white and in blue (the latter a rare shade).

**Garnet**—Found in several shades, from dark-red to black; hardness, 6.5; easily found.

**Quartz**—Pure white and smoky, used for making brilliants.

**Sapphire**—Which has all the properties of the ruby, except that it is a 9, a trifle harder than ruby.

**Ruby**—Spinal variety, hardness 8 to 8.5, softer than true ruby; found in twined crystals.

**Yellow Topaz**—Hardness and properties same as other topazes.

**Chrysolite**—A yellow stone, peculiar to Levant countries.

**Zircon**—Properties same as the hyacinth.

**Catseye**—Hardness, 8.5; has peculiar property called "chatoyant," resembling the "changeable silk" of a lady's dress.

**Cairngorm**—A brown stone, common in many countries.

**Moonstone**—A blue-white or "liquid colored" stone.

**Pearl**—Found in shellfish, usually small or imperfect.

**Chrysoprase**—Apple-green variety of chalcedony, in the onyx family.

**Abinite**—A purple stone, soluble in strong acid.

**Actinilyte**—A hornblende crystal.

**Epidote**—A yellow-green stone.

## NUMBER OF FRUIT TREES AND VINES.

	Bearing	Non-bearing	Total
Apple .....	63,860	27,850	91,710
Apricot .....	49,110	2,200	51,310
Cherry .....	5,745	725	6,470
Fig .....	15,700	2,100	17,800
Lemon .....	271,000	34,600	305,600
Olive .....	231,600	24,000	255,600
Orange .....	107,000	4,200	111,200
Peach .....	93,200	40,100	133,300
Pear .....	17,850	10,000	27,850
Plum .....	11,750	9,000	20,750
Prune .....	87,360	4,000	91,360
Pomelo .....	17,000	2,350	19,350
<b>Total fruit trees.....</b>	<b>971,175</b>	<b>161,125</b>	<b>1,132,300</b>
Almond .....	8,380	1,000	9,380
Walnut .....	7,000	2,700	9,700
<b>Total nut trees.....</b>	<b>15,380</b>	<b>3,700</b>	<b>19,080</b>
Grape Vines (all kinds).....	2,288,000	549,500	2,837,500
Berries, acres (all kinds).....	185,000	10,000	195,000

## SAN DIEGO COUNTY CEREAL PRODUCTS.

	Acres	Tons	Value
Wheat .....	7,352	2,480	\$ 74,400
Barley .....	29,876	11,502	333,558
Oats .....	7,550	2,716	108,640
Corn .....	2,209	1,104	27,600
<b>Total Cereals .....</b>	<b>46,987</b>	<b>17,802</b>	<b>\$544,198</b>

## FRUITS, VEGETABLES, ETC.

	Dried	Amt.—Lbs.	Value
Almonds .....		60,000	\$ 7,800
Apricots .....		220,000	17,600
Peaches .....		30,000	1,500
Prunes .....		30,000	1,200
Raisins (60 cars).....		3,200,000	96,000
Walnuts .....		100,000	12,500
<b>Total .....</b>		<b>3,640,000</b>	<b>\$136,600</b>

	Canned	Amt.—Cases	Value
Olives (½ pints).....		200	\$ 1,000
Olives (pints).....		3,500	17,500
Olives (quarts).....		6,300	30,240
Olives (gallons).....		600	3,600
Olives (bulk, gallons).....		5,000	2,500
<b>Total .....</b>		<b>15,600</b>	<b>\$54,840</b>

## FISH INDUSTRY.

	Pounds	Values
Salt Fish .....	960,000	\$ 38,400
Pickled Fish .....	244,000	9,760
Lobsters .....	40,000	7,000
Turtles .....	11,000	550
Other kinds .....	2,976,740	148,837
<b>Totals .....</b>	<b>4,231,740</b>	<b>\$304,547</b>

## DAIRY INDUSTRY.

	No.	Production	Value
Dairies .....	256		
Creameries .....	3		
Skimming Stations.....	4		
Cream (gallons) .....		7,000	\$ 7,000
Butter (pounds) .....		700,000	224,000



**COUNTY HAY PRODUCTS.**

Alfalfa Hay .....	1,617	6,468	\$ 109,956
Grain Hay .....	88,856	88,856	1,688,264
Grass Hay .....	3,500	3,500	45,500
<b>Total Hay .....</b>	<b>93,973</b>	<b>98,824</b>	<b>\$1,843,720</b>

**FRUITS, VEGETABLES, ETC.**

	Amt.—Lbs.	Value
<b>Green</b>	<b>Total Production</b>	<b>\$</b>
Apples .....	2,500,000	62,500
Apricots .....	1,600,000	48,000
Blackberries .....	300,000	12,000
Beans .....	3,340,000	116,900
Cabbages .....	500,000	5,000
Cauliflower .....	150,000	6,000
Celery .....	20,000	300
Corn .....	2,000,000	30,000
Cherries .....	200,000	10,000
Figs .....	16,000	480
Grapes .....	3,000,000	30,000
Grape Fruit .....	600,000	9,000
Lemons (1,556 cars) .....	491,712	1,106,352
Loganberries .....	10,000	400
Onions .....	250,000	3,125
Oranges (boxes) .....	97,719	156,510
Olives .....	3,700,000	157,250
Pears .....	103,250	3,097
Peaches .....	1,000,000	20,000
Green Peas .....	310,000	15,500
Persimmons .....	20,000	80,000
Plums .....	100,000	3,000
Irish Potatoes .....	6,018,000	75,225
Prunes .....	200,000	4,000
Rhubarb .....	18,000	540
Strawberries .....	2,000,000	80,000
Sweet Potatoes .....	300,000	4,500
Tomatoes .....	550,000	5,500
<b>Total .....</b>		<b>\$1,966,039</b>

**POULTRY AND EGGS.**

	Dozen	Value
Chickens .....	30,500	\$231,500
Ducks .....	1,500	9,750
Geese .....	500	9,000
Turkeys .....	1,200	32,400
Eggs .....	1,225,400	428,890
<b>Total .....</b>	<b>1,259,100</b>	<b>\$693,540</b>

**MISCELLANEOUS PRODUCTS.**

	Pounds	Value
Bees, 55,000 hives .....	-	\$165,000
Beeswax .....	25,000	6,000
Flowers and Plants .....	-	80,000
Honey .....	1,597,500	87,862
Mineral Water (cases) .....	8,500	63,750

**GENERAL COUNTY STATISTICS.**

Area (square miles) .....	4,209
Value of county real estate .....	\$ 5,539,346.00
Value of improvements thereon .....	960,384.00
Value of city and town lots .....	20,609,988.00
Value of improvements thereon .....	4,005,921.00
Value of personal property .....	4,210,532.00
<b>Total value of all property .....</b>	<b>\$35,334,171.00</b>
Number of miles of public roads .....	5,200
Expended on roads last fiscal year .....	\$ 56,335.00
Road levy per \$100, for 1909 .....	.60
Value of county buildings .....	551,500.00
Steam railroads (assessed value) .....	2,547,855.00
Electric roads (assessed value) .....	304,742.00
Electric power plants (assessed value) .....	58,900.00
Electric power lines (assessed value) .....	55,200.00

**SOME SAN DIEGO MANUFACTORIES.**

	Number	Employees	Value of Products
Bookbinderies .....	2	10	\$ 10,000
Wood Boxes .....	1	6	18,000
Brick .....	3	69	91,125
Brooms .....	1	4	9,600
Cigars and Tobaccos .....	3	75	226,000
Coffees, Spices, etc. ....	2	18	186,000
Confectionery .....	5	40	196,000
Foundries and Iron Works .....	8	162	196,000
Furniture .....	1	4	20,000
Jewelry .....	3	18	32,000
Leather Goods .....	1	6	7,000
Hide Products .....	5	16	96,000
Lard, Meat and Tallow .....	5	12	75,900
Olive Canning and Oil .....	4	30	79,800
Olive Boxes .....	2	13	33,000
Cement Pipe .....	1	20	30,000
Planing Mills .....	7	130	430,000
Salt .....	2	60	132,000
Soap .....	1	15	8,400
Artificial Stone .....	2	30	80,000
Crushed Rock .....	3	56	221,000
Granite .....	3	19	31,500
Gem Cutting .....	8	20	72,132
Rough Gems .....	5	25	415,085
Tin and Galvanized Iron .....	5	48	107,000
Citrus Washing Powder .....	1	15	48,000
Sal Soda .....	1	15	1,800
Saw Mills .....	1	50	360,000
Rubber Stamps .....	1	2	4,000
Onyx .....	1	20	120,000
Sawing Fuel .....	1	10	18,000
Tents and Awnings .....	2	13	40,000

**STOCK INDUSTRY.**

	Number	Value
Beef cattle .....	11,100	\$ 555,000
Stock cattle .....	38,500	1,155,000
Dairy cows, graded .....	1,000	50,000
Angus .....	80	8,000
Devon .....	225	11,250
Herefords .....	10	500
Jersey .....	200	10,000
Common .....	11,800	413,000
Calves .....	13,400	134,000
Swine .....	11,000	110,000
Thoroughbred horses .....	100	20,000
Standard bred horses .....	2,000	250,000
Common horses .....	8,600	516,000
Colts .....	2,000	50,000
Jacks and Jennies .....	40	3,200
Mules .....	1,250	168,700
Sheep .....	10,300	56,650
Lambs .....	4,200	12,600
Common goats .....	600	1,500
<b>Total stock .....</b>	<b>116,405</b>	<b>\$3,525,400</b>

**WINES, BRANDIES, ETC.**

	Gallons	Value
Dry wines .....	520,000	\$ 156,000
Sweet wines .....	180,000	90,000
Beer (barrels) .....	48,000	384,000
Brandy .....	6,000	4,500
Vinegar .....	1,800	1,080
<b>Total value .....</b>		<b>\$ 635,580</b>



## PRODUCTS OF THE COUNTY.

Fruit-growing and the manufacture of fruit products constitute the leading industry of San Diego County. California is the greatest fruit-growing state of the Union. We have here a climate which insures life and thrift of tree or vine; length of growing season and absence of summer rains and adequacy of sun heat to promote size, beauty and quality of fruit—a combination of conditions which befit the growth of both semi-tropical and temperate zone fruits, thus giving us a variety which no other states possesses in such fullness and perfection. The various products of the county are briefly summarized as follows:

### Deciduous Fruits.

**APPLES**—Along the mesa lands, adjacent to the ocean, in the foothills and in the mountains, apples are grown which are of superior quality and which have been awarded medals in competition with those grown in every other part of the United States.

**APRICOTS**—This is particularly a fruit of the protected valleys, and it does not grow commercially at altitudes of 2000 feet. Many sections of the county are adapted to its growth. The California apricot is of superior size and quality and in canned and dried forms finds ready market in this and other countries.

**PEACHES**—The peach is the greatest orchard fruit of the deciduous class. It has a very wide range, growing beside the apricot, where it thrives in interior valleys, rises a thousand feet above it in the foothills and goes lower on the plains and into the frosted areas with less danger.

**NECTARINES**—This smooth-skinned fruit of the peach variety is not cultivated extensively. The quality is magnificent, but the demand is not sufficient to warrant extensive plantings.

**PEARS**—This fruit resembles the peach in its wide range of growth, and even yields at an altitude of 5000 feet or in the lowest valley. Almost every county in the state grows the pear in commercial quantities. There is not a wide variety, however, and the Bartlett is the principal growth.

**PLUMS AND PRUNES**—Probably nowhere else in the world can so rich and delicious a fruit food as the California prune be so cheaply produced. Of plums, aside from varieties which are dried without removal of the pit (and therefore called prunes), the production is relatively small.

### Nuts.

**ALMONDS**—This is a bench or valley product, and it is important to select locations where there is a minimum danger of frost. California stands as the only source of a home-grown almond supply for American markets.

**CHESTNUTS**—The California product is small and consists largely of the Italian variety grown in the interior valleys and foothills. Little attention has been given to its cultivation.

**PEANUTS**—In Southern California the chief product is on the lower lands of the Coast region. The growth is quite profitable to those who master the details. Not nearly all the peanuts consumed in the state are grown here.

**PECAN**—The nut grows well in lower lands of interior valleys. The product has not attained commercial importance.

**WALNUT**—The English Walnut is the great nut grown in this state. The walnut tree flourishes on the coast, interior valley and foothill climates, provided it has sufficient depth of soil to sustain it and to furnish the constant, but not excessive, water supply it needs. Where the rainfall is sufficient, the yield is satisfactory without irrigation.

### Grapes.

The grape grows in all parts of the county from near sea level to the higher altitudes. It thrives in nearly all kinds of soil from the deep loams of the valleys to the shallower soils of the foothills and mountain slopes. Table, raisin and wine grapes are grown in San Diego County. The yield is enormous and the quality unsurpassed.



## Semi-Tropical Fruits

The date fruits freely in some localities; the banana is fruited in thermal situations; the pineapple yields well in frostless places near the coast, while the alligator pear is grown in limited commercial quantities. The guava and the loquat are grown for local use and for export. The persimmon and pomegranate grow in nearly all fruit districts.

**FIG**—More than a century ago, the padres at the old mission realized the importance of fig culture, and for decades it has been successfully grown. The tree is hardy, and some attain great dimensions. The production has been restricted somewhat by the fact that fresh figs do not take kindly to long shipment, but the quality of the dried product has improved, and ranks high with that of Smyrna.

**OLIVE**—This is another fruit which has been successfully grown in this county for over a century. The olive as a table delicacy daily grows in popularity, and the San Diego product is regarded by epicures as much superior to the imported product. The same may be said of the olive oil. The manufacturers have to compete with cheap and adulterated substitutes. Cotton seed and other adulterants enable a low price to be fixed on what is labeled olive oil. The people are becoming educated along these lines, however, and the splendid quality of the California olive and its products are beginning to be appreciated.

**LEMON**—San Diego county contains the lemon belt of the world. The lemon does best in the frostless region and within a few minutes' ride of San Diego one enters an area given over almost wholly to lemon culture. The trees yield abundantly. New methods of culture and fruit handling have been devised and the imported lemon has been almost wholly displaced by the California product.

**ORANGE**—The California orange is not only in demand throughout the United States, but the fruit is successfully exported. San Diego County produces large quantities. By choice of early and late varieties and by using the variation in the season of maturity, growers can furnish oranges all the calendar year.

**GRAPEFRUIT**—The pomelo, or grapefruit, is rapidly acquiring a place among the desirable products of the county. The yield is large, the quality most excellent and the demand growing.



## Small Fruits.

In San Diego County the term "small fruits" is applied to berries and currants. The field for their cultivation is widening. There is increasing demand for home consumption and for canning for export. Blackberries, strawberries, Loganberries, raspberries, of many varieties, are grown. Ripe strawberries are gathered every month of the year. Southern California is admirably adapted to the growth of small fruits, and many engaged in their culture have found the business very profitable.

## In General.

It is a difficult matter to give in limited space a full description of what may be successfully grown in San Diego County. On other pages, the products of different localities are outlined to some extent, but the variety of products and the immensity of yield precludes more extended mention.

## Fruits all the Year.

San Diego County people enjoy fresh fruit all the year round. There is not a month that there is not something ripe on the trees or bushes. The following is a list of the principal fruits, and the seasons when they may be gathered:

- ORANGES**—December to November.
- LEMONS**—Every month in the year.
- GRAPE FRUIT**—December to November.
- APPLES**—June to January.
- PEACHES**—May to October.
- PEARS**—July to December.
- APRICOTS**—April to October.
- LOQUATS**—March to May.
- NECTARINES**—July to October.
- PLUMS**—June to September.
- PRUNES**—July to November.
- OLIVES**—October to January.
- FIGS**—Three crops, July to December.
- CHERRIES**—May to July.
- POMEGRANATES**—August to January.
- GRAPES**—June to November.
- STRAWBERRIES**—March to Christmas.
- BLACKBERRIES**—April to September.
- DEWBERRIES**—May to July.
- CURRANTS**—May to August.
- GUAVAS**—Two crops, March to July, September to December.

## VEGETABLES.

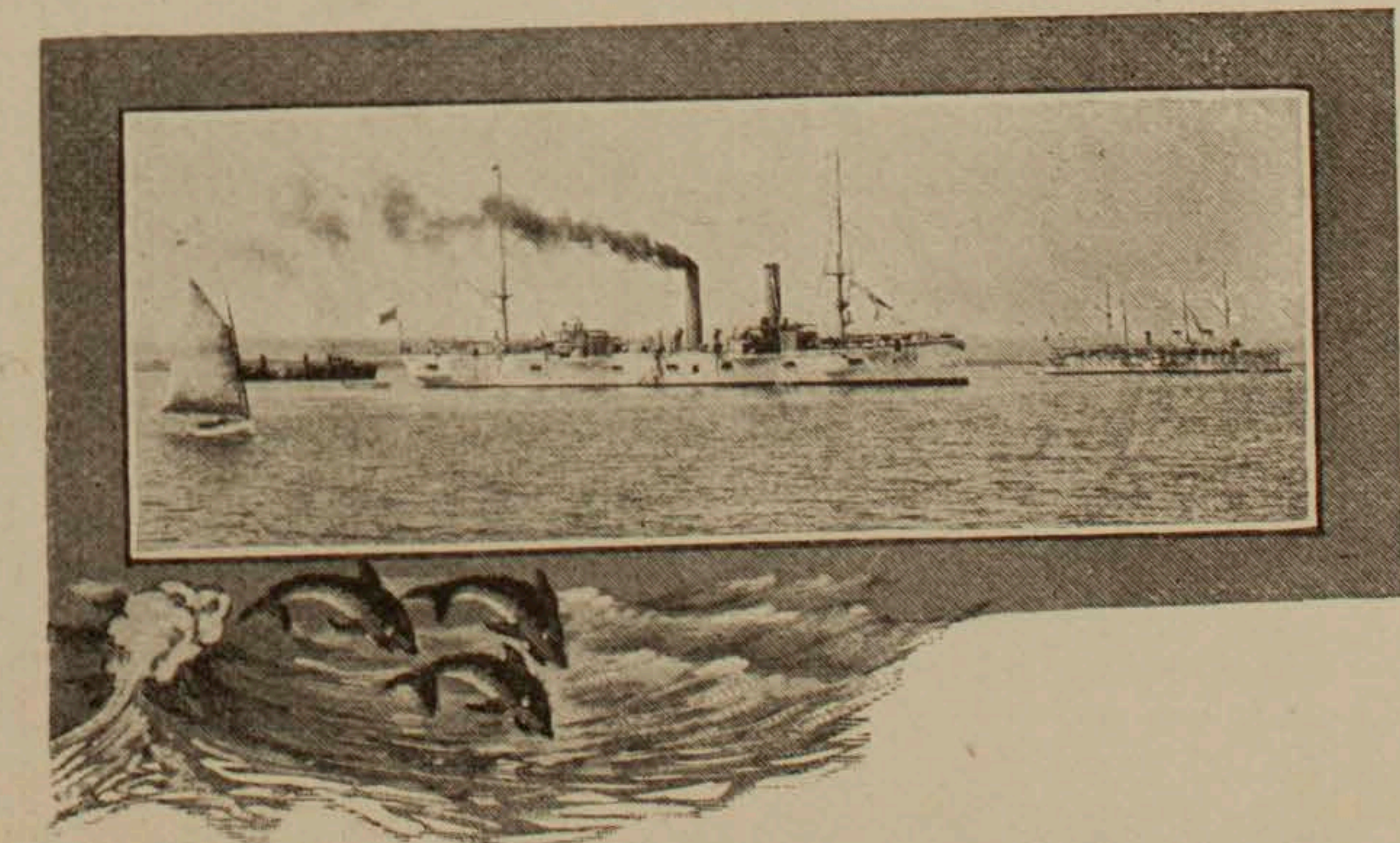
- TOMATOES**—April to January.
- LETTUCE**—All the year round.
- PEAS**—All the year round.
- RADISHES**—All the year round.
- ONIONS**—All the year round.
- CABBAGES**—All the year round.
- POTATOES**—Two crops; plant August and February.
- MELONS**—May to October.
- CORN**—May to October.

## Figures Showing San Diego's Growth.

YEAR	POSTOFFICE RECEIPTS	BANK DEPOSITS	DEEDS RECORDED	NEW BUILDINGS	NO. PERMITS
1901.....	\$39,151.83	\$1,830,923.60	2,716	\$ 123,285.00	252
1902.....	41,720.84	2,336,778.82	2,918	432,140.00	127
1903.....	46,000.00	3,092,772.89	4,291	710,123.60	267
1904.....	56,392.99	3,729,223.87	6,999	914,967.00	505
1905.....	64,190.33	5,388,518.66	9,223	1,193,170.00	716
1906.....	74,350.54	6,948,972.05	10,493	2,761,285.00	836
1907.....	89,776.21	7,028,322.65	13,103	2,297,915.00	1051
1908.....	103,570.00	7,159,375.77	.....	2,383,540.00	1209
1909.....	113,632.63	9,565,634.72	.....	2,632,100.00	1520

## Concrete Facts About San Diego.

- San Diego County has an assessed valuation of \$37,476,254.
- Twenty-one public schools, employing 160 teachers.
- First-class private schools.
- \$225,000 high school building.
- \$200,000 State Normal School buildings.
- \$150,000 public building to be erected by the United States government.
- Most powerful naval wireless telegraph station on the Pacific Coast.
- Twenty-six churches.
- Three daily newspapers and several weekly newspapers.
- Eleven banks.
- Tourist, family and commercial hotels and numerous good restaurants.
- One hundred and sixty-seven miles of cement sidewalks.
- Eighty miles graded streets.
- Complete and expensive sewer system.
- Magnificent park of 1400 acres, now being developed.
- Three smaller parks.
- Public library containing 26,000 volumes.
- Twenty-five miles of oiled, dustless boulevards.
- First established mission in California. Founded in 1769.
- Largest and most attractive tourists' hotel in the west, Hotel del Coronado, just across the bay.
- All the advantages of an eastern city of the size and population, and many advantages possessed by no other community.
- Fourth city in population in California.
- Population in 1900, 17,000; in 1909, 50,000.
- The only harbor between San Francisco and the Panama Canal.
- First and last American port of call Pacific Tehuantepec route.





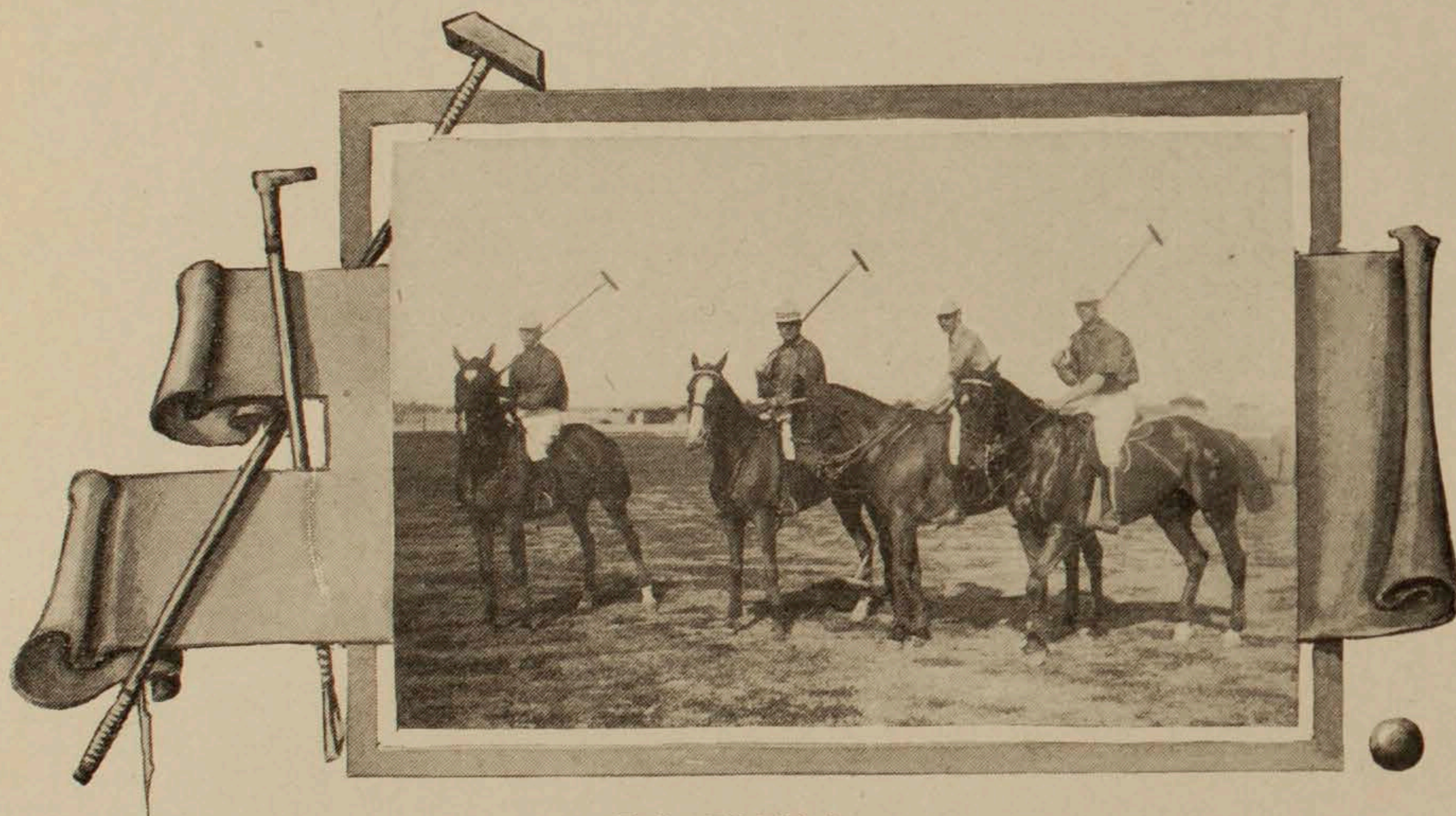
## Beach and Mountain Resorts.

### CORONADO.

Just across the bay from San Diego is America's greatest summer and winter resort, Coronado Beach. The peninsula of Coronado, with its charming environments, is peculiarly adapted to the purposes of a great pleasure resort. There is nothing approaching it the entire length of the Pacific Coast, and none of the famous Atlantic resorts equal this fair spot in natural attractions.

In accommodating the pleasure-loving public, the Coronado Beach management has prepared and set aside a portion of its land just between the bay and ocean, about half a mile south of the hotel, as a special resort for summer visitors from the interior and neighboring states, who do not care for hotel life, and yet wish to enjoy the many privileges offered at this attractive resort. Here you may pitch your own tent, or rent one already furnished, and proceed to enjoy a life of ease, comfort and pleasure.

In this delightful region, summer or winter, you may indulge in walking, golfing, polo, wheeling, driving, fishing, shooting, boating, swimming, gaining in health and strength with each day's sojourn.



### LA JOLLA.

Fourteen miles north of San Diego is found a village of 1200 inhabitants, composed largely of people retired from the more active walks of life. The principal business of the village is caring for the thousands of tourists and semi-invalids that come annually to enjoy a season of rest in this favored locality. Professor John Bruce McCullum, of the California University, after a long visit to La Jolla, wrote of it as "El Nido" (the nest), and compared it to "the nest of the sea-gull which is built on the edge of the cliff" (over the caves), "where the waves roll beneath all day and through the night; where it is never quiet, for on the calmest days the surf still comes pounding over the crags to break against the solid rock a hundred feet below the village. Here, beside one another, there are two worlds; the cliffs with the salt spray and the roar of the sea, and just beyond them the plains with their endless brush and their dusty sunshine. Between these worlds lies La Jolla (El Nido), like the sea-gull's nest between the sea and the sky."

There are many handsome homes, some of quaint design, where the owners reside the year around. Ample provision is made for the tourist. The attractions are unusual. Among them are the caves, the biological station, the bathing cove, Alligator Head, Goldfish Point, the Witches Cauldron, the White Lady, Devil's Slide and view of mountain and ocean.

Oceanside and Del Mar to the north and National City to the south also possess many attractions for the tourist. More extended mention of these places will be found elsewhere in the booklet.



SAN DIEGO MISSION, FOUNDED JULY, 1769



## POINT LOMA.

Within a few minutes' ride from the business center of San Diego is Point Loma, the great promontory sheltering San Diego Bay on the west, and a place well worth visiting. The road from San Diego is one of the best in the bay region, and affords a succession of delightful views; no better outing can be imagined than a trip to the wireless station (the largest in our navy's service) and to the old lighthouse on the heights above Fort Rosecrans. From the ridge a superb view is obtained of the peninsula of Coronado and the quaintly shaped Coronado Islands—Corpus Christi, with its mummy-like form, attracting instant attention.

The quarantine station and new naval coaling station are located on the east slope of the Point. Boats ply regularly for accommodation of visitors.

Along the eastern shore of the bay are the business blocks and pretty homes of San Diego, covering the slopes and crowning the hills for a large area. The Theosophists, under the leadership of Katherine Tingley, own many hundred acres from the ridge north of the Government Reservation down to the ocean, upon which they have erected a number of buildings of unique and attractive architectural design. One of the great purposes of this International Society is to build up on Point Loma an influential educational center. Near the Homestead is the Point Loma Tent village, open to visitors.

On the westerly slope of the Point is Ocean Beach, where the rugged cliff formation is of unusual interest. There is a nice stretch of beach, and the resort is becoming very popular.

## PACIFIC BEACH.

Eight miles north of San Diego, Pacific Beach offers many attractions. There are good hotel accommodations. Mission bay is an ideal sheet of water for boating. The long strip of beach is a favorite drive and there are other varied forms of outdoor life which go to render the place especially attractive. It is building up rapidly. Pacific Beach has much to please the visitor and is a desirable place for a home.

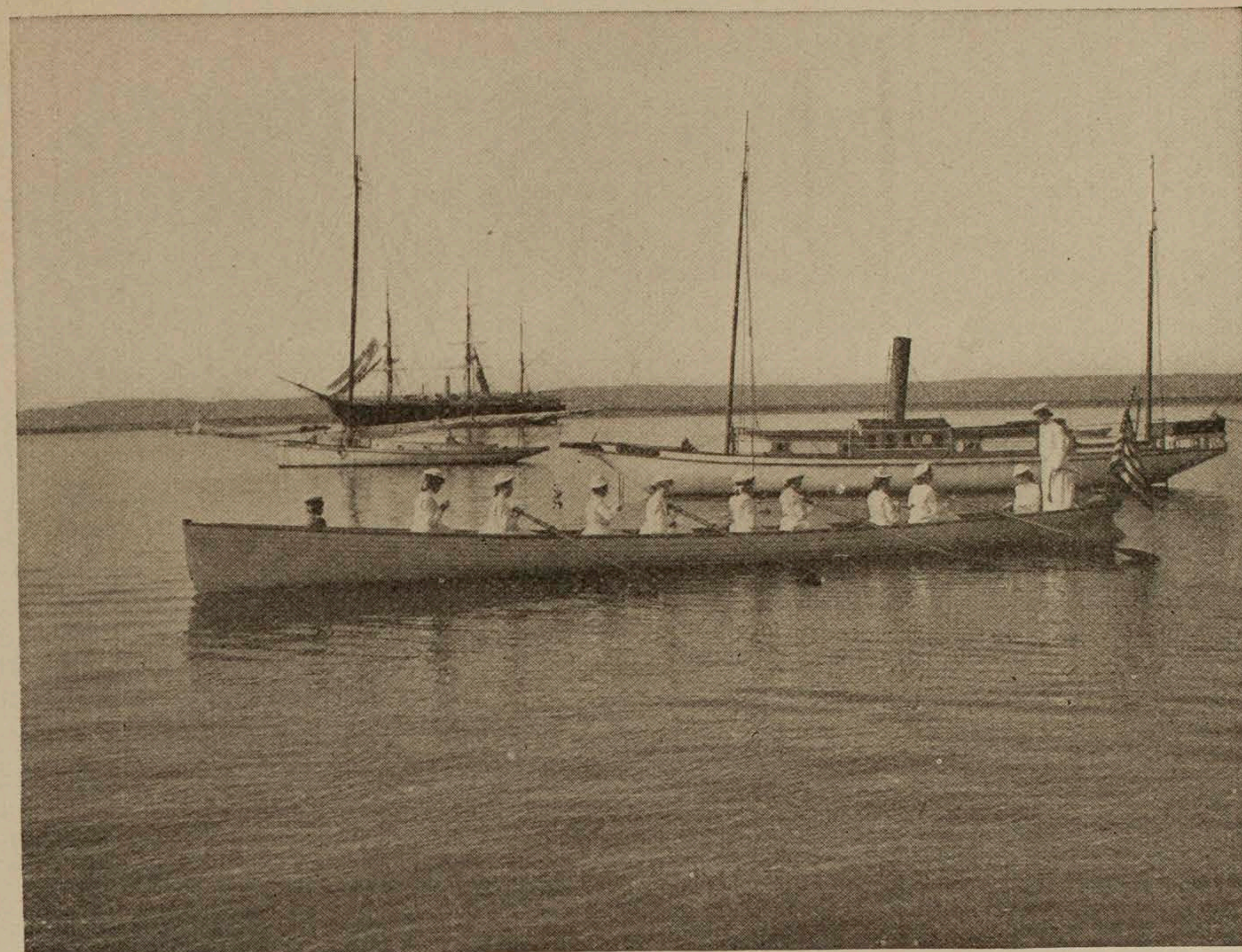
## Mountain Resorts.

**LAKESIDE**—Lakeside is situated in the foothills, twenty-one miles from San Diego, and is easily reached by rail, or over a good road for automobiles, carriages or other conveyances. The road traverses a section studded with fertile ranches and beautiful homes. Here is located the Lakeside Inn, a hostelry which takes front rank among the resorts of the Pacific coast. The Inn is on the margin of a pretty fresh water lake, in the midst of beautiful grounds covering an area of about five hundred acres. The caravansary is modern in every respect, makes a specialty of its cuisine, and thousands of tourists go there annually. There are a variety of sports, such as hunting, fishing and boating, while there are golf links, tennis courts and other means of diversion. One of the great attractions at Lakeside is the new automobile speedway. The course is pronounced by experienced automobilists the best on the Pacific coast. It was laid out and constructed regardless of expense. Already numerous speed contests have taken place and the world's records broken. Lakeside has an altitude of about 400 feet; is far enough from the Ocean to escape any form of dampness and near enough to get the benefit of the refreshing sea breezes.

**WARNER'S HOT SPRINGS**—These springs are located sixty-seven miles northeast of San Diego, necessitating a stage ride of thirty-three miles from Foster's, the terminus of the Cuyamaca and Eastern railway. Automobiles also run to the resort. The waters are pronounced by many to have wonderful curative properties. The altitude is 3300 feet. There are hotel accommodations, and many avail themselves of a sojourn to receive the benefit of the waters or to take advantage of the hunting and other sports and pastimes afforded.

**WITCH CREEK**—One of the attractive resorts of the county is at Witch Creek, fifty miles northeast of San Diego. Altitude, 2750 feet.

**PALOMAR MOUNTAIN**—As the name implies, this section is away from the ocean and bay, near to the heart of nature. The distance from San Diego is ninety-four miles, via Oceanside and San Luis Rey valley. The trip is made from Oceanside by auto or private conveyance. There is hunting during the season, but the principal enjoyment is the home in the mountains, and the delightful jaunts through the wooded slopes. The scenery is remarkably fine.



GIRLS' ROWING CLUB ON SAN DIEGO BAY



POINT OF ROCKS, NEAR SAN DIEGO



## OF INTEREST TO TOURISTS.

**CORONADO**—Just across the bay. Largest all-the-year-hotel in the United States. Tent City open during summer season. Bathing every day in the year in ocean and bay. Boating, fishing, hunting, golfing, tennis and other out-of-door sports. Reached by ferry and electric car or by conveyance around peninsula.

**POINT LOMA**—Promontory which extends between bay and ocean. Location of Fort Rosecrans, the only fortification in Southern California. United States Coaling Station building at cost of \$350,000, government wireless telegraph station, lighthouse, headquarters of Theosophists under the leadership of Katherine Tingley, reached by electric railway, ferry, tally-ho or auto.

**OCEAN BEACH**—On westerly slope of Point Loma. Bathing and fishing, rugged cliff formation. Reached by electric cars, tally-ho or auto.

**STATE NORMAL SCHOOL**—University Heights, finest in state, campus contains sixteen and one-half acres. Reached by electric cars.

**OSTRICH FARM AND PAVILION**—Hundreds of birds, and large factory and display rooms. Commodious pavilion and attractive grounds overlooking Mission valley. A favorite resort. Reached by Fifth street electric car line.

**SILK MUSEUM**—On North avenue, close to Pavilion. Worms at work and interesting display of silk in various stages, souvenirs, etc. On electric car line.

**SAN DIEGO MISSION**—In the Mission valley, eight miles from center of city. Oldest mission in California. Founded July 16, 1769. Reached by auto, tally-ho or other conveyance.

**OLD TOWN**—The original townsite of San Diego, noted as having been the home of Ramona. Old mission bells and church where Ramona was married. Reached by rail, tally-ho or other conveyance.

**PACIFIC BEACH**—A delightful suburban resort, on the shores of Mission bay, eight miles north of San Diego. Good boating and fishing and a magnificent stretch of beach. Good hotel accommodations and other attractions. Reached by rail or other conveyance.

**LA JOLLA**—Fourteen miles north of San Diego, is the most picturesque resort on the coast. Bathing, boating, fishing are popular pastimes. The rugged cliff formation, honeycombed with caves, reached from the ocean side at low tide, or by tunnel when the tide is in, are of unusual interest. Family hotels and other accommodations for tourists. La Jolla is a favorite residence section and there are many pretty homes. Reached by steam and interurban cars.

**CITY PARK**—Containing 1400 acres, close to business and residence section. Improved in part only. Magnificent view of city, ocean, bay, Coronado, North Island, Coronado Islands and mountains. Easy walking distance. Car line one block away.

**NATIONAL CITY**—Four miles south of San Diego, at head of bay. Pretty homes, good business houses, churches and schools and surrounded by fertile groves of citrus and other fruits. Reached by steam and electric interurban lines.

**CHULA VISTA**—Adjoining National City. Right in the lemon belt of the world. Thousands of acres under cultivation. Steam and electric cars.

**TIA JUANA**—Just across the line in Mexico, is visited by tens of thousands annually. The place contains a custom house, curio stores, restaurants, etc. Reached by steam cars, auto or tally-ho.

**SWEETWATER DAM**—A side trip from National City, by steam car or reached by other conveyance. A gigantic structure of masonry, 100 feet high, 440 feet long on top, 45 feet thick at base and 12 at top, and costing approximately \$396,652 to construct. Holds in reserve nearly 6,000,000,000 gallons of water, which is used largely for irrigating purposes.

**BACK COUNTRY TRIPS**—Are a revelation to the visitor. The famous El Cajon valley is reached by interurban and steam cars and other modes of travel. The valley is one of the most productive in the world. The raisins grown there are noted for their excellence, while every variety of citrus and deciduous and small fruits attain perfection. Farm products of all kinds are grown.

**LAKESIDE INN**—At the head of the El Cajon valley, is one of the noted mountain resorts of Southern California. The Inn is modern, and its surroundings are beautiful. There are all kinds of outdoor amusements, such as hunting, fishing, boating, and games and outdoor sports are a feature all the year. An automobile speedway has been constructed, and Lakeside is a favorite resort for owners of machines. Many contests have been held and world's records lowered on the track. Steam trains run there.

**WARNER'S**—Sixty miles distant, is a mountain resort where there are hot springs, the waters of which possess medicinal properties, and many people broken in health have been restored by a sojourn there. The trip is made by train to Foster, where stage connection is made. Auto lines also run between San Diego and the Springs.

Alpine, Witch Creek, Ramona, Palomar Mountain and the Cuyamacas are among the other points of interest where cottage and camp life and the delights of the open are enjoyed to the full.

## Names of County Towns and What They Mean.

**DEL MAR**—Of the sea or ocean.

**CHOLLAS VALLEY**—(Commonly called) cactus.

**DULZURA**—Sweetness, pleasure.

**SANTA YSABEL**—Saint Elizabeth.

**SAN MARCOS**—Saint Marcos.

**SAN LUIS REY**—Saint Louis; king.

**BERNARDO**—Bernard, a brave man.

**CUYAMACA**—Gay, gallant, fine.

**DESCANSO**—Rest, repose, quiet, stillness.

**ESCONDIDO**—Hidden, concealed.

**LAGUNA**—Lake, uneven, marshy country.

**PALA**—A wooden shovel, fire shovel.

**POINT (Punta) LOMA**—Point, summit.

**WYNOLA**—A very small bird, from India.

**JAPATUL**—A small round basket (Indian).

**TIA JUANA**—Aunt Jane.

**LA JOLLA**—(Hoya) jewel, gift.

**LA MESA**—The table, flat or level surface.

**EL CAJON**—The box, chest.

**CHULA VISTA**—Pretty sight or view.

**LA PLAYA**—The shore, strand, beach.

**ONEONTA**—Little evergreen oaks.

**LA PRESA**—The capture, strand, dike.

**JAMUL**—Side saddle (Indian).

**SAN MIGUEL**—Saint Michael.

**SAN DIEGO**—Saint James.

**DEHESA**—Portion of land, full of trees.

**SAN PASQUAL**—Saint Pasqual.

**OTAY**—A place full of rushes.

**POWAY**—Sigh, crave, longing for.



# Imperial Valley.

That portion of the Colorado desert embraced within the confines of Imperial county by virtue of geographical location is properly a locality which should be mentioned as having direct bearing on the resources of this section. The construction of the San Diego and Arizona Railway will mean that the towns of the Imperial valley will be but 135 to 150 miles distant by rail from a seaport which will afford the people an opportunity for the transportation to market of their products. It will further afford prompt and cheap delivery of supplies through the wholesale houses here, or by direct shipment through the port of San Diego. Imperial valley must become, with the completion of railway transportation, a valuable asset of San Diego county. Commercial relations will be established which cannot fail to do much for the upbuilding of the most productive section of Southern California, and for the parent county of San Diego from which it has recently been segregated.

Imperial valley embraces some 500,000 acres of land of unusual and remarkable fertility. Water alone was needed to transform the Colorado desert into a garden spot unequalled anywhere. The water supply, for irrigation and domestic use, is taken from the Colorado river about 55 miles east of its delivery into the valley. The cost of water is dependent on the amount used. Continued cultivation of the land reduces the amount of water necessary to the crops. The rancher's contract for water is with his Mutual Water company. The cost is 50 cents per acre foot, plus the cost of distribution. This last cost is fixed by the ranch owners.

In summer the maximum temperature will range from 90 to 115 degrees above zero; minimum 60 to 75 degrees. Owing to the dry atmosphere the heat is not intense, and many of the inhabitants experience no discomfort. In winter the maximum temperature ranges from 55 to 85; minimum, 28 to 55. The average rainfall is in the neighborhood of two inches.

Agriculture is profitable; 45 bushels of wheat and 55 bushels of barley are common.

The dairy business has assumed large and profitable proportions. Alfalfa is now recognized as one of the staple and best crops for dairy or cattle feeding, and the yield is large. From six to eight crops can be cut, with a yield of 12 to 14 tons per acre per year.

The hog industry as an auxiliary to the dairy industry is more profitable than anywhere else. Hogs raised and fattened on dairy by-products and alfalfa have made small fortunes for farmers.

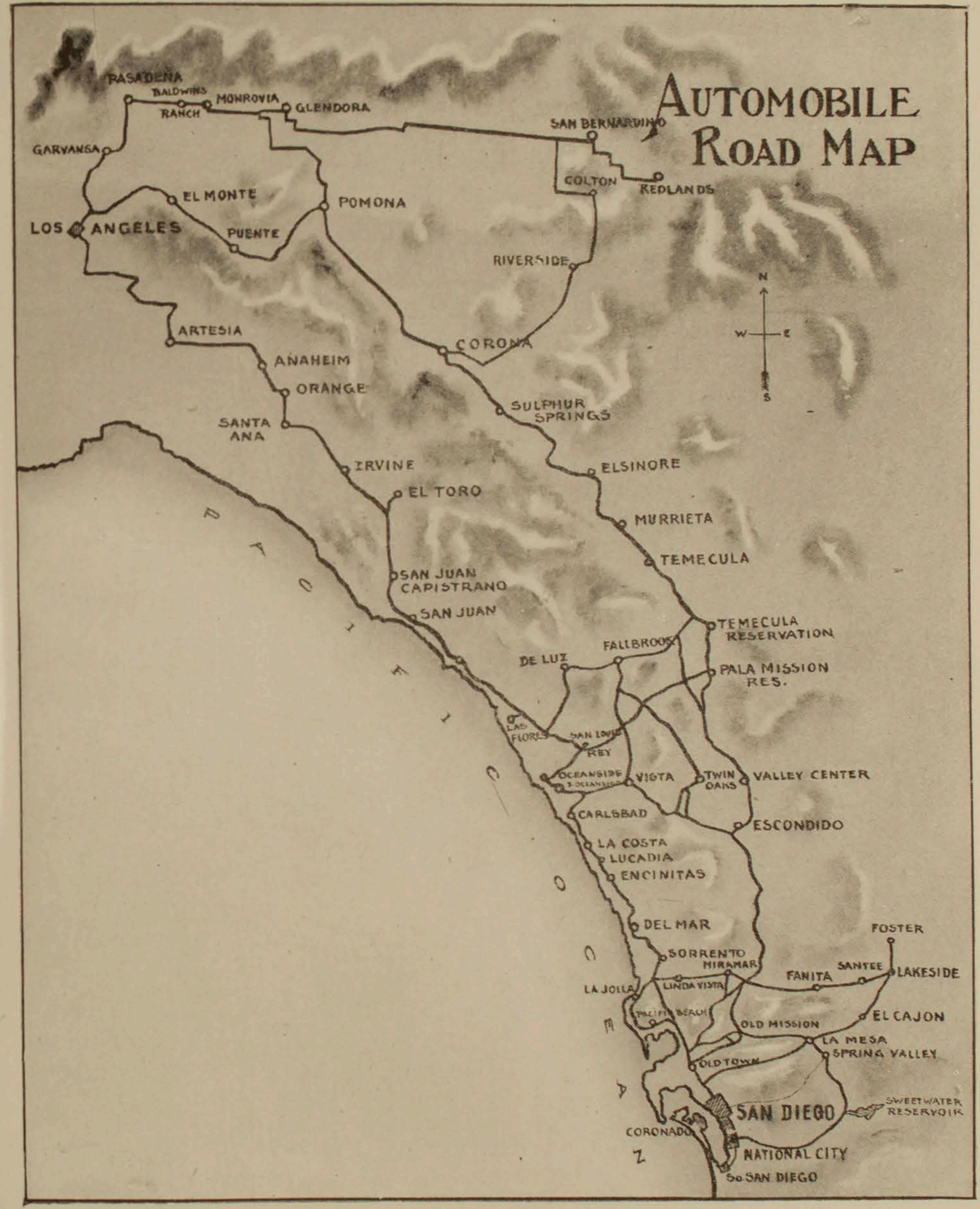
Cattle raising, sheep raising and horse raising are also sources of revenue.

Here, as elsewhere in Southern California, intensive agriculture on small tracts of 10 to 20 acres will prove the most profitable. Grapes yield enormous returns, and three crops yearly are not uncommon. For large and sure returns, cantaloupes have ranked high. Beans are proving a bonanza. Bees thrive well and produce abundantly. Poultry is a paying proposition, turkeys and chickens growing to a large size and the cost of raising them is reduced to a minimum because of the abundance and excellence of the feed.

Fruits and vegetables, except those requiring a cold climate are at their best.

Regarding lands it may be said there is no government land within 10 miles of the railroad towns of the valley, and but very little still open to entry beyond that limit and within the irrigable boundaries of the valley. There are lands to be had, however, by purchase from entrymen.

The Chamber of Commerce of San Diego County is not prepared to furnish descriptive literature of Imperial County. Detailed and specific information regarding the section may be obtained by addressing the Chamber of Commerce of Imperial County. Relative to lands in the district, which includes San Diego County, prospective settlers will save time by addressing their inquiries direct to the United States Land Office at Los Angeles.





(1910)



SAN DIEGO'S ADVANTAGEOUS LOCATION