



Escondido

INLAND TOWN

LARGEST IN San Diego Co.



ESCONDIDO LAND AND TOWN CO.  
SAN DIEGO. CALIFORNIA

# Escondido

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## THE LARGEST INLAND TOWN IN SAN DIEGO COUNTY, CALIFORNIA.

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Among the many beautiful and promising valleys of Southern California, none are more favorably known than that of Escondido.

**Climate.**—Situated at an elevation of seven hundred feet above the sea, and with an intermediate country sloping to the ocean, the air is deprived of much of the moisture or sharp “edge” found immediately upon the coast, in consequence of which some enjoy better health here than nearer the ocean. No rule, however, will be found to apply equally to all; and while some especially enjoy the softer, milder air of the interior, others will be benefited by residence nearer salt water. It is thought that few will fail to find the climate of Escondido both pleasant and healthful.

Near enough to the coast to enjoy an almost unfailing ocean breeze, the valley is protected by the surrounding mountains from the cold

north winds of winter; the mountains at the same time with every change of season adding an indescribable beauty to the landscape.

There are few valleys in Southern California having so little waste land, while it is a noticeable fact that the elevations succeeding each other in wavelike undulations are covered with the richest soil, known as decomposed granite—a soil friable, pleasant and easy to work. The climate and soil of Escondido have been shown to be well adapted to the growing of all fruits which can be profitably grown in a semi-tropical country. In addition to the orange and lemon, the latter of which is known to be very profitable, the olive, the fig, the apricot, the prune, the pomegranate, the peach, the plum, the pear, with other fruits, can be grown to perfection and in great abundance; while among the nuts it is claimed that the almond and English walnut, and other varieties, will well repay cultivation, though in this direction less has been done than in the cultivation of fruits.

**Grain and Hay.**—There are few portions of Southern California where grain and hay are so certain a crop as in Escondido valley, and the country surrounding. Land can be had in the vicinity of Escondido at a price at which it will pay to engage in this branch of agriculture.

The rolling lands in the valley are particularly adapted to the growing of citrus fruits, while the lower portions are well suited to fruits of other kinds. The prices at which

lands are now held places it within the power of people of moderate means to own an almost ideal home. Money, labor and time, however, are all required to produce a fruit ranch, and no one should remove to a new country or engage in horticulture who has not the means and necessary industry to safely establish himself in a new home and a new employment. Choice land can be had at from \$20 to \$75 per acre, owing to character of land and proximity to town. Terms will be made to suit purchaser.

**The thermometer** sometimes reaches a higher degree than on the coast, yet owing to the dryness of the atmosphere there is not the discomfort that is known in the eastern states with a much lower degree, while here there is absolute safety from the dangers attending heated terms in the east. Sunstroke is unknown to Southern California, as is also the extreme depression that in moister climates follows upon heat. Hydrophobia is unknown here, doubtless owing to the same cause. There is also entire freedom from thunder storms in the lower altitudes of California. One may reside for months an observer of thunder storms in the distant mountains and never otherwise know of their existence. While the older or eastern states are swept by blizzards and storms of the winter, and whole sections are terrorized by the death dealing cyclones and tornadoes of the summer, these favored valleys rest in the peace and comfort of the most perfect climate known to the civilized world.

**The Town of Escondido**, which is regularly incorporated, is the largest and most prosperous town in San Diego County, excepting only the bay region. The merchants are active, energetic men, and carry large, complete stocks of goods. The stores of Escondido will compare favorably with those of much larger places. A large country surrounding Escondido and tributary to it make the place one of great promise.

**The Escondido Hotel**, built and owned by the Land and Town Company, situated on a commanding eminence, overlooks the valley, at the same time taking in an extended mountain view. This is a fine hotel, with every convenience, a good table and reasonable charges.

**Public Schools.**—In common with all California the public schools of Escondido are well supported; no state in the Union being more liberal in her provision for schools than is California. In addition to the public schools, the Methodists have erected a handsome college building, in which instruction is given in higher grades.

**Church Organizations.**—There are several church organizations, some of which have good church buildings.

The people of Escondido will compare favorably with the best in the land in point of intelligence, industry and temperance.

**Water Supply.**—The town is supplied with an abundance of water by the Company, which owns a complete distributing system, and whose



charges are reasonable. An irrigation district has been organized by which it is hoped to supply the valley with water from the San Luis Rey River, a distance of 22 miles.

**Newspapers.**—There are two wide-awake weekly papers, *The Times* and *The Advocate*, both of which are well edited and give all the news, with excellent reading matter in addition. The proprietors will gladly mail copies upon application.

There are two banks, well managed and doing a large business.

The Southern California (A. T. & S. F.) R. R. makes Escondido the terminus for one of its branches, thus bringing the country into railroad communication with San Diego and Los Angeles. Another road will, it is hoped, in the near future be built direct to San Diego, thus opening a new and rich country.

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## ESCONDIDO LAND AND TOWN CO.

PRINCIPAL OFFICE,

**SAN DIEGO, CALIFORNIA.**

JACOB GRUENDIKE . . . . .	<i>President</i>
JERRY TOLES . . . . .	<i>Vice-President and Manager</i>
JOHN SHERMAN . . . . .	<i>Secretary</i>
J. E. FISHBURN . . . . .	<i>Treasurer</i>

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COUNTRY.**

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