
VISTA

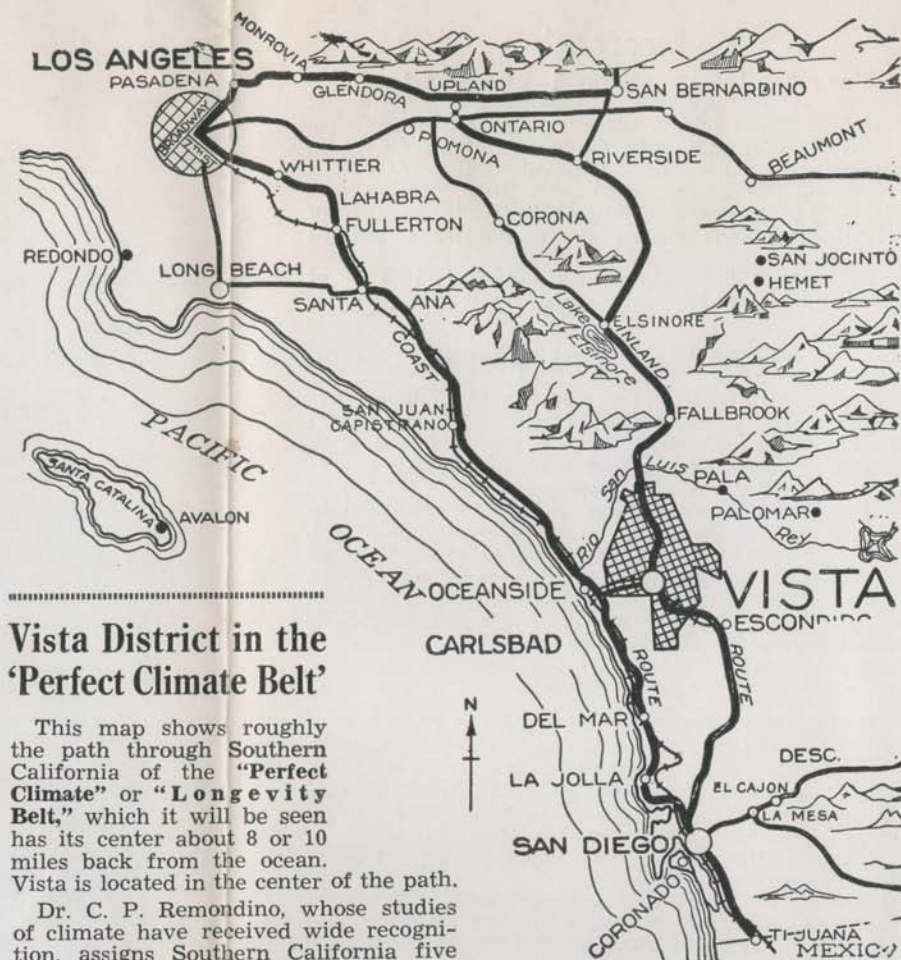
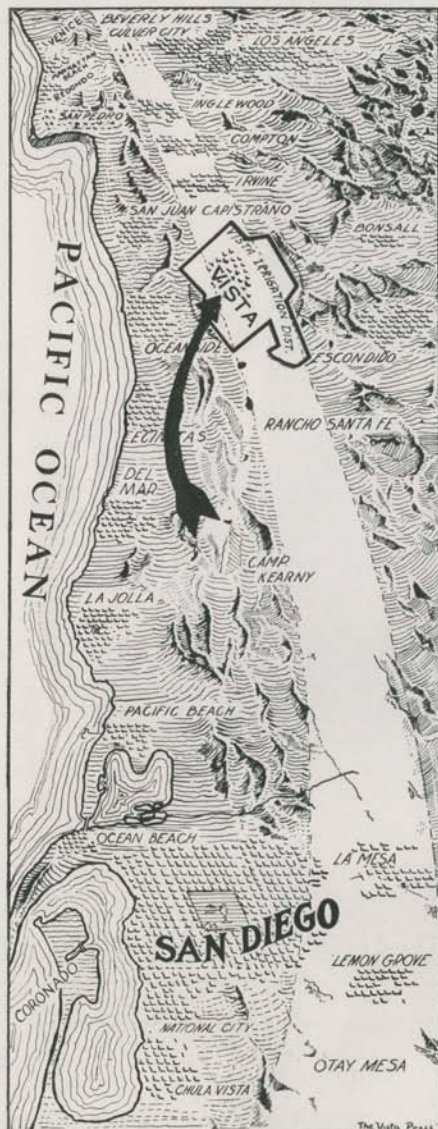
The Subtropic Empire
Northern San Diego County



Orchards Homes Gardens



Ocean Beach Attractions near Vista



Vista District in the 'Perfect Climate Belt'

This map shows roughly the path through Southern California of the "Perfect Climate" or "Longevity Belt," which it will be seen has its center about 8 or 10 miles back from the ocean. Vista is located in the center of the path.

Dr. C. P. Remondino, whose studies of climate have received wide recognition, assigns Southern California five distinct classes of climates. All have a therapeutic value and application as follows:

1. A purely insular climate.
2. Peninsular climate.
3. Coastal climate.
4. Foothill and valley climate, 200 to 2500 feet elevation.
5. Mountain climate, from 360 feet below sea level to 2500 feet elevation.

No. 4 is the climate claimed by Vista and other localities in the "perfect climate belt," it being the one climate that is neither wholly marine nor wholly terrestrial, but is a delightful combination of both.

Los Angeles lies to the east of the belt and San Diego proper to the west of it. Los Angeles has grown almost wholly westward into the belt, while San Diego is growing eastward across it. Everywhere in Southern California this ideal climate belt is considered to act as a magnet in attaining maximum population, because people wish to live under such delightful climatic conditions.

MISSION SAN LUIS REY
 Founded in 1798, is Five Miles from Vista





One of Many Beautiful Homes in Vista District

Centrally Located

The Inland Highway, linking Los Angeles and San Diego, traverses the district and the Town of Vista is located on the highway 46 miles north of San Diego, 100 miles south of Los Angeles, and 8 miles from the Pacific ocean, over Vista Way, a paved boulevard. Paved highways radiate from Vista in all directions, giving the town a strategical location as an important business center.

The District is amply served with transportation facilities by the Santa Fe railway and established stage and truck lines.

Character of Soils

The soils of the district have a wide variation and a prospective purchaser of land here should make investigation to his own satisfaction with respect to the uses to which he wishes to put his land. Briefly, the top soils range from sandy loams to heavy adobes, underlaid with either decomposed granite or adobe subsoils, which conditions, in conjunction with good drainage, give to trees and other plant life the full value of irrigation, the water not being lost to lower levels, as is the case in localities where the subsoils are more porous.

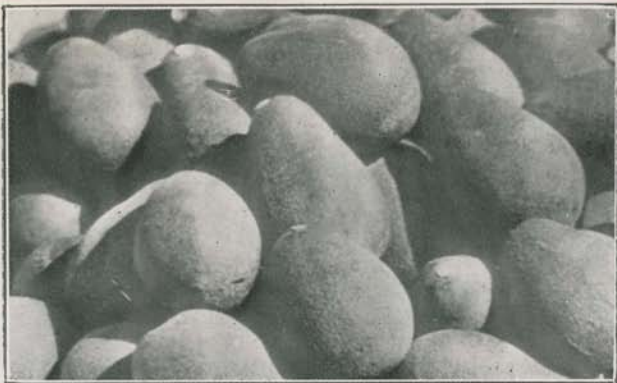
Due to the fact that there are seldom extremely warm days in the Vista District the loss of water from evaporation is far less than in localities that have high summer temperatures.

Water Supply

The Vista Irrigation District, including 14,600 acres of lands, was organized under the laws of the State of California. Bonds to the extent of \$1,700,000.00 were issued and sold for the purpose of installing a thoroughly modern gravity piped water distribution system, including a number of equalizing reservoirs, for both domestic and irrigation purposes.

The District recently voted a bond issue of \$937,500 under a refinancing plan entered into with the government Reconstruction Finance Corporation, whereby the original bond issue of \$1,700,000 was retired, bond interest consequently being greatly reduced under the 4% government bonds. This makes a saving to the district of approximately \$64,000 a year in interest alone over the original plan. The district through this refinancing is doubly secure.

The water system is controlled by the owners of the land. The residents of the District elect a Board of Directors who transact the business and affairs of the irrigation system.



Fuerte Avocados Grow to Perfection Here

The water costs in the Vista Irrigation District are on a par with costs in other irrigation districts of San Diego county.

Domestic water is available under pressure to the homes throughout the District. The water comes from Lake Henshaw in the Palomar mountains.

Unsurpassed for Avocados

This district is recognized as unsurpassed for the growing of that aristocrat of all fruit food products, the Avocado. Several thousands of acres of the slopes and hilltop lands are admirably adapted to the raising of this profitable fruit. Fruit grown here is declared by experts to be of the highest quality on the market. This district produces more avocados than any other Avocado section in California. The Calavo Growers Exchange has a modern packing plant at Vista. Several independent packing houses also operate here.

A Citrus District

Experienced citrus growers from other districts are coming into the Vista district and planting Oranges and Lemons. The soil, water and climatic conditions make this one of the great potential citrus growing sections of California. Good citrus land can be purchased here for appreciably less prices that is demanded for citrus lands in other districts. There are approximately 3000 acres of citrus plantings here.

Bulbs and Flowers

Bulb and flower growing is an important industry. The bulbs are produced mostly for eastern markets, while cut flowers are shipped in great quantities to Los Angeles.



One of Vista's Fine School Buildings



Vista District Avocados Top the Markets in Quality



Conditions are Ideal for Oranges



Winter Vegetables are Grown in Large Quantities

Climatic Conditions

Vista possesses a matchless climate; its elevation and distance from the ocean gives an evenness of summer and winter temperatures that results in ideal living and growing conditions.

The elevations of the district range from 300 to 850 feet above sea level. Avocados and citrus fruits are planted on the slopes and hilltops. Temperatures in the locations approved for such plantings range from 35 to 80 degrees in the winter months, and from 45 to 90 degrees in the summer time. High winds do not prevail and extremely hot days are unknown. The district is remarkably free from fogs. The average annual rainfall is slightly in excess of 15 inches. For the season of 1936-37 it was about 30 inches.

The more elevated and sloping lands of the Vista district are as near free from killing frosts as any of the best thermal belt sections of Southern California. The Vista lemon ranks among the best grown in this State. Oranges, grapefruit and limes of the best quality are also raised in the Vista District. Valencia oranges from Vista District command top prices in Eastern markets because of their fine quality.

Ideal For Poultry

Conditions here are especially favorable for poultry raising, the equable climate making possible the production of more eggs per hen than in other sections of the State, according to statistics kept by the San Diego County Poultry Association.

Varied Products

Other products successfully grown are berries and winter vegetables. Hundreds of cars of tomatoes, squash, peppers, cauliflower, celery, peas and beans are shipped from the district each season.

Subtropical fruits in great variety grow here, among the more popular varieties of these being guavas, cherimoyas, feijoas, Natal plums, loquats, Japanese persimmons and passion fruit. Bananas mature, but are only raised as a novelty and as a decorative plant.

Educational Facilities

The best of educational facilities are provided by the Vista Unified School, which includes all grades from beginners to graduation from the High School, which is accredited to the State University and Colleges. A fine school plant is located adjacent to the town on a 30-acre site, permitting ample playgrounds and athletic facilities for the students. A fleet of modern busses provide transportation for the pupils.

Beautiful Homesites

With Vista district water under pressure, hundreds of hilltop and other ideal locations for homesites are available. From most of these locations charming views of near and distant mountains, valleys and the Pacific ocean make a most attractive and unusual environment.



Street Scenes in the Town of Vista

SPC
 Marc Folio
 F869
 V58
 V58
 1938

Recreation

Fine ocean beaches are reached within a few minutes, and nearby are mountain resorts and parks. Good fishing is found in the various lakes and the ocean.

On Palomar mountain, about 40 miles from Vista, is being erected the largest telescope in the world with a lens of 200 inches diameter. This location was selected by the Cal-Tech observatory staff because of the clarity of the atmosphere and other important advantages.

Beautiful Wildwood, a county park is located at Vista, and two other county parks are within 15 miles distance.

The Town of Vista

The Town of Vista is growing rapidly. There are many miles of paved and improved streets, a modern sewer system, electric light and power and a local automatic telephone exchange with long distance connections available at all hours.

The First National Bank of Vista, established in February, 1928, has assets of approximately \$500,000. There are stores and shops to supply all kinds of needs in merchandise; hotels, garages, etc., and a newspaper, The Vista Press, with a complete plant. Several packing houses pack and market the fruits and vegetables produced in this and adjoining districts.

Societies

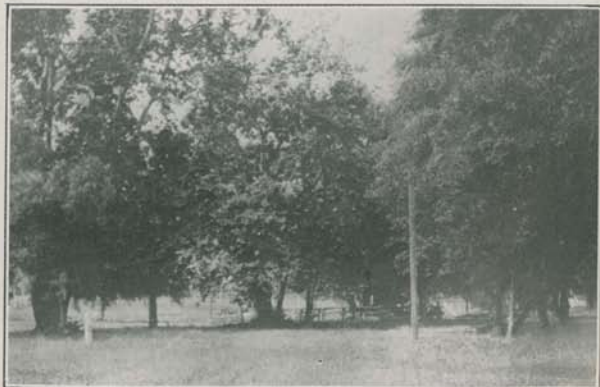
Civic organizations include the Vista Chamber of Commerce, the Woman's Club of Vista, with its own handsome club building; a Parent-Teacher Association, County Farm Bureau, Boy and Girl Scout Troops, Vista Garden Club, American Legion, Rotary Club, Grange, Masonic Club, and other societies.

The religious side of life is cared for by a number of church denominations.

The Vista Volunteer Fire Department, with a good equipment, gives protection to life and property, and is also equipped with a resuscitator for life saving.

Just an outline of the attractions and advantages of the great Vista irrigated section can be given in this folder. Further information may be secured from the Secretary of

VISTA CHAMBER OF COMMERCE
 Vista, California



Wildwood Park, Vista