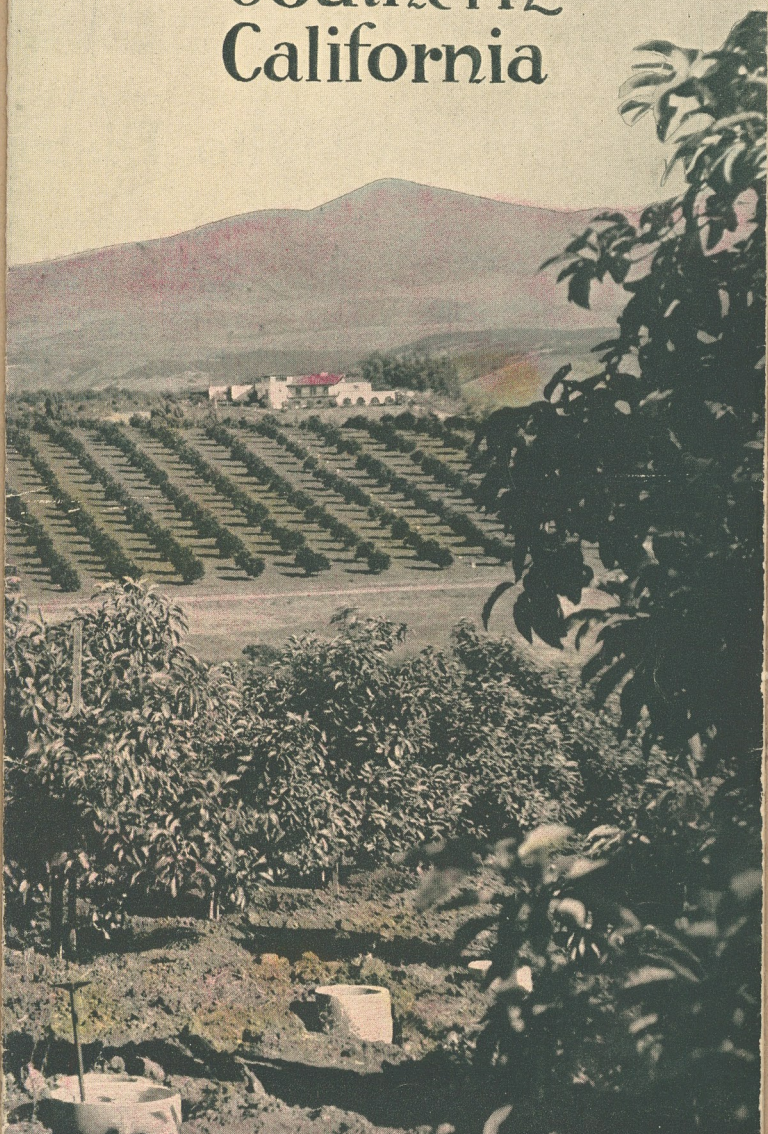
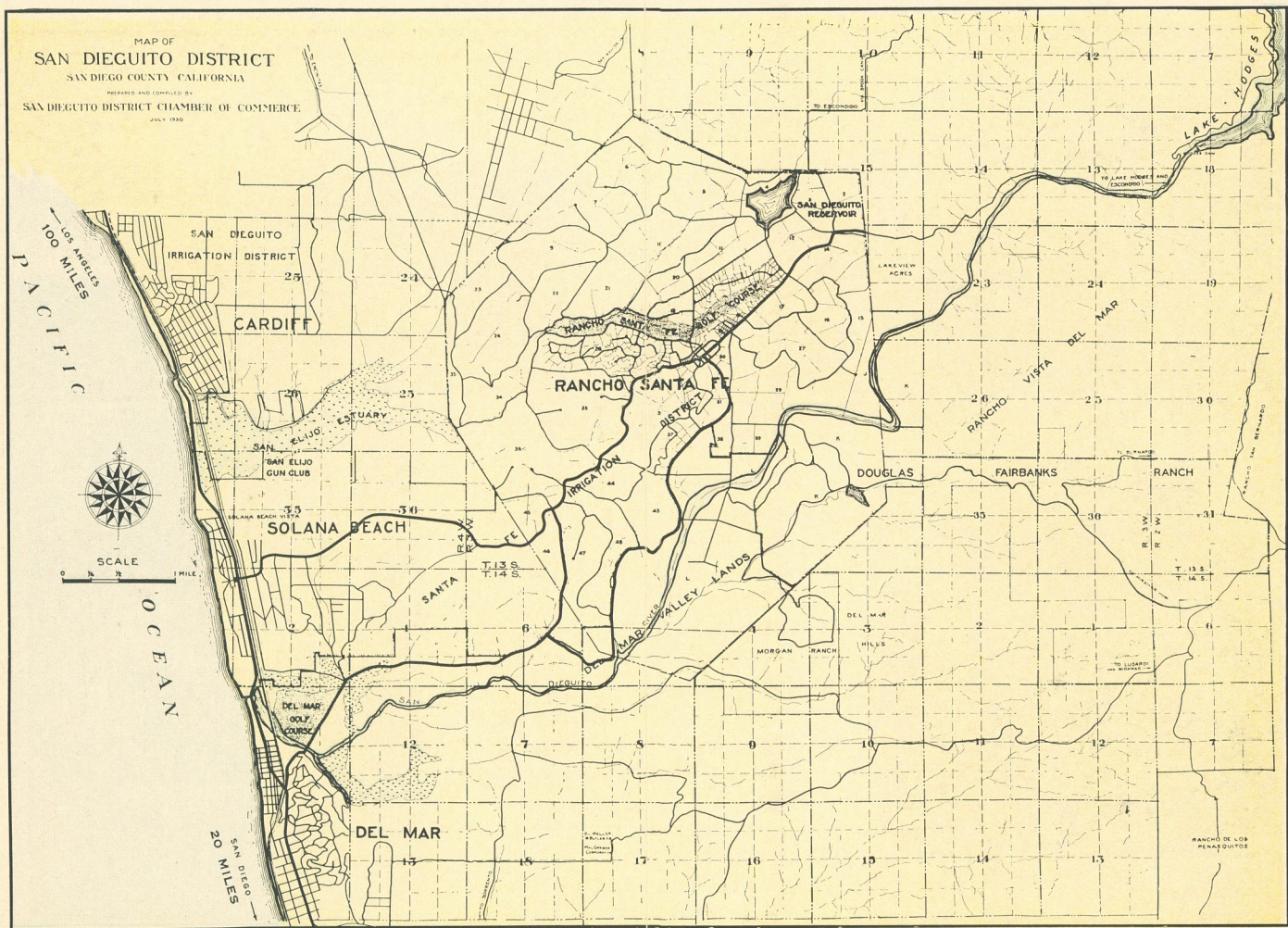


The
SAN DIEGUITO
DISTRICT
of
Southern
California



Issued by the
SAN DIEGUITO DISTRICT
CHAMBER OF COMMERCE



The San Dieguito District of Southern California

OUR District, traversed by the Coast Highway, lies approximately twenty miles North of San Diego, and 100 miles South of Los Angeles. The territory included in this miniature map embraces an area of approximately 75 square miles, and is served with a total of 170 miles of paved and improved streets and highways.

Those desiring agricultural lands will find a wide selection of soils that will produce oranges, lemons, avocados, bulbs, vegetables and grains. Both in town and country, we have many modest but attractive homes, as well as many fine, expensive homes and elaborate estates. Incomparable home sites overlooking the wide expanse of the Pacific Ocean, or directly on the water front, or amidst rolling hills and towering Eucalyptus trees are here for

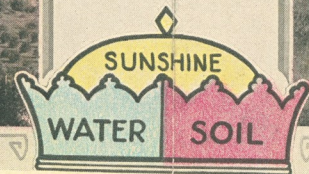
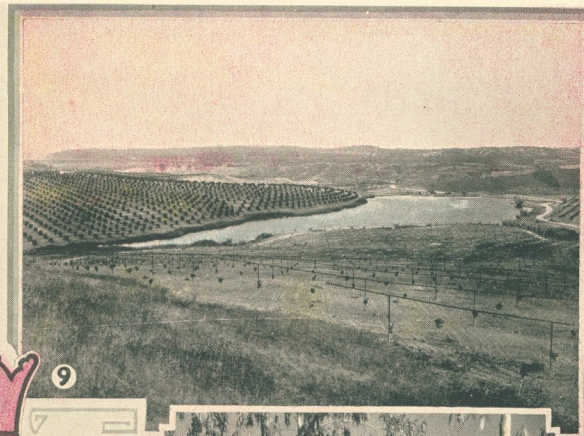
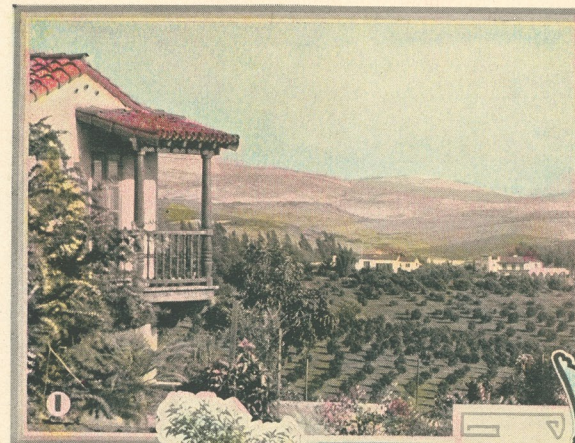
your selection, the whole District being a recognized garden spot of Southern California.

Furthermore, the San Dieguito District affords a veritable paradise for outdoor recreation the year around. The eight-mile ocean frontage provides every requirement for variety in surf bathing. In addition there are two all-grass golf courses, miles of shaded bridle paths, lake, surf, pier and deep-sea fishing, tennis courts, a gun club and a warm salt-water plunge.

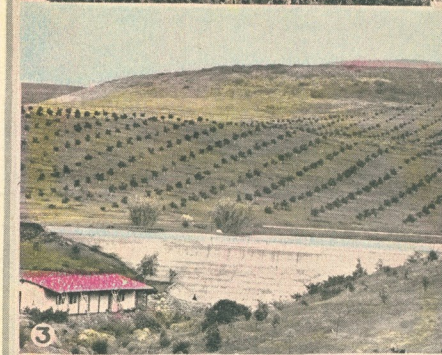
The San Dieguito District Chamber of Commerce

Solana Beach, California

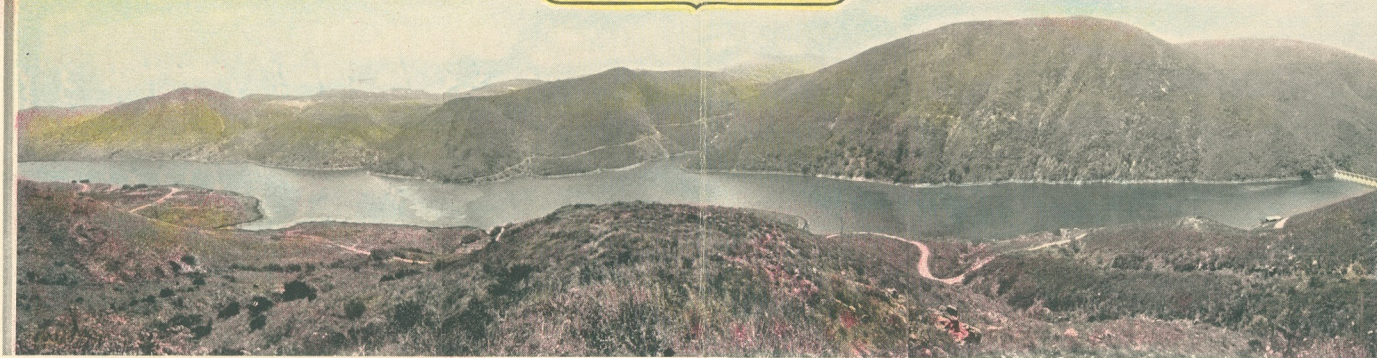
THIS CIRCULAR HAS BEEN READ AND APPROVED BY THE COUNTY AGRICULTURAL AGENT



- 1—Incomparable home sites amidst rolling hills—the California of your dreams.
- 2—A seven-year-old Avocado tree at Solana Beach.
- 3—The dam and pump house on the Douglas Fairbanks ranch.
- 4—Packing oranges—to supply the nation's thirst for Vitamin C.
- 5—Floriculture on a commercial basis is a very profitable pursuit.
- 6—The lowly "spud" vies with its more aristocratic relatives as a source of profit.
- 7—Bean harvesting season is a busy one in the San Dieguito District.
- 8—A glimpse of beauty in business—an orchard and eucalyptus grove.
- 9—A part of the overhead sprinkling system on the Douglas Fairbanks ranch.



CARDIFF ... SOLANA BEACH **SAN DIEGUITO DISTRICT** DEL MAR ... RANCHO SANTA FE



The lower end of Lake Hodges showing the dam at the extreme right which impounds 37,700 acre feet of water.

The San Dieguito District—a Veritable Paradise

THE San Dieguito District is situated in what has become justly famous as "The Perfect Climate Belt of the United States," that relatively narrow strip of land, which extends from Oceanside southward along the coast. However, soil and climate are but two of the factors that enter into the success of any agricultural development in California. An adequate, dependable and economical water supply is a prerequisite of prime importance. In respect to this vital requirement the San Dieguito District stands in an enviable position among Southern California communities. The Lake Hodges Dam Reservoir with a capacity of 37,700 acre feet, fed from a drainage area of over 250 square miles, insures an ample supply for all domestic and agricultural purposes of pure mountain water, notably free from objectionable salts and minerals and is economically delivered throughout the district, almost entirely by gravity, by means of very efficient distributing systems.

Fruits, flowers and vegetables thrive here. Flowers attain wonderful size and perfection of bloom and floriculture on a commercial scale is becoming a profitable pursuit,—especially in winter, when large shipments are made for the Eastern trade. Bulb growing has proven profitable and millions of bulbs are produced each year for the flower lovers of the entire country. Many delicate plants and flowers, which can only be grown in hot houses elsewhere, here flourish in open fields. It is, indeed, a never ending source of wonderment and delight for visitors to behold solid carpets of the most gorgeous and delicate blooms literally covering acres, at a time of year when the shivering East is buried under a blanket of snow.

Not only do the more commonplace garden products thrive here, but due to the time of year at which they can be matured, which is "out of season" for other localities, they command a premium in the market. Such products as peas, beans, potatoes, squash, tomatoes, peppers, cucumbers, etc., often bring high prices in the late or early season. A point to be strongly emphasized, moreover, is our strategic position from a marketing standpoint. Practically all of our vegetable products are shipped to Los Angeles by motor truck, whence they are distributed thruout the many Southern California towns. The famous network of boulevards extending thruout this southern section has made distribution rapid and economical. The day's harvest is loaded onto the truck in the

late afternoon and in a few hours it is on the market stand, fresh and crisp, ready for the housewife's basket in the morning.

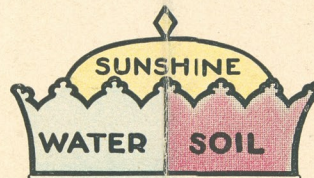
While truck gardening has been profitable in this region, it is being realized more and more that this comparatively small area with its excellent conditions of water, climate, and geographic location is too valuable to use for growing crops which can be produced in other parts of the country on cheap lands and an ever increasing acreage is being given over to the production of sub-tropical fruits.

Future independence seems assured the man who has sufficient capital to finance an orchard of adequate size to bearing age. It has been demonstrated that this region can successfully produce citrus fruit and avocados and these two industries are already established on a sound commercial basis, while the possibilities of such rarer fruits as the cherimoya, sapota, papaya, or tree melon, and many others have been sufficiently proven to predict a promising future.

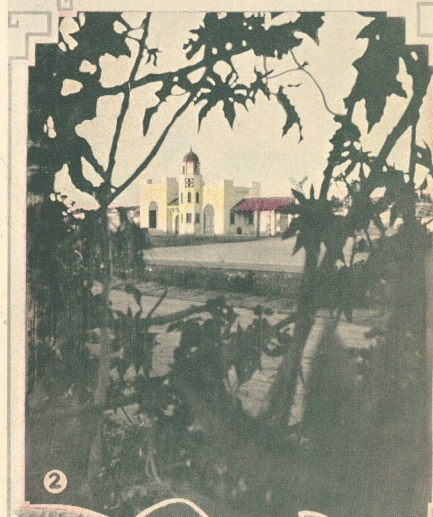
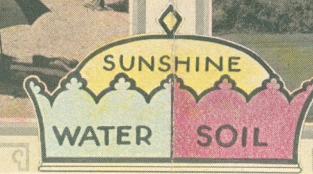
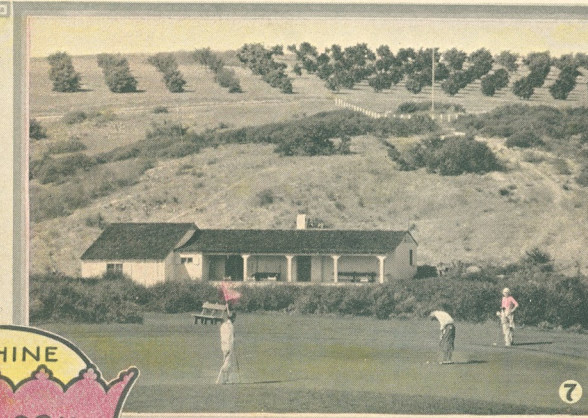
The citrus industry in California is today second only to the oil industry in importance. Each year finds hundreds of additional acres being planted to citrus orchards. Yet the supply has been unable to keep pace with the demand. Here in the fertile, gently rolling hills that form the back country of the district lemons and Valencia oranges flourish. So congenial are the climatic conditions that the trees make rapid growth and yield heavily at an early age.

The avocado industry, as compared with the citrus industry, is as yet in its infancy. So enthusiastic has been the reception accorded this fruit that the production thus far has been wholly inadequate to supply the demand and practically all the crop has found a ready market at high prices. The orange growers of California have pointed the way in perfecting what stands forth preeminently as the world's greatest agricultural cooperative organization. The avocado growers are wisely following their example. With the nationwide demand that will result from the education of the people to its food value and health giving properties and with the limited area in which the avocado can be successfully grown, the industry's future seems assured.

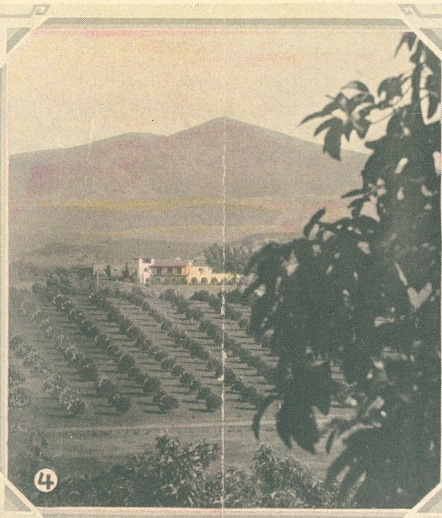
To the man whose inclinations are toward agriculture, where else can he follow his bent amid surroundings and conditions so ideal from every angle?



THE CROWNING HERITAGE OF THE SAN DIEGUITO DISTRICT .. ABUNDANT WATER . RICH SOIL . CONTINUOUS SUNSHINE



- 1—The beach at Del Mar is one of the best in Southern California.
- 2—The Santa Fe station at Cardiff reflects the charm of Old Spain.
- 3—Sub-tropical fruit and foliage at Rancho Santa Fe.
- 4—Black Mountain, bleak and barren, stands guard over the verdant valleys.
- 5—Avocados, the Green Gold of the San Dieguito District, find a ready market.
- 6—The charm of the District is exemplified by those who cross the nation to spend a Summer or Winter at the Del Mar Hotel.
- 7—Those who take their golf seriously may play practically every day during the year.

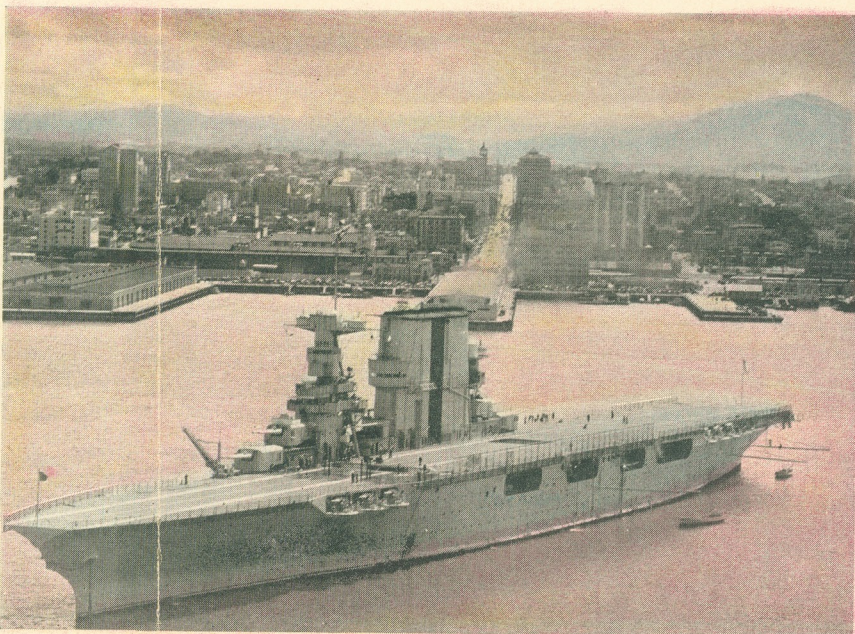


San Dieguito District Residents Enjoy Country Comforts Amidst City Conveniences

TWENTY MINUTES FROM BROADWAY very aptly expresses the proximity of this coastal residential and agricultural empire to the important commercial market center, San Diego, a seaport of 160,000 population. Here California began and is at its best, complete in idealistic attributes. The history and romance of the two communities have been woven together since those early days when the Padres of Spain chose the shores of beautiful San Diego bay for the birthplace of California. Today, it is still the choice of discriminating people who wish to dwell just outside of the city but in touch with all the advantages of urban life.

San Diego is a playground but it is industrious, too. Here business and pleasure mix in a most wonderful environment. It is beautiful—naturally more beautiful than most cities. Marvelous Balboa Park, a fairyland of 1400 acres in the heart of the city, is an art, music, and science center, an equipped playground for young and old, offering untiring diversion for weeks and months. San Diego bay, with its 22 square miles of land-locked expanse affords anchorage to the pleasure yachts of the world.

Commercially the city has taken its place as one of the important business centers of the Pacific Coast. The business district has spread over an enlarged area, acquiring a metropolitan atmosphere. Huge buildings office the business and professional community. Large department stores, besides the other 2500 retail stores supply the needs



Uncle Sam's new plane carriers can come right up to San Diego's front door.

of the 250,000 people who live in and around the San Diego trade area and the million and a half tourists who annually visit the city.

Culturally, San Diego has much to offer. There are churches, representing almost every denomination, fine public and private schools, social clubs and fraternal organizations, art and historical museums.

The U. S. Government has placed its stamp of approval on the climate and living conditions existing in this area, having spent millions in governmental buildings, naval and marine training stations, flying fields and wireless stations and more millions in the harbor which is the home of the greater part of the Pacific fleet.

Agua Caliente, in Old Mexico, with its luxurious hotel, the most beautiful bathing pool in the world, the Casino, a marvelous golf course and the big race track is only 18 miles below San Diego.

All these social, commercial and cultural advantages are open to the people of the San Dieguito District. It is not "twenty minutes from" but actually "on Broadway."



BALBOA PARK, in the center of the city, contains the Fine Arts Gallery, the Zoo, Natural History Museum, and other interesting exhibits.



AGUA CALIENTE, 18 miles south of San Diego in Old Mexico, richly deserves its title of the "Deauville of America."

