[ca 1892]

SAN DIEGO COUNTY

Semi-Tropic California

Health, Profit, Pleasure.

PUBLISHED FOR FREE DISTRIBUTION BY

EASTON, ELDRIDGE & CO.

638 MARKET STREET,
SAN FRANCISCO.

826 FIFTH STREET,
SAN DIEGO.

COMPLIMENTS OF
STRONG & ARMS,
SUCCESSORS TO
Pacific Coast Land Bureau.
826 FIFTH STREET,
SAN DIEGO, CALIFORNIA.

Semi-Tropic California.

SAN DIEGO COUNTY.

Health, Profit or Pleasure.

GOULD, HUTTON & CO., PRINTERS.

ANNOUNCEMENT.

We have prepared the following pages descriptive of the advantages of

San • Diego • County

for Health, Profit or Pleasure, and have carefully revised authoritative data which can be verified by a visit to our

Semi-Tropic • California.

PACIFIC COAST LAND BUREAU.

WITH the rapidly growing recognition of the importance of San Diego bay as the only deep-water harbor south of San Francisco and the certainty that what is to be the second city of the State is now building upon its shores the future of all the fine fruit lands near it and easily accessible by railway to the bay is now beyond question.

SAN DIEGO county was for years the least known county in the State and that peculiar fatuity that has made the people of this State denounce in turn every one of the southern counties as a desert, in spite of the fact that they always found themselves mistaken and that each newly discovered garden was really better than the last one, kept back the settlement of this county until the last of all. Many had indeed said that, some day when there was a canal across the narrow neck of this hemisphere, San Diego would be a great place whether it had any back country or any water or not, and railway competition across the continent must soon make it so whether the canal were built or not. Many of those most replete with faith went to San Diego to await the realization of their hopes, bathe in the soft climate and let the world toil on while they drifted smoothly along without friction or jar. But the great majority said "We cannot keep fat on climate alone; we will wait until these great things are done and in the meantime live where there is more business."

ALL this was very wise from the standpoints of that day.

But the world has moved since then. San Diego has become the terminus of one of the great transcontinental lines, with almost a certainty of another very soon and a certainty of being a terminus of any new one that may come, as well as the terminus of the new line now building in the peninsula of Lower California. It has become a city of fine buildings, fine pavements, with cable road, electric lights, fine hotels and all that goes to make a comfortable city, with the largest and most unique hotel in the world on Coronado Beach. It has shown a growth which, although somewhat overdone during the great real estate excitement, has nevertheless, after settling down to a solid basis, proved to be the most rapid on the coast for so short a time as that in which it took place.

YET this growth has been nothing compared with that within the lines of dreamy hills, which to the careless eye of the traveler along the coast seem to enclose nothing and have in the past given the county such a bad name and led so many to the honest belief that San Diego has no back country and no water to put on it even if there were any arable land. Yet while so many have gazed carelessly at its outer edge, which along the coast is broken and rough and bare on account of the light rainfall that gives the city its fine climate, thousands have quietly penetrated the outer lines and found that San Diego county differed from the rest of Southern California only in being out of sight from the ordinary lines of travel. Like the rest of the State it consists of a large area of land rough and worthless for ordinary culture with an area somewhat smaller of arable land which

has no equal on American soil in view of its climatic conditions and adaptability to a varied line of products. The consequence has been a rate of settlement in what was lately supposed to be a barren waste that has not been excelled even in the most rapidly growing portions of the State, the cultivation of an acreage that surprises even those who have done it, and the laying of foundations for at least three and possibly four new counties in the near future Some of the greatest irrigating works in the State have been built within it and different parts have been opened by railroads, until over thirty thousand people are now living where but a few years ago the world thought there was nothing but a fifth rate cattle range, if anything. But its mountains have been found to have the same increasing rainfall with elevation that makes the water supplies of the rest of the State, with a far greater wealth of large storage sites where valleys can be closed at the mouth and turned into lakes than any other county has. Its soil has everywhere been found equal to the best soils of the State, while its climate makes tens of thousands of acres of it so free from frost that its value is doubled by that fact alone. All the fruits and other products that have made California so famous have been tried, and it is found that the combination of climates and conditions caused by its varying elevations and distance from the sea make San Diego county a miniature of the whole State, in which in some section or another every known thing that can be grown on the Pacific coast at all reaches its highest perfection.

ABOUT the first part of this immense county to feel

the new life and refute the old idea that it was all a desert like its eastern side in the basin of the Colorado River was El Cajon, an old Spanish grant of forty-eight thousand acres, lying some twelve miles back of San Diego. These grants were Mexican homesteads given away to settle the country, and, as in the early part of the century, almost any one could have his choice, they were always carved out of the best portions of the country. This grant was bought and subdivided some twenty years ago, but was at first used for a sheep range, and in a few places for wheat growing on the old-time "scratching in" style, with a harrow or cultivator. Although even under this treatment it produced in favorable seasons enormous crops of grain, running in one season to about the highest average known in America for an area of several thousand acres, it did not attract many settlers, and the principal effect of this first settlement was to prove the great possibilities of the soil and climate under the proper conditions of moisture. For many things enough of this is supplied by the winter rains and the seepage from the slopes and the rising by capillary attraction of the underground moisture to make fair success possible on well cultivated ground without irrigation. But, as in the greater part of the State, so much better results can be obtained with water that it was early used by some. Over the greater part of the rancho it is so near the surface that it can be raised with windmills or steam pumps or horse power. Either in this way or on the rainfall alone enough was soon done to prove beyond a doubt that for all products that are a success along the lower levels of the country any-

where, El Cajon has no superior. Under these methods of cultivation a prosperous growth began in 1885, and many thousands of acres of fruits and vines have been planted since then. Many handsome places have been made by wealthy settlers, a class that El Cajon has been peculiarly fortunate in attracting. And they have not spent their money in ornament alone, for vast reaches of fine orchard and vineyards, tended in the best manner, all show that they are there for profit as well as comfort, and know how to make one keep the path clear for the other.

But the most rapid settlement of this grant dates from the completion of the great San Diego River Flume, by which a large supply of water is brought from the great mountains of the interior, where the rainfall is always heavy. This skirts the main valley at an elevation that brings it high over nearly all the arable lands, and the water is so pure and free from alkali and so high in temperature after its long journey down the river cañon that every tree and shrub and herb jumps beneath its touch. The introduction of water has worked such wonders elsewhere in California and its powers in increasing production, in attracting the most desirable class of settlers and putting more money into more pockets than any other business on earth have been so completely proved that its effect on any section is no longer problematical. El Cajon felt its influence at once, and though, as is always the case, some of the older settlers hesitated about its use, new ones who had seen its results elsewhere began to pour in. Since then settlement has been so rapid that where but a few years since the hare and

coyote owned the plain, and the quail and the wild cat claimed the slopes, there are now one thousand people and twelve thousand acres under cultivation.

EL CAJON is a mixture of valley, table land, and intermediate slopes. These slopes are long and even with a light grade and form the greater part of the Rancho. Most of the mountain portions are too rugged for cultivation and valuable mainly for stock range, for which, when fenced in in connection with a cultivated piece, they are worth considerable more than would be supposed at first glance. As was the case over all of California the valley lands alone were at first supposed rich enough for tillage of any kind. There alone was found the good grass, while that on the uplands was thin. It was gradually discovered that this was due only to the looseness of the valley soil which was mainly washed or drifted soil; while the slopes and hill tops were covered with soil formed directly in place by disintegration of the granite or subsoil, and were hard and tight. When plowed, the uplands gave as good results as the richest of the bottom lands; while for many kinds of fruit they were found better, owing generally to better drainage of surplus water and to freedom from heavy frost which sometimes visits the depths of valleys over all the temperate zone.

THE soil is formed of the granite or bedrock of this part of the country. Along the streams this is a deep grey alluvium in which the mica can always be seen sparkling; along the slopes it is a brick-colored soil showing little mica unless when wet and often only under a glass.

In some places it takes the form of an adobe or tough clay; but this, too, is formed from granite. The soils are all the same in substance and vary only in texture which affects only the working and the ease of penetration by the roots. It is hardly necessary at this day to argue to any one that granite soils form the best of fruit lands in California and therefore in the world. Other soils are as rich but few combine the perfect assortment of plant food they possess along with the fine drainage, warmth, easy penetration by roots, easy working under such varied stages of moisture and dryness, with such richness in the subsoil, as the granite soils. In lime, potash and iron—three of the essentials of all soils—they are so rich that the question of their replacement will probably never arise, certainly not for many generations. In phosphoric acid and nitrogen, they are equal to any other class of soils, and though these will be the first to be exhausted by heavy culture it will be many years before it will be necessary to restore them to the soil. The amount required of these two essentials is so very small and the fertilizers containing them so cheap that the cost will be light. In the few remaining elements of plant food all soils are oversupplied, and these form no exception, so they need not be considered. Analysis of the soil of El Cajon, made at the State Agricultural College, shows it to be of the same character and fully as rich as the best upland fruit soils of the State, and considerably richer in phosphoric acid and nitrogen, the two most important elements, than many of them.

THESE analyses correspond exactly with the observed

Old Mission Dam on Fanita Rancho El Cajon San Diego Co.
965.

results of culture. Every fruit, berry, grain and vegetable that is a success elsewhere under the same conditions of climate and elevation reaches the highest perfection in El Cajon. Its peaches, apricots, pears, prunes and other stone fruits are excelled nowhere and unequalled by those of many sections. Its raisins have won and for several years sustained a reputation that now hardly needs mention. All the fine varieties of table grapes are unusually perfect; while some, such as the Flaming Tokay, cannot be equalled in a large portion of the State. Oranges and lemons, where tested under those conditions of frost, drainage and cultivation, with intelligent irrigation, that have to be rigorously observed elsewhere, but are too often forgotten or ignored by new-comers, have proved themselves the equal of those of Riverside or any other section. And it would be strange if they should not. The soil is almost identical, differing only in the time and manner of its formation. There is the same warm, dry air through the greater part of the year and just as good water to put on the ground. All it then needs is the intelligent handling of the ditch and the cultivator, to which more than to anything else Riverside owes its great success.

THE matter of drainage is of such importance and so often overlooked that it deserves more than passing notice. Many people know that most trees must not have stagnant water standing on the surface around them. It will kill many of them outright and injure the fruit on nearly all. But there may be stagnant water about the roots of the trees that is unseen and unsuspected, and it may not kill the tree

or even injure its general appearance, but only show its effects in the quality of the fruit and about the time your trees are bearing heavily enough to begin to line your pocket handsomely. The trees may, when young, even grow the better for a little stagnant water, but when they come into bearing, the orange and lemon especially, are sure to show its effects. The injury is caused mainly by the salts of iron leached out by the water and carried down to the subsoil, where the water is stopped and held in a thin sheet, lasting for a few days, perhaps, at each irrigation, and perhaps longer. Sour, thick skinned and dry oranges are almost certain to be the result. The soil must hold *moisture* without holding *water*. The surplus must run out. There must be no rising of the subterranean water level upon the roots. Hence very level land, which the inexperienced naturally think the only land that can be irrigated, may be the very worst land for the finer fruits, and especially the citrus. And where many are irrigating, and especially wasting water, around you, you may find your fine level land disappointing. All the lands in El Cajon adapted to citrus fruits are sloping enough to allow of perfect drainage both at the surface and below. Sloping land under the improved methods of the day, as seen at Redlands, Highlands and other places, may be irrigated just as well as land almost level, and without terracing. And sloping land is now generally preferred by all who know its advantages.

El Cajon is now connected with San Diego by the Cuyamaca and Eastern railroad, which runs daily trains both ways to the extreme upper end of the valley. Good

roads traverse the grant in all directions, bringing all parts into easy communication for freight or passengers. This road will undoubtedly be extended into the rich mountain country lying from fifteen hundred feet to five thousand feet above, and will before long connect with the Southern Pacific on the Colorado Desert, and thus put El Cajon on the through line to the East. The completion of this original intention has been delayed only by the temporary dull times following the excitement of the great real estate boom ; the road not having been started in time to get the advantage of the over abundance of money that those times produced.

At the rate that water is now being distributed over El Cajon, it will be but a short time when there will be three and probably four large settlements on the grant, any one of which can easily duplicate, so far as conditions are concerned, the wonderful work that has been done at Riverside. By showing what can be done and how to do it, Riverside has made this easy for sections having the same kind of land and climate with water. All that then remains is the energy and the care, for the amount of land required to turn off an enormous amount of valuable products is not very large. It is the intensive working of small areas that produces the wealth, and of these acres ten acres seem to be the favorite size. And the rate at which settlers of the very best class follow up the water and even begin buying and improving in advance of the water, where its coming is assured, has no parallel outside of the irrigated sections of Southern California. It has been amply proved

that this is not dependent on any special soil, but only on water, climate and drainage, so that what can be done in one place can be as well done in any other having those three conditions right. Hence the future of El Cajon is not problematical, and any one who knows Riverside, Highlands, Pomona, or any other of the successful places farther north, can see in a moment that the same great success in citrus fruits and all kinds of deciduous fruits is assured by nature on thousands of acres of this grant.

AMONG the settlements of the valley the one at the first entrance, near the depot, already wears an air of life and business that is beyond mistake, and the increasing acreage around it that is being every year divided and subdivided shows well what is coming, for irrigation produces the very reverse of monopoly in land. The land monopolists of California are almost all *dry land* monopolists. The more one gets of that the more he seems to want and the less disposed he is to let any one have a small tract of it, no matter how good a neighbor he might be or how desirable a citizen for the country. But irrigated land is too valuable and its productive capacity is so enormous that the working of large tracts with water is a great task on account of the handling of the produce. There is also more profit to the holder of large tracts of it in cutting it into small holdings and getting the benefit of the rapid rise that always follows its settlement than there is in keeping it in large tracts or trying to work it on the "bonanza" principle. It also costs so much to get water and land combined in effective form that the owner wants to begin to realize at once. The con-

sequence is that instead of monopoly we see exactly the reverse in every part of Southern California where water is introduced. The settlement is the most rapid in the world and the rise in the selling values of the land is still more rapid.

A FEW miles farther up the valley is another settlement well under way called Lakeside. Here is a fine and well kept hotel by a little lake in a picturesque portion of the valley, near the railroad station, with ten and twenty acres places springing up here and there around it. Some three miles below is the nucleus of another new settlement starting on the fertile piece of land known as the Cowles' tract, and some two miles below that is another, on what is known as the McKoon tract. All these are places left to settle on their own merits without any effort at "booming" by starting a town first.

JOINING the Lakeside tract and also the main valley on the east lies what is known on the partition map of the grant as the "S" tract, belonging to members of the Pacific Coast Land Bureau. This contains some seventeen thousand acres, with a varied assortment of lands adapted to almost all purposes. The most of it is, however, citrus land of the finest quality, especially adapted by its elevation above the deeper parts of the valley and its consequent freedom from frost, to the raising of the finest oranges. Equally important in this respect is its distance from the sea, which makes that warm, dry atmosphere under which the orange keeps so free from the black scale and gives the grower no

trouble to keep it down. It has also those fine conditions of drainage spoken of above, and no less important than the other conditions. For lemons it is equally valuable, as all the above conditions are important for them. Some of it, such as "The Monte," a beautiful timbered tract of rich, deep alluvium, but high enough above water for perfect drainage, is as fine English walnut land as there is in the county. All of the tract, both the high and the low land, will give the same results with all kinds of deciduous fruits, vines, vegetables and other products that can be seen in the main valley.

THE greater part of the "S" tract lies below the San Diego Flume, and the land can be had with one of the oldest and best water rights from that aqueduct. But the part that lies above it is by no means worthless. Not only will it raise considerable without irrigation where intelligently worked with the right crops, but water may be easily pumped upon it from the flume. The objections to pumping as a means of irrigating apply almost wholly to those cases where water has to be raised from wells that fill only by slow seepage and that are easily pumped out and will not fill again until next day. Where one can pump from a full feed of water, so as to keep his machinery running at its maximum rate of efficiency, the cost of lifting water is not very great and the increased warmth of the soil on the higher lands in winter often offsets the entire inconvenience as well as expense.

AN inch of water under four inch pressure means the

equivalent of a continuous flow through a hole an inch square with the level of the water four inches above the center of the hole. This is seventeen hundred and twenty-eight cubic feet in twenty-four hours, or about thirteen thousand gallons. It will in a year cover fourteen and a quarter acres one foot deep, and when used with the care that you will soon learn by imitation of the best methods will equal in efficiency three times that depth of rain, because you have it practically under control, and use it only when and where needed, so that none is wasted. As the rainfall on the "S" tract averages over sixteen inches, an inch of water with good care will do the following work: It will keep in a high state of production thirty acres of olives and similar produce that needs little water, twenty acres of grapes, apricots, prunes, and like trees that need a little more, fifteen acres or more of peaches, apples and other fruits that ripen a little later, and about ten acres of oranges and lemons, that need more water than all. By strict economy in its use it will go considerably farther. The same principles apply to its use for vegetables, corn and other products; so that an inch will do for from ten to forty acres according to the crop and the mode of handling the water with economy.

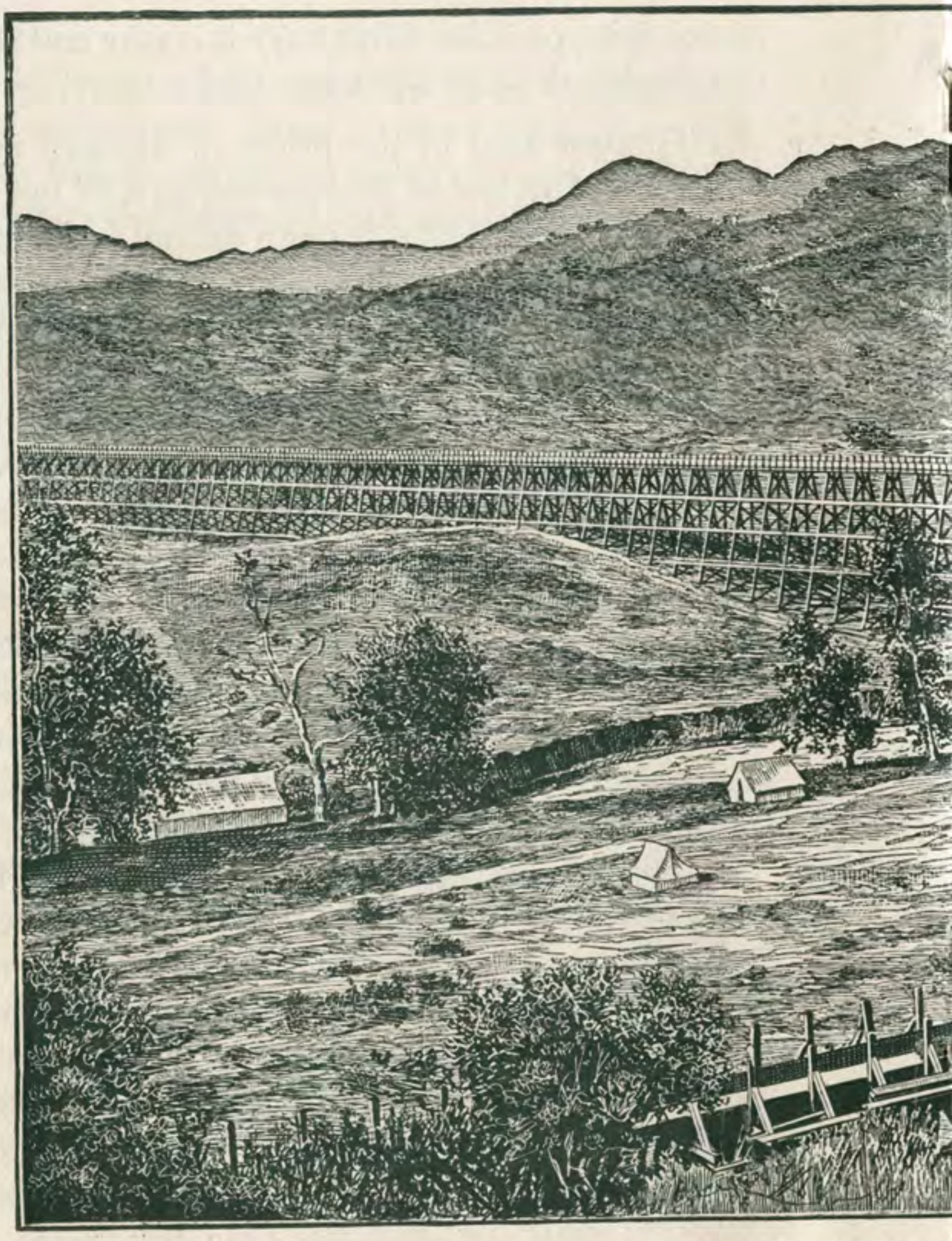
THE prices of land on this "S" tract are from thirty dollars an acre to one hundred, without water, and from seventy-five to one hundred and fifty with it. The latter prices insure a perpetual right secured by contract with the company. The annual rate of sixty-five dollars is also fixed by contract, so that there will be no fluctuation of rates.

The lower prices do not mean inferior land, for the quality of all that is arable at all is about the same. They mean generally choice locations, either in the way of view over the large valley below, a thing for which many sensible people are willing to pay something and must therefore be accommodated, or else advantages in the way of nearness to settlements already established. Those who do not fear going a little farther from school houses, churches, stores and neighbors can do just as well with their money as more wealthy and fastidious buyers.

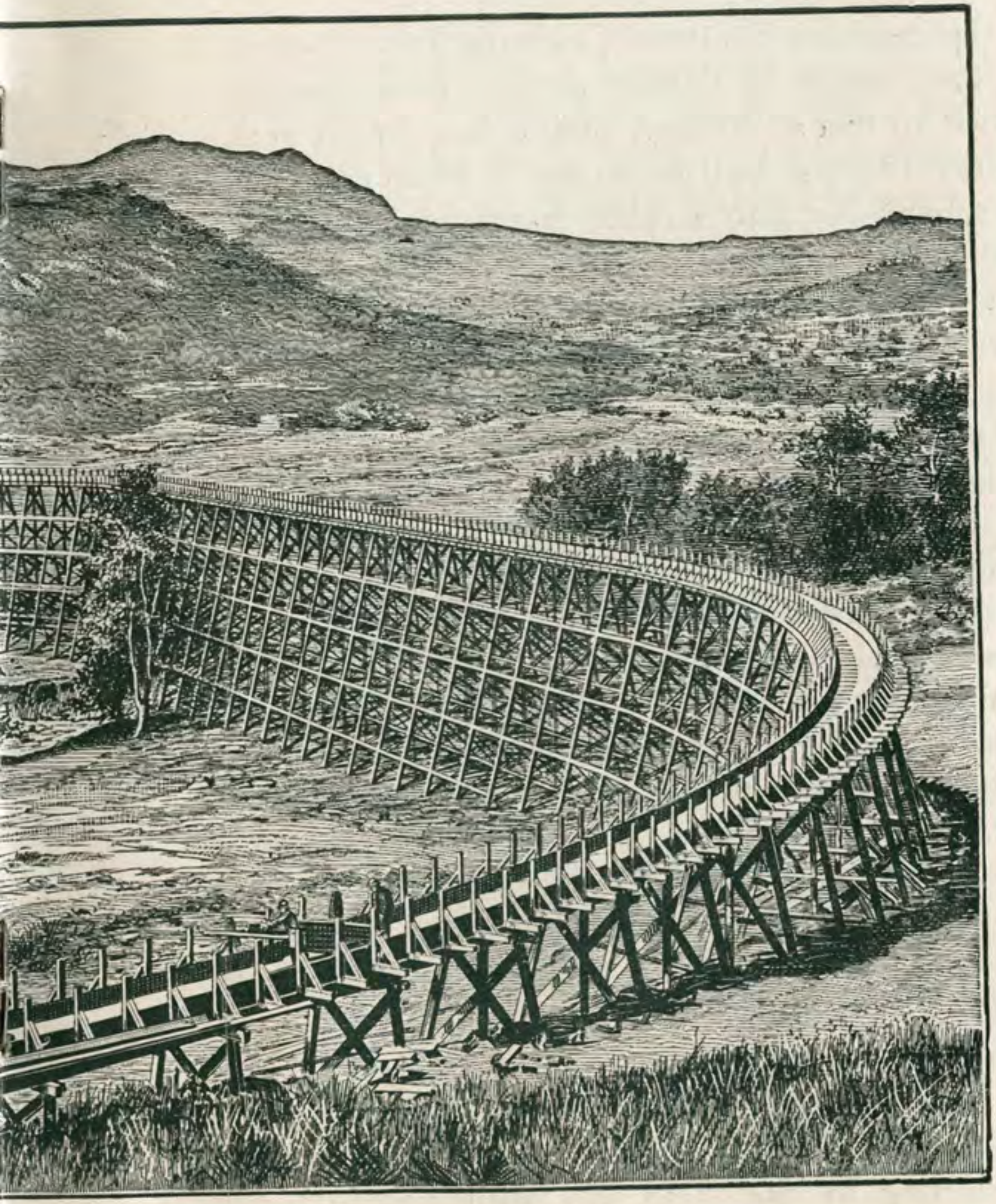
SOME at first think sixty-five dollars a year considerable for an inch of water. But if you will consider what you would give a day on any place to have some one always at hand to pump and carry water for house use and watering stock, you will soon see that as a matter of convenience for these things alone it is worth all it costs. No man having a spring of that size at the upper side of his place would rent the whole flow to a neighbor for sixty-five dollars a year, although he never expected to use it for anything but the house and barn. But when in addition to this you learn what it will do in increasing the productive power of the soil in this warm climate over the best you have ever seen in the Eastern States, you would not exchange it for a whole farm back East. Where the growing period is so long, the temperature of the ground so high, and the soil so fertile that a great amount of vegetation may be crowded upon an acre, and the whole space filled up between growing trees, the value of water as a business investment is far beyond the highest price ever asked for it in California. To

realize this you have only to try it a year and then say what you would ask to let some one take it away.

TO ONE used to the prices of Eastern farming land, the prices of irrigable land in this part of the State sometimes seem high. This is quite natural for one who has had no opportunity to see the enormous difference in the productive power of land under a ditch and under the capricious rainfall, for in the best of Eastern regions it is too often capricious. The mere control of the water on a piece of land is worth in the long run all the difference; for the damage from too much rain in most of the Eastern States, or from its coming at the wrong time, would in ten years make an ordinary farmer independent. This control of the water, with the long growing season and the high temperature of the soil, enables one to do more with ten acres here than he can do with fifty or even eighty in most of the Eastern States. The best test of this question is to find newcomers who have tried ten acres for a few years with a good water supply, and offer to exchange them a good hundred and sixty acre farm, well improved, back East, for their little irrigated patch. The experiment is easily made and you will find but one result. It is natural for one to measure his wealth by the breadth of his acres. But if you think a moment you will see that a better way is to measure your acres by what they will do, and how much wear and tear and worry it takes to do it. Tested this way you would gladly exchange your big Eastern farm for one of these small, highly cultivated farms of the new California.



TRESTLE WORK OF



F SAN DIEGO FLUME CO.

WHAT distinguishes Southern California from all other countries is, that, under its ditches the land never has the sleepy, finished air that a Western prairie has for the next fifty years after the last quarter section is taken up. Division and subdivision into smaller tracts begin at once accompanied with the building of houses of a class that are rarely or never seen in farming countries elsewhere. In a few years the whole looks more like the suburban residence part of a large city; while the amount of produce to the acre instead of decreasing actually increases at a rapid rate under the intensive working of the soil induced by the small tracts. Nor is it easy to tell where the end of this is to be, for the division and subdivision still continue and the value of the land rises so as still farther to increase them. For many people who wish only a small place but want it in a good neighborhood come in to buy, until the place looks like Pasadena or Pomona more than like a collection of small farms. The same thing can be seen going on now at Riverside, Redlands and other places and in a few years the orchards of the central part will be in two and a half and even one acre tracts with people living on them who are independent of the soil or the country and are satisfied if the place pays its taxes and repairs.

THAT the same state of affairs is now going on in El Cajon can be seen at a glance. The marvelous power of water is doing the same there that it has done elsewhere, starting in the same way with people buying from ten to fifty acres. Sometimes they plant the whole and sell off all but ten or fifteen acres which they

keep for themselves. And sometimes they put the rest in order for a newcomer to plant at once and then sell it. But before long nearly every tract is cut down to about ten acres in size for every one is anxious to have neighbors, instead of trying to buy out his neighbors so as to get more land. This is another important distinction between the irrigated lands of California and the unirrigated lands of this State and of most of the other States.

THE San Francisco *Examiner* has been so impressed with the advantages of El Cajon that it has selected for its first prize in the five million edition it is now getting out a thirty acre farm on the "S" tract. The following sales, all to parties improving, made since January of 1891 on this "S" tract alone, show the rate of progress here. Most of the buyers have already built upon the tract while others are preparing to do so. Others are intending to build next year but do not care to move away from business centers at once.

Hawkins Bros., thirty-five acres at $135 per acre. They have already planted a large nursery of orange trees, and will plant the balance of the land in oranges and lemons.

John R. Lionberger, sixteen acres, of which he has planted one-half in oranges.

J. J. Canfield, seven acres at $105 per acre, for a nursery.

C. H. Bean, twenty-three acres at $120 per acre, has just completed the planting of 1,000 orange and lemon trees.

E. A. Sidell, twenty-five acres, twenty acres of which he has already planted in oranges and lemons.

L. S. Rosenberger, seventeen acres, paid $30 an acre. One-half is planted in raisin grapes.

Ernest W. Buss, seven and three-quarters acres at $97.50 per acre; all planted in prune trees and muscat raisin vines.

W. D. Hall, thirteen and one-third acres at $45 per acre; four acres of vines and one of orange trees planted.

R. S. Wright, thirty-six acres at $45 an acre; has planted an orchard of deciduous fruit trees.

J. B. Bennett, thirty-seven acres at $30 an acre; ten acres in vines.

D. H. Ogden, twenty-eight acres; ten acres in orange and lemon trees.

Wendell Easton, a ten-acre orange and lemon orchard. Also ten acres in prunes and peaches.

M. Kew, fifty-eight and a half acres; 1,000 lemon trees already planted. The land cost him $55 per acre.

William Rock, a Florida orange expert, purchased twenty-five acres at $50 per acre, and has planted five acres of it in oranges. He will plant the balance of the land with oranges next spring.

Louisa Bell, ten acres; F. S. Ogden, eleven acres; D. H. Ogden thirteen acres.

Lotta Jackson, sixteen acres in orchard.

W. W. Scott has planted 600 orange and 1,000 deciduous trees.

S. C. Weston has planted an orchard of apricots and also some fig trees.

W. E. Lowe, has planted twenty acres in prunes and peaches.

W. Allingham, seven acres with lemon trees.

Rev. Mr. Johnson ten acres in vineyard.

Dr. C. M. Johnson, seven acres in orange and lemon trees.

H. Culbertson ten acres in raisin grapes.

Mr. Vasher, thirty acres in raisin grapes.

Chris Johnson, eight acres in oranges.

Attorney Holland, San Diego, ten acres in oranges.

William Ulrich, eighteen acres in deciduous fruit and 400 orange trees.

William Peel, ten acres in oranges and forty-five in Muscat vines.

Dr. Cogswell, eight to ten acres in prunes.

A. C. Younkin, thirteen acres in oranges.

A COMMON question of land buyers is: How much will my trees or vines cost me before they come into bearing? or, How much will it cost me to buy and set out my trees? This is a very reasonable question, but if you will think a moment you will see that it is a very hard one to answer. It will depend largely on whether you take a hand yourself. Also on your business capacity, in case you hire everything done instead of doing it yourself. Also on what you consider a judicious expenditure;

for, as in all branches of business, saving expense at the outset is not always economy. You may buy orange or lemon trees for forty cents apiece, and sometimes even for less ; but, unless you are going to raise them yourselves, it may pay you to give a dollar and a half apiece for three year old budded trees, tall, trim and straight as an arrow and thoroughly healthy, than to buy runty, crooked, or stunted ones at any price. Not only will they come into bearing much sooner but the difference in the first crop or two will repay the difference several times over.

So, too, you can get ground that is not too rough, smoothed off and plowed for fifteen and often for ten dollars an acre. But if you pay twenty-five or thirty you may get your money back half a dozen times with compound interest by the time your second crop comes in. Though not absolutely necessary, grading to a uniform slope on every face on which you irrigate, so that, no matter what the slope, the water always runs at the same speed, will generally repay you no matter what it may cost. Similar principles apply to the depth of the plowing, the amount of cross plowing, the size of the holes and various other points about which it is impossible to lay down any rule.

In general it may be said that fifty dollars an acre will pay for preparing the ground, thoroughly digging good holes, and planting all trees in good shape. Twenty dollars an acre thereafter will pay the yearly expense of cultivating and irrigating in the best manner, including pruning and the best care of the trees. But this assumes that you

hire it all done and done by competent men who can be trusted to do it in your absence. By overseeing the work yourself you may save considerable of this. This represents, too, the highest price that you are liable to pay. But as hundreds of men here who are able to hire everything done do their own work, and as the care of ten acres is mere play for an able bodied man who understands work and good irrigation, there is no reason why anyone of good health and strength should not do the whole of this work himself if he is not able to hire help. Such fences as are required here any one can build ; the same with about all arrangements for the distribution of water on the tract. In estimating the cost here one should think of what would become of any Eastern farmer who should sit down and hire anything done from the start. If men here can afford to hire everything done and still make larger profits than are made elsewhere in America there is a larger margin for one who does all his own work.

THE enormous profits made in Southern California from trees and vines are no longer matter of doubt. So long as the evidence was confined to the word of the growers it was doubted by many and justly so. But the numbers of fruit buyers and packers and canners that have long been established in the main centers of production and who may be found quarreling over a grower trying to get his crop, their account books showing what they have paid for stuff on the trees and vines to hundreds of growers, the returned bank checks, the shipping receipts, and other evidences of that nature, all of which you may easily inspect, long since set the

1622 Homes of the El Cajon Vineyard Co. on the C S R R San Diego Co California.
Parker Photo.

question at rest. Of course these large figures represent sound business ability, work and care, but do not represent extra good land or anything else not within the reach of anyone on tens of thousands of acres.

AND is there a danger of drugging the market?

WITH poor fruit, yes. But with good fruit well grown, well put up and honestly branded, there will be no drug, at least for many a long year. This cry was raised long ago, and before there was cheap Eastern transportation there was some ground for it, but every year the market expands faster than the production, and what is this year a luxury for a few becomes the next year a necessity with thousands. But above all lies the great fact that almost everything now raised here could be sold below half its present price and the profits still be far above what most Eastern tillers of the soil ever dream of.

THE idea prevails in a few quarters that only one of means can afford to raise fruit in California, because it takes some years for the trees to come into bearing.

THIS idea arose because many of those who first worked out the problem of successful fruit growing were men of means sufficient to enable them to wait. Those were generally the ones that were pointed out as proofs of what the land would do, and few others were referred to. But all that time there were hundreds working the ground between the trees for a living, and some of the finest places now seen are places that cost the owner hardly a dollar beyond the purchase of the land, and where he made not only his

living while his trees were growing but made some money over. Lately people of means have adopted the same plan, because they find that the place can just as well be paying its way while the trees are coming into bearing, and that when the intermediate stuff is properly irrigated and cultivated and not planted too close to the trees, it does not hurt the trees. On a thousand places you can now see in the young orchards, vegetables of all kinds, corn, berries and what not, and often two crops a year are raised. Three crops are even raised on some places by putting in grain in December, cutting it in April, when it makes the very best of hay, then putting in corn or beans or something else which is taken out in August. The ground is then irrigated and potatoes planted, which may be dug in November and leave the ground ready for another planting of grain. As this keeps one pretty busy two crops are more common and the majority for the same reason stop at one.

THE length of time at which trees begin bearing is moreover not six or eight years as it is commonly supposed, but from two to five. If the trees are old enough from the bud and the stock mature and healthy, many deciduous trees will begin to pay the third year, many orange trees the fourth year, and raisin grapes often pay fairly well when but two years old, from the cutting. The fifth year nearly all good trees well cared for are paying a fair interest on the whole outlay, and from that on increasing heavily each year for several years according to the skill and attention with which they are handled.

THE climate of Southern California is now too well

known to need much description. It is generally conceded by all travelers who have seen the best of European and African health resorts to be far superior to any of them in every point of health and comfort both in winter and summer. The opinion of Charles Dudley Warner on this point is but the opinion of all who have traveled.

SAN DIEGO county being at the farthest southern point naturally has all advantages of climate in the highest development, being farther south, farther east, farther away from the fog belt of the Pacific and farther also from the snows of the very high mountains which will always affect more or less the temperature near them. This is why General Greeley says the finest climate in America is limited to a tract about forty miles square around San Diego.

WARM in winter, yet rarely too warm in summer on account of the ocean current which, making San Francisco too cold in summer, makes this latitude about right, swept by a breeze of about ten miles an hour coming over that ocean current almost every day in the summer, with its air kept at about the right degree of dryness by the great reservoir of dry, pure air on the Colorado desert which flows overhead in an over current and mingles with the returning sea breeze by day and comes down over the western slope of the land at night in the shape of a night breeze, this little tract of forty miles square has the very perfection of climate. The map shows that El Cajon is almost in the center of that square.

CLIMATE is a very important factor to be considered by

the home seeker. If for the same price, and often much less, he can get a home in a section that attracts the most desirable class of settlers, and where every attractive feature of the climate is at the highest perfection, he had better do so. For the people that this climate chiefly attracts are not half dead invalids who sit around at hotels. There are very few of them here and they count for nothing in the development of the country. Most of the settlers are people but little affected, only in the first stage of some malady or coming for the health of some member of the family. But they are generally full of health and vigor, and with abundant means to make everything shine around them. One who makes his home in such a place is not only sure of good health and comfort, but is also sure of good and progressive neighbors. As is now well known malaria, fevers, children's diseases, especially that of the second summer, rheumatism, neuralgia and almost all diseases caused or aggravated by cold or wet or both, are as rare here as pulmonary troubles among the Indians. And everywhere may be found people in apparent health who came here in despair. San Diego has been largely built up by its climate, and the cool summers do this quite as much as the warm winters. The greater part of the fine improvements that have been made in El Cajon, and almost all of its older and more profitable places have been made by men whose only object at first was freedom from climatic discomfort.

But if you will sit down for a while and consider the time that is lost in the East by bad weather, the extent to which expenses are increased in the way of house and

clothes and fire, in the extra housing required for all your live stock, the crops lost by too much rain, too much frost or freezing of the ground, and a dozen other things that are dependent upon weather, you will speedily conclude that climate is something far beyond a mere luxury. And such is the case. Aside from its permitting the growing of high grade products that would be impossible elsewhere, it is a direct factor in saving money and in increasing working time that no man of moderate means can afford to ignore. El Cajon is almost in the center of General Greeley's square, and when he gave that opinion he not only spoke from a large personal experience but he had the records of the world before him.

THE older places in El Cajon are well worthy of a visit. Foremost among them in size, variety of growth, and age is that of Levi Chase. He was the first to undertake to prove seventeen years ago, not only that this valley is adapted to all the finer fruits and plants of all kinds as well as to grain growing, but that those parts of the Rancho that the old settlers thought unfit for anything but fifth rate stock ranges, are the very best of all for the higher gradeproducts. Upon his place may now be seen growing, and of an age that sets at rest any question of continuous growth, almost all the fruits, vines and other things that have made Southern California justly famous. On the eightyacres he has under cultivation almost everything worth raising can be seen and the soil and other conditions can be compared with those around; so that there need be no doubt about the ability to duplicate his work on any similar land in the valley.

THE place of George A. Cowles, some thirteen years old, is a remarkable evidence of what can be done without water, for it was too large to irrigate from wells and it reached its present proportions before the aqueduct was brought into the valley. Here fruits of the finest quality were grown for years on nothing but the natural rainfall, assisted by good cultivation, and the tons of raisins that he sent yearly to market did more to establish the high reputation for the raisins from this valley than those from all the other vineyards. While this does not prove that it is advisable to do without water where it can be had, it proves that the land still has a high value without it, and proves especially that very much less water is needed for the highest profits than is used in a great part of Southern California.

THE places of Uri Hill, Frank Miller and others of about the same age as that of Mr. Cowles all prove the same thing.

AMONG the more recent places those of Mr. Gordon, Mr. Richards, the Boston Ranche, El Cajon Vineyard Co., the Pennell place, the ranches of Mr. Gray, Messrs. Cogswell, Peel, Overmeir, Wolfolk and others are well worth inspection. Not only do they prove the general existence of the same conditions that are found at the older places but the rapid growth made in the short time they have been planted will completely disprove the statement so often made by Eastern people, who have never taken the trouble to investigate the question, that one must wait seven or

eight years before he can get anything from trees or vines. You can here see how a place may be made, by good care, to pay its way almost from the first day, and how it can be paying a good profit at an age, when in the East the first blossom would hardly have appeared on the trees.

ANOTHER point that they as well as the older places prove with the greatest force is how under good management beauty and comfort may be made to go hand in hand with profit. Like the other choice parts of the land this Valley is becoming a place of rest and retirement for those who have made a success of life and want some place to slide adown the western slope of life with the smallest amount of friction. There are other places besides California where this can be done, but people of this class generally like to see a handsome place make some profit if it can, or at least pay its way, and do it without the wear and tear and worry of common farming or fruit growing in many other lands. To that purpose this part of California is wonderfully adapted; so much so that its settlement is more largely composed of comfort seekers than of health seekers. The world has no other such rest-land. Thousands have found it out and thousands more are coming. And the fact that rest, profit and comfort may be found together in such high degree is what is making the land to-day even faster than it did during the great boom. And El Cajon is the peer of any section for comfort and profit combined with beauty.

HOMES FOR ALL!

El Cajon Valley Lands a Specialty!

14,000 ACRES FOR SALE

In subdivisions of from three acres up, Price ranging from $30 an acre up to $150, without water; and $75 to $200, with water, according to location. The best

ORANGE AND LEMON LAND

in the County. The great San Diego Flume traverses this tract of land from one end to the other making irrigation an easy matter. Terms, ¼ cash; balance in one, two and three years @ 8 per cent. per annum, seller paying mortgage tax.

If looking for a Home or Investment don't fail to see this Land

A full line of improved and unimproved Country property at the lowest market prices constantly on hand, representing land in the following localities:
El Cajon, Chula Vista, Sweetwater, Spring Valley, Tia Juana,
Oneonta, Highlands, Santa Maria, Escondido, and others.
Also general agents for 15,000 acres of lemon land
adjacent to the city of San Diego.

Trees furnished, planted and cared for by contract for a term of from one to five years. Growth guaranteed.

CHOICE BUSINESS PROPERTIES PAYING GOOD INTEREST.

FINE RESIDENCES IN ALL PARTS OF THE CITY.

UNIMPROVED RESIDENCE LOTS IN ALL PARTS OF THE CITY COMMANDING VIEW OF OCEAN, BAY AND MOUNTAINS.

PAY TAXES. *NEGOTIATE LOANS.* *COLLECT RENTS.*
CORRESPONDENCE SOLICITED.

References: California National Bank, Consolidated National Bank, First National Bank, and San Diego Savings Bank.

Information cheerfully furnished on City or County by calling on or addressing

STRONG & ARMS,

SUCCESSORS TO

PACIFIC COAST LAND BUREAU,

826 Fifth Street, **San Diego, California.**

EL CAJON RANCHO

14,000 Acres in one Tract For Sale consisting of Valley, Foothill and Mountain Land.

Improved and Unimproved in Tracts of Five Acres up.

ORANGE, LEMON AND PRUNE ORCHARDS

In the above tract of Land, with an abundance of water at bed-rock price.

Persons purchasing any of these lands can have them plowed, planted and cared for at reasonable rates, and the work done in a satisfactory manner.

The above magnificent body of land has been divided into numerous smaller lots, and is subject to further subdivision at the request of purchasers.

Many settlers are now occupying delightful homes on this land, and there is room for many more.

Men with small means, in purchasing these lands, have an opportunity to compete successfully with the capitalist, as they are sold upon long time, low rate of interest, and small payment at time of purchase.

Every fruit and vegetable grown anywhere in California can be raised as well and as cheaply upon these lands.

This tract commences within one mile of the station at Lakeside on the San Diego, Cuyamaca & Eastern R.R., thus affording easy and cheap transportation.

It is unnecessary to say anything in regard to the sanitary conditions prevailing at El Cajon.

San Diego County is famed the world over as a health resort, and in that regard this tract has no superior in the County.

We invite everybody desiring to purchase homes for themselves and their children, a place for profit and comfort, to examine this property and become convinced of its merits.

APPLY TO

D. H. OGDEN,

EL CAJON CITY.

(CAJON HEIGHTS' STATION.)

TAKE 'BUS TO HOTELS.

El Cajon Valley!

Parties desiring information concerning

SAN DIEGO COUNTY

EL CAJON VALLEY LANDS

OR

GENERAL INFORMATION

PLEASE ADDRESS

STRONG & ARMS,
826 Fifth Street, San Diego, Cal.

D. H. OGDEN,
El Cajon, San Diego County.

LOS ANGELES LAND BUREAU
Cor. West First and Fort Streets, Los Angeles.

EASTON, ELDRIDGE & CO.
638 Market Street, San Francisco.

Sub-Agencies at each County Seat in California,

Los · Angeles · Land · Bureau

A CORPORATION

REAL · ESTATE · AGENTS

AND AUCTIONEERS

238 W. FIRST STREET,

S. E. cor. Broadway, LOS ANGELES, CAL.

Residences, City Lots, Fruit Orchards and Farm Lands bought, sold and exchanged.

LARGE TRACTS FOR COLONIZATION A SPECIALTY.

CHOICE FULL BEARING INCOME ORCHARDS

of 5 acres and upwards, at Azusa, Pomona, Ontario, Riverside, Redlands and El Cajon Valley at bed-rock figures.

Unimproved Acreage, with Water, $75 per Acre and Upwards,

According to location and class of soil.

☞Long time and easy payments to improving purchasers.☜

Agents for the celebrated Packard Orange Grove Tract at Pomona

For Quick Sales List Your Property with Us.

CORRESPONDENCE SOLICITED.

Easton, Eldridge & Co., of San Francisco, Auctioneers.

At Auction or Private Sale!

WENDELL EASTON, PRESIDENT. GEO. W. FRINK, VICE-PRESIDENT. F. B. WILDE, SECRETARY.

EASTON, ELDRIDGE & CO.

(CORPORATION)

Real · Estate · Agents · · · · · And · Auctioneers

House and Insurance Brokers.

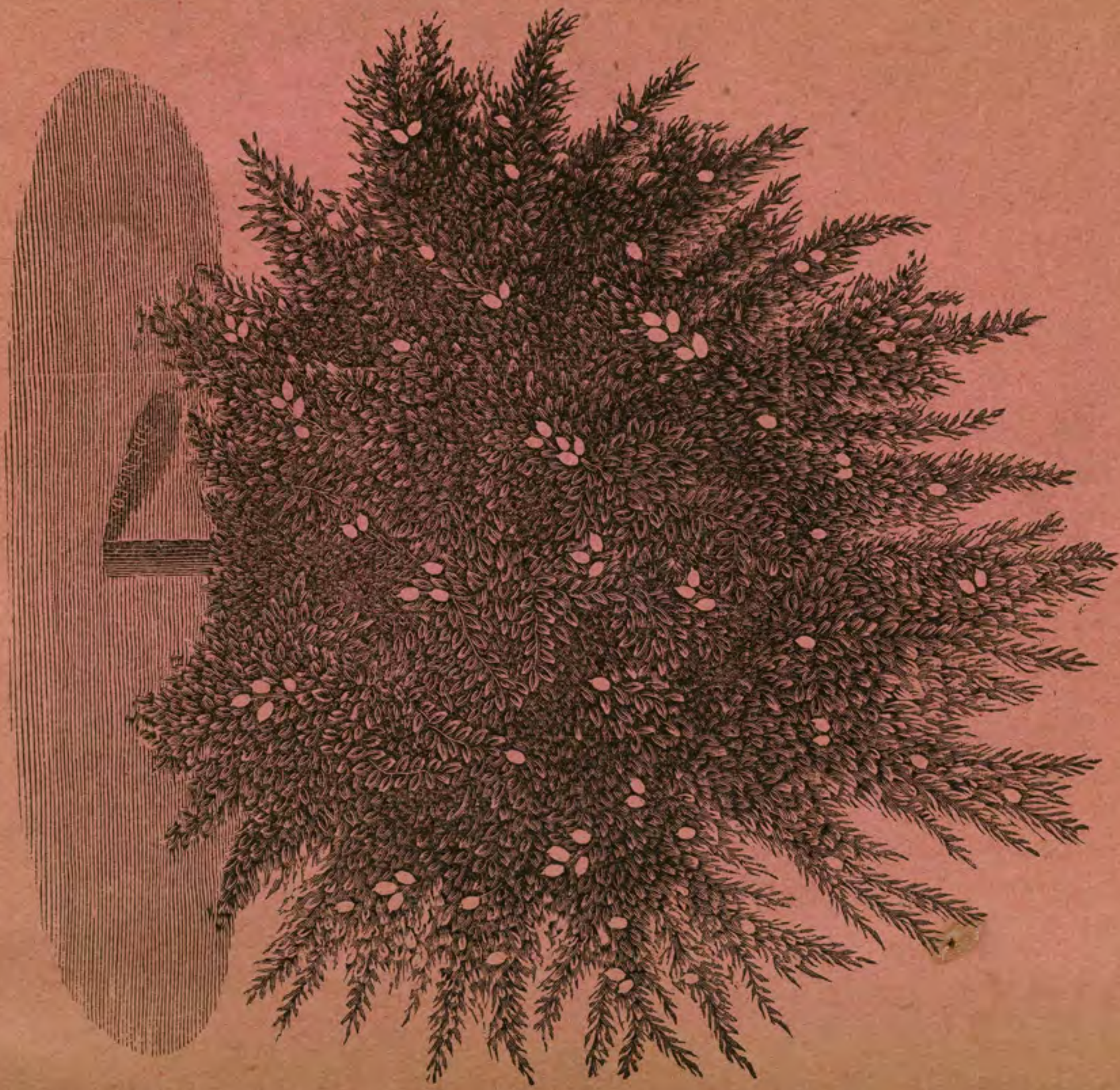
REAL ESTATE EXCHANGE

638 MARKET STREET, (OPP. PALACE HOTEL)

SAN FRANCISCO.

Sub-Agencies at each County Seat in California.

V.F COUNTIES San Diego Co.: Pamphlet



CALIFORNIA STATE LIBRARY